



Orange: a very positive outcome from its commitment to the world of rugby

Orange reviews its involvement since the beginning of the competition, as Official Sponsor, exclusive holder of mobile rights in Europe and Official Supplier of telecommunications solutions for the 2007 Rugby World Cup.

For the 2007 Rugby World Cup, Orange was determined to allow everyone to enjoy rugby, on every field of play, as shown by its slogan "Be a part of it!". Whether in France or in Europe, internally or with the general public, through the impact of its communication or its commercial results, Orange made a decisive score in its rugby history, which began nearly 10 years ago.

After 6 weeks of competition, Orange is delighted with the success of its long-term involvement.

Large-scale human and technical deployment

- 500 experts mobilised and a dedicated 24/7 hotline.
- Perfect control of a huge technical infrastructure in the competition's 12 stadiums (in France and the UK):
 - 6,000 fixed access points for broadband Internet and telephony
 - 111 Wi-Fi access points, 25 hotspots, 26 routers and 30 switches.
 - Growing use of the Wi-Fi hotspots as the competition went on –
 - in total, **more than 12,800 connections** with an average duration of 45 minutes each
 - in total, 130 GB of uploaded data and 110 GB of downloaded data
- Success of the "rate card photo" solution in the French stadiums: the thousands of photos taken during each match were transmitted in real time, via **optical fibre link**, to the editing centres, then, straight to the various agencies, thus contributing to coverage of the event.
- **A first: terrestrial transport of non-compressed HD images.** For the first time in Europe, Orange and GlobeCast, a subsidiary of the group, provided long distance terrestrial transport of non-compressed high definition signals. This means of transport enables transmission of video signals without delay and without altering quality. The solution included a 10 Gbps link enabling the transport of up to six non-compressed HD signals between the stadium in Marseille to the GlobeCast technical operations centre in Paris. This experiment, covering all the matches played in Marseille, was a great success.

Mobile, a new means of following the competition

- Since the start of the competition (07/09/2007), the Orange World sports channel has been a great success in France, with
 - A total of over **11.5 million sessions** over the period.
 - A daily average of 94,000 visits to the Rugby World Cup mini site.
 - On Saturday 06/10, the day of the France v New Zealand match, the channel beat its daily audience record (previously held by the France v Brazil football match of 01/07/2006) by more than 40%.
- On this Sport channel, "World Cup" videos accounted for nearly **35% of sports videos consulted** over the period.





- More than 90% of the rugby videos viewed were related to official content (semi-live broadcasts, match summaries, legendary matches, etc.).
- The French team's matches hold the first 6 positions of the Top 10 most-viewed match summaries, accounting for 40% of the total match summary audience.
- SMS Traffic: during the match, mobile keypads were running hot...
 - Viewers were particularly active during the France games – SMS traffic was 25% higher than during the 2006 Football World Cup (during the same phases of the competition), and 30% higher for the France v New Zealand quarter-final, with more than **8.5 million SMS received** during the 8pm to 11.30pm time-slot!

Online audiences: the objective overtaken by October 1st

- The initial objective of 20 million pages consulted in the www.orange.fr rugby section was reached before October 1st. Altogether, Orange totalled more than **36.8 million pages viewed** over the period.
- Peaks of traffic were recorded during the French team's matches. This is what happened for the France v New Zealand match, with the 2007 Rugby World Cup page viewed nearly 4.6 million times (between 06/10 and 07/10).
- Frank success for buzz online: amongst the most-viewed Orange content on Internet, all platforms together, videos enjoyed a huge success. On orange.fr, there were more than **1.5 million video sessions**, with more than half accounted for by teasers and the Galthié/Zidane advertising spot.

In the UK, record traffic on all Orange networks

- Voice traffic: following England's qualification for the final, Orange UK noted a 74% increase in calls to France, with fans trying to find accommodation or tickets for the final in France.
- SMS/MMS exchange on the Orange UK network only
 - A first peak is observed for the semi-final match against France on October 13, with 52 million SMS and 240,000 MMS exchanged
 - On the day of the final, October 20, there was an explosion in exchanges: English subscribers sent **60 million SMS** and 261,000 MMS.
- Match videos on mobile: On the evening of the semi-final, the Orange World UK homepage, which gave access to quasi-live match commentaries, recorded nearly 21,000 single visitors. For England, where the number of people watching the match live was particularly high, this figure is a great success for Orange!
- Internet: **1,500 visitors a day for Martin Johnson's blog.**

Orange Sports TV: one channel, three platforms and a first great success

- Launched in France on September 6, Orange Sports TV is available on Orange TV, the sports section of the orange.fr site and the Orange World mobile portal.
- The Rugby World Cup was the opportunity for the Orange Sports TV channel to build up a very large audience (**1.2 million TV viewers in September and Octobers**) through exceptional rugby programming during the competition, mixing news programmes and completely new programmes, such as "Coup de sifflet", "Mon voisin" with Vincent Moscato, "7 semaines derrière Laporte" or "Le rendez-vous des experts".





- On mobile, Orange Sports TV was the 4th most-watched channel during the period.
- The Orange Sports TV interactive service, available on Orange TV (TV via ADSL), also became very popular during the World Cup, with 10 million pages viewed.
- Amongst the most-downloaded free videos were “7 semaines derrière Laporte” and “Le rendez-vous des experts”, the flagship World Cup programme, available in VOD after its broadcast. As for pay videos, top of the hit parade were “Ces chers ennemis” (video on the rivalry between France and England) and the legendary “France-New Zealand” match of 1999.

Orange, living and breathing rugby

- 145,000 special-run issues of L'Equipe / Orange presenting the whole partnership process, distributed to employees with the internal magazine.
- Internal events with a very high mobilisation:
 - a dedicated mini site on the Group Intranet over 4 months, ranging from education to thrills and emotion.
 - a bolstered presence in France, with close to **35,000 employees having participated in events** (photo competition, prediction game, quiz, virtual ball passing) to win match tickets, derived products, tee-shirts, balls, caps, and objects dedicated by rugby personalities.
- The principal sites decked out in the Rugby World Cup colours (posters roll ups, window stickers, etc.).
- 5,500 Orange match guests from all the countries in the group (France, UK, Romania, Belgium, Switzerland, Argentina, etc.) and... nearly 72,000 petits fours!

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 163 million customers in five continents as of June 30, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 51.7 billion euros in 2006 and 25,9 billion euros for the 1st semester of 2007. At June 30, 2007 the group had 102.5 million mobile customers and 10.5 million broadband internet (ADSL) customers.

Launched in June 2005, the NExT program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

France Telecom (NYSE:FTE) is listed on Euronext Paris and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com
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