



Press release  
Paris, 10 June 2008

## On 12 June Orange is launching Musique Max, the market's fullest unlimited music download service for PC and mobile

- Over a million titles available for downloading, in partnership with France's top four music majors (EMI Music France, Sony BMG, Universal Music France and Warner Music) and two independent labels (Believe and Scorpio Music)
- Downloads to PCs or mobile phones, with automatic synchronization of music libraries using Orange Media Player.
- All titles downloaded using Musique Max can be kept for an unlimited period and transferred to five other digital media such as music players and compatible mobiles.
- Musique Max costs €12 per month, with no time commitment.

Musique Max is the latest embodiment of Orange's "content everywhere" strategy. Along with television, cinema, series, sport and video games, music ranks high in customers' wishlists for digital content.

### Musique Max, an unparalleled music download service

- **EMI Music France** (M, Coldplay, Lenny Kravitz, Kylie Minogue, Raphael, etc.)
- **Sony BMG** (Oasis, Amel Bent, Julien Doré, Christophe Willem, Usher, etc.)
- **Universal Music France** (Amy Winehouse, Duffy, Renand Luce, Alain Bashung, Enrique Iglesias, etc.)
- **Warner Music France** (Red Hot Chili Peppers, James Blunt, Christophe Maé, Louisy Joseph, Estelle, etc.)
- **Believe** (David Vendetta, MC Solaar, Barbara Hendricks, Sébastien Tellier, etc.)
- **Scorpio Music** (DJ Assad & Maradja, Tristan Garner, etc.)

Working from this very solid baseline Orange will be constantly expanding its catalogue by adding other labels.

### Unlimited music range with Musique Max

From 12 June, Orange internet and mobile customers with Musique Max will enjoy legal, unlimited music downloads, with lifetime listening rights.

Musique Max is available for downloads to PCs and mobile phones at a price of €12 per month, with no time commitment.

**Regardless of their mobile operator, Orange internet customers will have the following capabilities:**

- Permanent, unlimited, legal downloads of any title on PC, for reasonable use\*
- Access to online catalogue of titles from major and independent labels (over a million downloadable titles in all)
- Transfer of downloaded titles from PC to other digital media (PC, music player, compatible mobile)
- Easy management of music library, using Orange media player
- Access to music universe on orange.fr portal: news, albums, clips, streaming, and hundreds of webradios and podcasts

**Regardless of their internet access provider, Orange mobile customers will have the following capabilities:**

- Permanent, unlimited legal downloads (with data traffic included in price) of any title on PC or mobile, for reasonable use\*
- Automatic synchronization of music titles between mobile and PC, using Orange Media Player
- Unlimited navigation on Orange World mobile portal (over 10,000 video clips, 18 radio stations, information on artists, news, etc.)

\*Up to 500 titles per month

To mark the launch of Musique Max, Orange is offering a musical summer to all its new customers:

**Special offer from 12 June to 20 August 2008:**

- Internet package: Musique Max free for two months for all new subscriptions to internet or TV-inclusive scheme (internet, TV & telephone scheme with 12-month commitment)
- Mobile package: Musique Max free for two months for all new subscriptions to Origami Star mobile scheme (with 12-month commitment)

**Range of over 130 compatible music mobiles from €9, including the following models exclusive to Orange:**

- Nokia 5610 XpressMusic
- Sony Ericsson W910i, in partnership with the artist Ayo
- Sony Ericsson W580i, in partnership with the group Tokio Hotel

Orange broadband internet clients can listen to music on their PCs via the orange.fr portal or on their Orange mobiles. In 2007, 44 million musical products were consumed on orange.fr and over 22 million on Orange mobiles.

As well as listening to music, Orange customers can also view music programmes, through the 24/24 Musique package available on Orange TV and orange.fr (over 1,000 music programmes, including clips, concerts, interviews with artists, etc.).

The Orange Contents Division was set up in 2004 to define the Orange group's content strategy, design packages and services accordingly, form strategic partnerships, and acquire the necessary broadcasting rights for television, cinema, music, games, news and sports content. The Orange Contents Division delivers content through quality, innovative services (interactive services, TV, video-on-demand), harnessing the capabilities of Orange networks (multi-platform, interactivity, personalization).

**Nathalie Collin, VP, EMI Music France**

"This partnership with Orange is of strategic importance for us. The economic model in the music world is changing fast, and we considered it would be essential to pursue a proactive approach with partners like Orange, which build their legitimacy on consumer relations. We are eager to open up our catalogue of artists to the widest possible audience, via all available digital channels: web, mobile, VOD. Partnership with organizations capable of expanding and facilitating access to digital music is our initial response to the problems that illegal downloads raise as regards hindrance to artists' development."

**Pascal Negre, CEO, Universal Music France**

"Music subscription packages fit in with our strategy, because they offer secure, legal access to hundreds of thousands of titles across a very broad audience, without infringing upon artists' or producers' rights."

**Thierry Chassagne, president, Warner Music France**

"We continue to see an explosion in the number of ways for people to enjoy digital music. Beyond charging for individual downloads, Orange's offer represents a turning point in the development of new modes of consumption. It is an innovative alternative, which meets music fans' needs for more flexibility, mobility and a richer music offering, while respecting artists' rights. We totally share Orange's vision to always offer more music to more people and continue to bring our artists closer to their public by enabling new experiences. That said, the development of innovative model must come hand in hand with a continued focus on establishing new frameworks to fight piracy and properly monetise digital music consumption."

**Denis Ladegaillerie, president and founder, Believe SAS**

"All consumers are unique in the way they enjoy and discover music. With Musique Max, Orange is giving its future subscribers the keys to a music shop for the price of one CD per month, which is very attractive way for them to discover the advantages of digital music. For Believe, and for the artists and producers we represent, it is important to show the way and contribute to the development of packages that are attractive to consumers while continuing to remunerate music creators."

**Henri Belolo, CEO, Scorpio Music**

"Initiatives like this must be encouraged: it took imagination and courage to come up with a package capable of winning over the "internet and mobile phone" generation, and of enabling them to freely, easily and legally consume our productions. Reconciliation between new-generation consumers and artists was an ambitious challenge. Orange pulled it off, and we're grateful for that! The independent label Scorpio Music is glad to count itself among the pioneers who agreed to play the game."

## About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 172 million customers in five continents as of March 31, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 (13 billion euros at March 31, 2008). As of March 31, 2008, the Group had 111.9 million mobile customers and 12 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](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)  
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