



press release
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Orange launches interactive advertising over ADSL in France

Following the success of the trial carried out with Citroën in November 2008 across 100,000 French households, Orange is now launching its interactive TV advertising service over ADSL. For the first time in France, interactive advertising campaigns are broadcast to all Orange TV customers¹, representing more than 2 million households. Citroën for example, has decided to use interactive advertising to publicise its 90th anniversary on Orange's sport info channel, in a campaign launched on 9 September this year. Citroën plans to run further interactive advertising campaigns between now and the end of the year.



With this new, innovative area for advertisers to convey their message, advertising campaigns use interactive banners superimposed on the screen during advertising spots. The various formats enable viewers to go directly onto the advertiser's dedicated website via their television sets: this new form of advertising presence is called "Showcase" or "DAL" (Dedicated Advertiser Location).

Viewers can then simply click on their Orange set top box to access a mini interactive site dedicated to the advertiser, featuring additional product information: product presentation, photos and videos (demonstrations and interviews). Viewers can also ask to be contacted, request documentation, book a vehicle test drive and obtain a list of sales outlets.

According to Philippe Boutron, Citroën's Head of Media, "Citroën and Orange are two brands that are synonymous with innovation. The trial that we carried out with Orange in November 2008 demonstrated great interest for a brand wanting to establish a special link between its advertising communication and its business development objectives. It also seemed self-evident that we should take part in this launch to assess, once and for all, the effectiveness of this new form of communication provided by Orange."

Paul-François Fournier, Executive VP of Orange's Audience and Advertising Activity, sums up his view as follows: "with this innovative technology, advertisers will have new opportunities to develop richer and more interactive forms of communication. Already available on Orange sport info, interactive advertising will be available on Orange sport by the end of the year."

Furthermore, Orange is planning to trial this new form of advertising in other countries where it operates, such as Poland and Spain.

¹ Orange's TV over ADSL customers





To promote the interactive services available on its channels, particularly on Orange sport, Orange launched an interactive advertising campaign this summer. The campaign produced very positive results, with an average click rate of 2.54% on interactive spots.

So, for Paul-François Fournier, "at the time when advertisers are looking for more measurable and profitable forms of communication, interactive advertising indeed enables them to move from passive measurement to a completely new way of measuring the effectiveness of the TV medium, based not on the overall audience but on the viewer's involvement, as it is the case for the web. To do this, Orange provides advertisers with not only all the indicators they need to assess return on investment but also a great deal of qualitative information to better understand their customers' expectations."

He concludes: "the move from mass-market communication to personalised communication, thanks to interactive advertising on IPTV, enables advertisers to encourage viewers to create their own viewing experience with the brand. It's a great step towards re-energising the TV advertising medium."

A video introducing interactive advertising is available at: <http://www.orange-innovation.tv/pubinteractive>

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros (12.7 billion euros for the first quarter of 2009) and at 31 March 2009, the Group had a customer base of almost 184 million customers in 32 countries. These include 123 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies. The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange. *For more information: www.orange.com, www.francetelecom.com, www.orange-business.com. Orange and any other Orange product or service names included in this material are trade marks of Orange Personal Communications Services Limited, Orange France or France Telecom.*

Press contact:

Héloïse Rothenbühler +33 1 44 44 93 93 - heloise.rothenbuhler@orange-ftgroup.com

