



Orange-Terrafemina observatory: barometer on women and the digital world

Press release

Friday March 5, 2010

In line with their editorial partnership, Orange and Terrafemina are launching the Orange-Terrafemina Observatory, a quarterly research laboratory focusing on women and digital revolutions. Its aim: identifying the trends that have had the biggest impact on public opinion in this area.

The observatory is based on:

- a qualitative analysis, with support from the weblab 13 articles, for women web experts, making it possible to uncover the main women and digital-related trends;
- a quantitative analysis, thanks to a survey conducted by the research institute Isama, making it possible to compare and validate these trends with the general public.

In the run-up to the regional elections in France, the first topic covered by the observatory is: "The time of digital women citizens".

Nine influential women from the digital world shared their views on this subject during a "creativity workshop", with the findings used as a basis for a general public survey, looking to identify the main trends. On Thursday March 11, this will be followed by a debriefing breakfast session on the creativity workshop, led by Véronique Morali, Head of Terrafemina.

It will bring the various women participants together again, along with two special guests to share their experiences:

- Isabelle Juppé, head of sustainable development for the Lagardère Group and author of "La femme digitale" (*The digital woman*).
- Nordine Nabili, journalist and head of the ESJ Bondy.

The following waves will look at a range of issues, from professional life to personal life and culture.

You will be able to find all the content produced in connection with the observatory on femmes.orange.fr and Terrafemina.com.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 131.8 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 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at 31 December 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 million broadband internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two 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 (on the internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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About Terrafemina

Created in April 2008 by Véronique Morali, Terrafemina.com is a new generation of women's website, attracting nearly 400,000 visitors each month and gathering 60,000 members. With exclusive and original Web TV content, including more than 700 videos to date, Terrafemina.com offers a different perspective on the world and the latest news, informing women and helping them in their day-to-day lives. Members can also enjoy an innovative community space, enabling them to chat together and with the site's experts.

To accompany businesses with their initiatives to promote diversity and gender mix, Terrafemina Entreprises offers its dedicated consulting and services platform, based on a network of experts with strong editorial and communications skills, designing customized programs for companies : studies, research, communications, events, networks, multimedia content and interactive tools.

Website: www.terrafemina.com

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