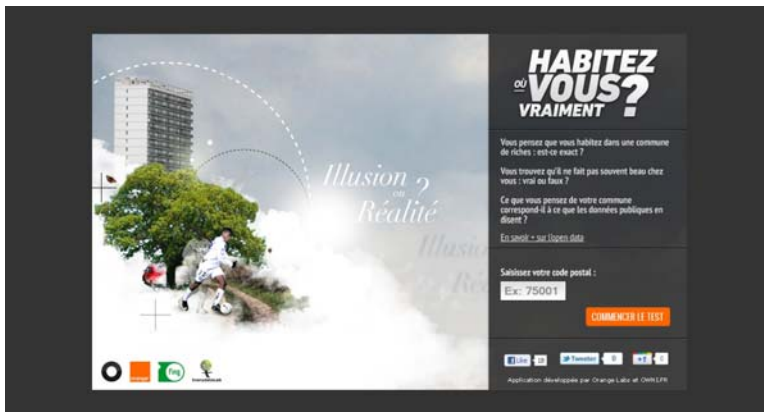




press release
Paris, 1 December 2011

Open data: Orange launches the online test “où habitez-vous vraiment?” with OWNI, FING and Everydatalab



- A test site allowing people to compare their perception of their area with that supplied by public ‘open data’
- Analysis of the results carried out by the researchers at the Orange Sociology and Economics of Networks and Services Laboratory
- The initiative is part of the support for public authorities programme

Orange has joined up with OWNI, FING and Everydatalab for today’s launch of “où habitez-vous vraiment?” (“Where do you really live?”) a site that is both fun and serious, which invites internet users to revisit the area where they live in the form of a test comparing their perceptions to open data.

Days of sunshine, tourism, healthcare, education... by answering 16 questions like “Do you think you have more general practitioners in your town? Do you think that net earnings are higher in your department?” (in comparison to the national average), internet users can test their knowledge. After answering the questions they will be able to discover the gaps that exist between their perception and the reality as painted by open data. This innovative project is managed by Orange Labs in association with OWNI, FING and Everydatalab.

Analysis of the results

The results of the test, compiled by the researchers at the Orange Sociology and Economics of Networks and Services Laboratory, will allow for an initial analysis of the effects of making public open data available to internet users in terms of their impressions of their institutions, public services and the area they live in...and identify the questions for which the gaps between perception and statistical information are the widest. The results will be published on the site once a statistically significant sample size has been reached.

Understanding ‘public’ or ‘open’ data

The site also offers an opportunity to explain the use of public or open data. More and more local authorities and countries are making the data that they collect in the course of their activities available to all in digital format: usage of hospitals, allocation of public spending, real time timetables for public transport...Initiatives intended to make the data more widely available, to improve the visibility of their actions and allow third parties, such as the developers of applications for example, to create new services based on the data for the benefit of everyday citizens.

⇒ discover your area in the form of public open data: <http://app.owni.fr/ou-habitez-vous-vraiment/>

About Orange

France Telecom-Orange is one of the world’s leading telecommunications operators with 170,000 employees worldwide, including 102,000 employees in France, and sales of 33.8 billion euros in the first nine months of 2011. Present in 35 countries, the Group had a customer base of 221 million customers at 30 September 2011, including 145 million customers under the Orange brand, the Group’s single brand for internet, television and mobile services in the majority of countries where the company operates. At 30 September 2011, the Group had 162 million mobile customers and 14 million broadband internet (ADSL, fibre) customers worldwide. Orange is one of the main European operators for mobile and broadband internet services and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

With its industrial project, "conquests 2015", Orange is simultaneously addressing its employees, customers and shareholders, as well as the society in which the company operates, through a concrete set of action plans. These commitments are expressed through a new vision of human resources for employees; through the deployment of a network infrastructure upon which the Group will build its future growth; through the Group's ambition to offer a superior customer experience thanks in particular to improved quality of service; and through the acceleration of international development.

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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