



Press release  
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## Orange partners with Luc Besson on his summer blockbuster, Valerian and the City of a Thousand Planets, produced by Virginie Besson-Silla

- Orange secures partnership spanning co-investment, co-marketing and sponsorship
- In France, OCS<sup>1</sup> has negotiated exclusive pay TV rights for Valerian and the City of a Thousand Planets
- Orange VOD will be the exclusive VOD/EST partner for the film in France
- A special 'behind-the-scenes' video and new images, produced exclusively for Orange, debuts today on OrangeSponsorsYou.com, and on fans.ocs.fr in France, with an extended new trailer launching in mid-July

Orange today announces a new partnership spanning co-investment, co-marketing and sponsorship for the launch of Luc Besson's highly anticipated summer blockbuster, Valerian and the City of a Thousand Planets. It includes sponsorship rights across Europe, Africa and the Middle East.

The new partnership highlights Orange's growing engagement right across the film industry – from investment and production to distribution. Delivering outstanding content, including film, is a key component of realising that ambition.

### OCS TV channels and on Orange VOD services

OCS will be the first and only TV channels to broadcast the film in France from the end of May 2018 and for the following two years. In France, it will be available for purchase through the Orange VOD service from 26 November 2017, and for rental from 4 December 2017, with further plans to offer the movie through a number of its VOD services across its international footprint.

Both OCS and the Orange VOD service will celebrate the film's theatrical release with a number of special events and promotions, and exclusive programmes for OCS. As the exclusive VOD/EST partner in France, Orange VOD will reserve more exclusive offers for Orange TV customers for the VOD release from the end of November 2017.



<sup>1</sup> OCS is a TV package of 4 thematic channels dedicated to film and series and also a replay service OCS Go, available in France to any customer. For more information see: [www.ocs.fr](http://www.ocs.fr)

### Exclusive content and competitions on [OrangeSponsorsYou.com](http://OrangeSponsorsYou.com)

From today on [OrangeSponsorsYou.com](http://OrangeSponsorsYou.com) and on [fans.ocs.fr](http://fans.ocs.fr), film fans can view a special behind-the-scenes film clip of the making of *Valerian and the City of a Thousand Planets*, produced exclusively for Orange. An extended trailer of the film is also produced for Orange that will be launched in mid-July, kicking off a number of special competitions that Orange will launch to film fans as part of its commitment to reward film fans for their passion.

“Given the passion that people have for film, we see it as our role to make films even more accessible to fans,” said Béatrice Mandine, Executive Vice-President, in charge of Brand and Communications at Orange. “We will bring this to life through a global campaign, enabling us to turn the spotlight on emotions provided by film to the ones sitting in the shadows, namely the viewers. That is a huge part of the magic that makes the success of film. ”

“Orange understands the film industry and people’s passion for film through and through. For this reason, they make an excellent partner in helping to deliver what is personally a special film to me, and one that I hope people will love,” said Luc Besson.

### Film brings you emotions. Orange brings you film.

Global marketing and brand campaigns, including a new global TV advertising campaign about Orange and film, is launching on 1 July.

As part of this partnership, people will be rewarded with unparalleled access to content, offers and unique experiences, including:

- Exclusive film premieres screened in **26** cities across the Orange footprint for over **20,000** customers across Europe
- **20** VIP packages for a trip to Los Angeles and 100 VIP packages to Paris to the red carpet global/French premiere of *Valerian and the City of a Thousand Planets*
- Content, including ‘behind the scenes’ footage and access to competitions will feature on [www.OrangeSponsorsYou.com](http://www.OrangeSponsorsYou.com)

### Orange’s heritage in film

Orange has a long history of supporting and contributing to the development of film. As a major partner of the highly diverse film industry, Orange is involved throughout the process, from co-investment with Orange Studio - turning 10 this year - to pre-purchasing and digital film distribution on all screens with OCS (2.6 million subscribers in France) and Video On Demand, to theatre releases with Cinéday.

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#### About *Valerian and the City of a Thousands planets*

VALERIAN AND THE CITY OF A THOUSAND PLANETS is the visually spectacular new adventure film from Luc Besson, the legendary director of *The Professional*, *The Fifth Element* and *Lucy*, based on the ground-breaking comic book series “*Valerian and Laureline*”, created by Pierre Christin and Jean-Claude Mézières and published by Dargaud, which inspired a generation of artists, writers and filmmakers.

In the 28th century, Valerian (Dane DeHaan) and Laureline (Cara Delevingne) are a team of special operatives charged with maintaining order throughout the human territories. Under assignment from the Minister of Defense, the two embark on a

mission to the astonishing city of Alpha—an ever-expanding metropolis where species from all over the universe have converged over centuries to share knowledge, intelligence and cultures with each other. There is a mystery at the center of Alpha, a dark force which threatens the peaceful existence of the City of a Thousand Planets, and Valerian and Laureline must race to identify the marauding menace and safeguard not just Alpha, but the future of the universe.

### **About Orange**

Orange is one of the world's leading telecommunications operators with sales of 40,9 billion euros in 2016 and 154,000 employees worldwide at 31 March 2017, including 95,000 employees in France. Present in 29 countries, the Group has a total customer base of 265 million customers worldwide at 31 March 2017, including 203 million mobile customers and 19 million fixed broadband customers. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com) or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

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