Orange
at the heart of the mobile applications ecosystem
for a richer digital life
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There are over 600,000 apps available around the world, and according to Juniper Research, smartphone and tablet users downloaded over 31 billion apps in 2011 while the forecast is for 66 billion downloads in 2016.

In Europe, smartphones today account for 30% of the Orange devices base, compared to 7% in 2009, and is expected to reach 45% by 2013. The applications market is booming, and going from strength to strength as customers have embraced this new phenomenon, because it satisfies their needs.

This ready availability presents a challenge for customers in terms of finding the right app when there are lots of similar ones available, and for developers who are finding it hard to make their apps stand out from the crowd. «Where can I find the best apps for me and my mobile?» And «Who can I turn to for reliable advice?»

Orange is focused on making digital life easier for customers, consumers, professionals and enterprises. This means helping people discover, download and use applications to their maximum benefit. «At Orange, we want to guide all our customers to ensure they have the best possible experience, whatever their choice of handset. We advise first-time smartphone users, guiding each user through the abundance of applications and helping them choose the products and services that are really suited to their needs. They can buy them with a simple click, and pay for them via their Orange bill. We want to offer everyone a richer digital life.»

Paul-François Fournier, Executive Vice President of Orange Technocentre.

To make its services easier to access, Orange offers a rich and varied choice of applications and adopts an innovative marketing approach by co-creating them with its customers. This was the case for one of its leading applications, Your Orange, designed to enable users to manage their accounts with peace of mind while offering easier access to the world of Orange.

In general terms, Orange seeks to make its customers’ discovery and purchase of the best apps on the market easier, directly via their Orange bill. In each country, Orange offers them a local selection of high quality applications accessible from its mobile portals, Orange App Shop, but also through exclusive spaces in Microsoft MarketPlace and Nokia Store.

The abundance of applications makes it more difficult for developers, who are now competing in a very crowded marketplace. «How can I promote my application and make it stand out?» And, «What is the best way to reach the right people who will use my app regularly?»

Through its Orange Partner programme, Orange gives all mobile app developers the opportunity to market their applications to customers across the Orange Group.

Orange has created the best experience for its customers so they can enjoy a different, easy and practical applications experience, by setting up special links with all businesses involved.
Orange is today a world leader among telecoms operators with over 226 million customers, 167 million of them for mobile phones in 35 countries worldwide (at end 2011).

Eager to serve everybody, Orange helps all its customers to adopt the best possible use of their smartphone or tablet. It has a complete approach so that its customers can maximise benefit from their applications, giving them a richer daily digital life. Creator of both content and services, Orange also guides its customers in trying out the best applications edited by its partners.

discover, communicate, have fun and work more effectively
a stroll through the heart of some of Orange’s leading apps

- My Orange – an example of co-creation with Orange customers
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- Orange TV
- Contacts Backup
- Livephone
- My Livebox/ Livebox Assistance
- UEFA Euro 2012
- Orange Wednesdays
- Do Some Good
- Business Lounge

discover and download via Orange Selection

imagine, design, test, distribute, promote
Orange is close to application developers and publishers with Orange Partner
Orange at the heart of the mobile applications ecosystem

discovery Orange applications
a stroll through the heart of some of Orange’s leading apps

Orange is a leading applications developer itself, ensuring that its customers get the most out of their devices, allowing them to:

- connect more easily
- communicate and socialise
- entertain themselves any time
- take advantage of their Orange services while on the move and at home
- be rewarded for loyalty
- work more effectively when travelling

key figures

- A range of over 80 applications in 15 countries
- Already installed in the majority of Orange mobiles or downloadable from all applications stores
- Over 25 millions downloads
- 150% growth in number of downloads during 2011

focus on some of these applications

Orange closer to its customers with My Orange, an example of co-creation

Faced by a flood of apps to choose from, most users look for apps that exactly meet their needs and aspirations while seeking reassurance in their choice. As a genuine personal digital coach for each individual customer, Orange takes full account of customer requirements when developing new services designed to improve their experience of the Orange world: this is the background to My Orange, an Orange app developed specially for its customers, with its customers.

Orange invited several customers, who were members of the lab’Orange community with some or little IT experience, to take part in the adventure. For several months starting in November 2010, a number of co-creation sessions and workshops were organised.

Orange Labs Prime Zone

Day by day Orange’s developers contribute to making Orange a force for innovation, offering everyone pre-launch opportunities to try out new concepts for mobile and tablet applications. Available through market application stores and from www.primezone.orange-labs.com, the most frequently downloaded and most popular applications add weight to the Group’s marketing strategy with a view to anticipating new uses and future application developments.

lab’Orange

Lab’Orange, a dialogue and exchange programme between Orange and its customers, is supported by a community of more than 38,000 customers who have volunteered to co-innovate with Orange. They enable Orange to interact directly with users at all stages of the innovation process: from exploration of needs and expectations to generating ideas, practical testing and sales launch.
instructions for use

stage 1: what do Orange’s customers really want?

Firstly Orange needed to understand its customers’ needs, what they really want from their operator: gain a clear view of the services they need to access via their mobile phone; when and how they want the human touch; how they would like to be rewarded for their loyalty; how they want to be guided to find out about relevant applications which are not always easy to find...

stage 2: and what content in practice?

The next phase consists of developing the details of the concept, and imagining what customers would want to include in their new My Orange application. All participants worked together, sharing their ideas and developing very simple prototypes on paper so as to identify and prioritise whatever was most important for them.

stage 3: what were the results?

The project’s participants, Orange staff and customers all praised this co-creation approach, which led to results tailored to the actual desires of future users.

here is the result of this joint effort

My Orange

A free application enabling Orange customers to understand and manage all their account details directly from their mobile in an efficient and easy manner. Customers can track their mobile usage, top up their account, add some service options, find out about special offers, get help, and also discover all the applications published by Orange with just one click. The resulting improvement to their patterns of use and their Orange experience leads to a closer and more fruitful relationship with their operator.

This application has already been launched in UK, France, the Dominican Republic, Romania, and Spain for smartphones (Android, BlackBerry, iPhone, Symbian and Windows Phone) and for Android tablets.

→ Already used by over 3.9 million customers in 5 countries.
→ Progressively more available in each country on all platforms.
Orange wifi

An application that facilitates WiFi Internet access both at home and when travelling, via a smartphone (Android, iPhone, Windows Phone) or tablet (Android and iPad). The application will locate neighbouring WiFi hotspots hosted by Orange and its partners, pinpoint them on a map, enable click to connect to any Orange hotspot, and allow a simplified connection to WiFi boxes at home, in the office or with friends.

Currently available in UK and France, and already at 2 million downloads.
Orange wifi is the 6th most downloaded Orange application in France and has the most active users.

Orange TV

The first Orange application was published in 2007 and enables customers to watch TV as well as access some additional services such as TV guide and catch-up TV from a smartphone (Android, Bada, BlackBerry, iPhone, Symbian, Windows Phone) and tablet (Android and iPad).

Available in Belgium, France (including Réunion), Jordan, Moldova, Poland, Portugal, Romania, Senegal, Spain, and Tunisia.
It is the leading Orange application in France on App Store and Android Market.
Over 3.5 million downloads.
Contacts Backup

A free application that enables users to easily save their phone contacts in complete security, and to retrieve them when they change their mobile phone, or replace a lost or stolen phone.

This service is compatible with most smartphones (Android, BlackBerry, iPhone, Java, Symbian and Windows Phone) and will soon be available on iPad.

Contacts Backup also lets users store photos, videos, appointments and text messages, depending on whether their mobile phone is compatible.

This application has already been downloaded over 3 million times.
More than 1 million mobile backups are made each month.
Available in UK, France, Poland, and coming soon to Spain.

Livephone

An application that transforms any WiFi terminal (smartphones, tablets and PCs) connected to Livebox, into an additional telephone for the house.

Users can then send and receive calls using the same number and at the same price as the Internet line, billed on the same invoice. For example, users can call from their mobile phone using their usual address book, at the same price as from their home telephone.

Launched in France and already downloaded more than 120,000 times.
Available on PC Windows, smartphones (Android and iPhone) and tablets (Android and iPad).
With My Livebox and Livebox Assistance, Orange offers consumer markets customers two applications to simplify their home networks administration.

My Livebox is an application that enables users to manage their Livebox simply by using their smartphone or tablet like a remote control. Customers can display the information about their services status (Internet, TV, VoIP telephone, WiFi), manage all the equipment connected to the Livebox, configure the WiFi or restart the Livebox by one click. For example, with My Livebox customers can limit children's Internet access to certain times of day, or to copy the WiFi security key so that they can send it to a friend who needs to be connected.

Available in France, Poland and Spain for smartphones (Android and iPhone) and tablets (Android and iPad).
Over 80,000 downloads just a few months after launch.

Livebox Assistance is a self-help application for PC which alerts customers to an Internet connection problem and helps them make an initial diagnostic. The application enables customers to repair themselves, in most cases, the dysfunctions of Orange Internet services (e.g. web, mail, TV or VoIP) through simple procedures. The application is easy to install and use, and works even when the Internet connection is inactive.

Available in France and Spain.
Over 480,000 downloads from the Orange website.
Orange and UEFA have teamed up to launch the official Euro 2012 mobile app, providing free access to all official information about the Euro 2012 championships. Football fans will be able to follow live comments for all matches, view detailed player statistics and watch video interviews. They will also be able to get personalised alerts about their favourite teams.

This app also provides an astonishing fun-packed functionality whereby users can disguise their friends as football fans thanks to a built-in mini photo studio, and share the results on social networks.

For a richer sports experience, the application also identifies the GPS location of friends and bars screening the matches. And those who are going to Poland or the Ukraine will benefit from practical information for organising their trip and their accommodation.

Launched in 11 European countries, this application is available on smartphones (Android, Bada, BlackBerry, iPhone, Java and Windows Phone) and tablets (Android and iPad).
Orange Wednesdays

After the success of Orange Wednesdays in the UK, Orange has launched Orange CineDay in France. This allows Orange customers to take a friend to see a movie every Wednesday and only pay for one ticket. They just have to click to order their Orange Wednesdays code to get one free seat in the cinema for every seat they buy.

All Orange Wednesdays users can consult a list of films currently showing or planned, watch the trailers or read the critics. They can also look for their nearest cinema thanks to a GPS function.

→ Launched in UK, France, Luxembourg, the Dominican Republic, Poland, Romania, and UK on smartphones (Android, BlackBerry, iPhone, Symbian and Windows Phone) and on iPad.

→ This application has already been downloaded by nearly 3.3 million people.

Do Some Good

The Do Some Good app is an original initiative that lets anyone, whether an Orange customer or not, to perform numerous small volunteer actions via their smartphone from wherever they happen to be, and to be rewarded for it. Waiting for the bus, before the start of a TV programme, in a waiting room… even 5 minutes can make a difference.

For example, by replying to a health study questionnaire, or by photographing green spaces in need of care or renewal. After 4 hours of cumulative voluntary work, participants get a free concert ticket provided by Orange RockCorps.

Already operating in the UK on smartphones (Android, BlackBerry, iPhone, Symbian), the application is an example of Orange’s desire to illustrate the tangible results of its Corporate Social Responsibility policy, and to involve as many people as possible in contributing to society.

→ In just a year, 57,000 actions have been completed, representing over 3,800 hours of voluntary work by 25,300 users.

→ This application won the Best New App award at The Guardian Innovation Awards run by the UK daily newspaper, the Bronze award for Best Green Cross Platform Digital Media Solution at the International Green Awards, and was nominated at the 2011 Charity Times Awards in the category Best Use of Technology.
but also...

Business Lounge

This is a new mobile business application which helps professionals to stay up-to-date with the latest mobile technologies.

Via a simple and intuitive interface, this information channel has three sections:

- « être au courant » (stay tuned) which covers a selection of key news from partner media aimed at professionals,
- « aller plus loin » (go further): this gives details of the latest IT, telecoms and social media technologies on the market,
- « pratique » (practical): this allows customers to find out about the latest professional services available for mobiles and tips to boost efficiency.

Launched in France late 2011, this application has been downloaded over 22,000 times.

Available on smartphones (Android, BlackBerry, iPhone) and on iPad.
discover and download via Orange Selection

In addition to its role as content aggregator and distributor, Orange also helps its customers to find out about the best of its partners’ mobile applications.

don’t waste time searching for an app, find the best of the bunch with Orange Selection

Orange offers a choice of relevant and high quality applications in each country, via its mobile portals, Orange App Shop and a selection from partner stores:

- **Orange App Shop**, pre-installed and directly accessible from the home page of more than 4 million mobiles for over 40 Orange references under Android, Java and Symbian in UK, France and Romania

- **on Microsoft MarketPlace**, in UK and France

- **on Nokia Store** for Symbian 3 mobiles, in Austria, Egypt, France, Poland, Romania and UK and on S40 mobiles in Poland

- and **on the Orange Mobile website** since 2004 in many countries including Austria, Belgium with Mobistar, Egypt with Mobinil, France, Jordan, Poland, Romania, Tunisia and UK.

Thanks to partnerships with Microsoft and Nokia, Orange customers can use their mobile phone account to make direct purchases of any content already on offer in Microsoft MarketPlace (UK and France) or Nokia Store (Austria, Egypt, France, Poland, Romania and UK). Orange customers have exclusive access to Orange Selection, which has a choice of local apps chosen and promoted by a Shop Manager in each country.

This simple experience also ensures that developers’ apps have better visibility because they are brought to the attention of millions of Orange customers, who already trust their operator for the management of their voice traffic, and offer them high-quality digital content.

In 2012, Orange will continue to help its customers to discover new applications with web and mobile recommendation services combining editorial, social and personal recommendations. Selected for each country, and relevant for each profile, these applications will be adapted to the tastes and needs of each user.

**With Orange, users no longer waste their time searching, they find the most suitable apps straight away.**
Orange is close to app developers and publishers at every stage, with Orange Partner

Orange Partner is the Group’s programme for application developers and partners who want to work with Orange and want a direct channel to offer customers a rich and different experience of digital life.

Working with businesses of various sizes, ranging from independent developers, IT services firms, digital agencies, major brands and Internet providers, and even other telecoms operators, Orange Partner also leverages the Group’s strategic and industrial partnerships.

Orange Partner shares Orange’s market knowledge at events, workshops and webinars and via its website, to enable its partners to target their distribution more effectively.

In its role as a digital coach for its customers, Orange is actively involved in the ecosystem and has built strong relationships with developers and partners. Orange Partner offers to distribute and promote developers’ services to Orange customers, to integrate APIs to differentiate their applications, anticipate new technologies and innovate with Orange.

The teams at Orange Partner do everything to ensure the success of any project aimed at offering Orange customers a richer digital life. Orange is the favourite meeting place for a large range of contacts including high-tech or services partners, developers and content suppliers (companies, organisations or start-ups), as well as students and universities.

→ Launched in 2004, Orange Partner brings together over 12,000 contacts who occupy an essential position at the heart of the mobile ecosystem

→ Already over 500 partners registered to distribute their applications via Orange

→ An international presence through the Orange Partner Centres where developers can meet, get help or test their apps. This is already the case in Canada, China, the United States, Israel, the UK, and Tunisia

→ A priority link with the Orange Technocentre gives partners an open road to innovation backed by the marketing and technology know-how of the experts at Orange and based on the latest developments in HTML5, NFC, LTE and RCS-e
how to distribute your mobile applications via Orange

With the support of Orange Partner, producers of apps who want to work with Orange have a complete range of services at their disposal. All they have to do is to register on www.orangepartner.com where they can submit their applications, choose their target markets, take advantage of recommendations and quality tests from experts, monitor the commercial launch of their application, its sales and number of downloads, and receive the resulting payments. In this way they can track how their services have performed in detail.

sharing Orange expertise and experience with its business partners

exchanging knowledge and experience

Orange Partner provides both commercial and technical support for application developers by giving them market knowledge and customer expectations in all relevant countries. Orange Partner regularly meets them during events where it gives them the information they need to succeed.

As a leading innovative player, Orange also gives its application developers in-depth details about specific technical smartphone features or useful information received from its various business partners including software producers and suppliers.

Finally, Orange assists them in all submission and approval steps of their projects.

Orange Partner also presents an opportunity for business partners to share Orange’s technological expertise and to participate in the company’s innovative projects. Orange helps them to understand new technologies and to imagine new uses via NFC, LTE, HTML5 and consider other devices such as tablets, PCs and TV.

Orange Partner relies on Orange's entire innovation chain

Working closely with R&D staff and its technology partners, Orange Partner puts the partners in contact with local Orange staff even letting them test their applications under real conditions on Orange networks and mobiles.

Via Orange Partner, Orange offers content providers the opportunity to distribute their apps on the various platforms and, as and when they become available, to distribute them in Orange's countries.
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