Everyone in the family is connected. And each member of the family loves their content, alone or when they share. We've developed solutions that simplify your life, keeping you connected to the essential.
In 2014, Orange brought you peace of mind when you went online.

244 million customers around the world show their trust in Orange. There were 6 screens in every household in 2013, and we'll have 13 in 2022. 70% of children aged 2-5 are better at playing with a computer than riding a bicycle. They also find it easier to use a smartphone than to tie their shoes or swim.

On average, people check their smartphone 150 times per day and used it for 2.5 hours.

69% of parents are concerned that their children spend too much time on screens.

Innovative

1, 2, 3… smile!

The Orange Foundation and Samsung launched a cheerful philanthropic campaign at the beginning of 2014 called “Happy Faces”. The campaign began at 600 Orange stores in France before continuing in Romania, Poland, Luxembourg and Belgium. The public was invited to stop into Orange stores and snap a selfie with the Samsung Galaxy Note 3 or the Samsung Galaxy Gear watch and post it on a special website. The goal of this public awareness initiative was to reach 130,000 photos posted, triggering a donation of 250 Galaxy Tab 3 tablets to charities supported by the Orange Foundation. This initiative to heighten public awareness of the importance of solidarity is part of the Orange Foundation's support for children with autism. Some smiles really are golden!

Time travel

For its 20th anniversary, Orange invited people to try a fascinating experience. To see yourself in twenty years or discover your children as adults, just click on futureself.orange.com. Over 3 million people have already visited the site... Laughter guaranteed!

See you at Paris Games Week! Orange had a prominent presence at the 3rd edition of France’s biggest video games event. Visitors young and old had a chance to discover the new Orange Family Pass and challenge one another to their favourite game!

Fewer worries… Orange introduced more initiatives in 2014 to help parents manage the way their children use digital technologies and encourage access with the new "Autonomies" offers. Don't wait, check it out at bienvivreledigital.orange.fr

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It’s no longer “Where are you?” it’s “What are you doing?”

Digital technologies have vaulted into the heart of family life, opening up new possibilities and strengthening more than diminishing family bonds. With Orange, the digital family is a harmonious family...

Autonomy and freedom, with limits

Parents’ and children’s activities are no longer coordinated, no more than the heart of family life, opening up new possibilities and strengthening more than diminishing family bonds. With Orange, the digital family is a harmonious family…

To each their own content

The presence of more screens in homes and greater consumption of video content thanks to deployments of very high-speed broadband networks have transformed usage. As a leading content aggregator, Orange is naturally on the cusp of these trends. The Group offers a vast variety of content with Deezer, videos, movie and series with OCS channels, forge new distribution by launching OCS+. Goodbye passive TV, hello active and custom Contents. Everyone chooses the way they consume TV’s favorite programme, wherever and whenever they like. It’s easier that ever to share content with friends and family too. Others might prefer a good book, for example “Spider let vivans” (Relaying the Living) by Marie de Kerangal, winner of the 2015 Orange Book Prize.

Forging fresh family ties

While there is sometimes a considerable gap between children who have already mastered digital devices and their parents, digital technologies are also an opportunity for closer relations. Completing young people’s education with Internet makes it possible to use the Internet and surfing their family’s online sites without of course losing touch with their parents’ activities. The use of mobile phones as a telephone or device to surf the Internet can be shared between parents and children.

Information and communication technologies redefine the family

Many people feel that new technologies contribute to the feeling that family life is falling apart and exacerbates tensions between parents and children. In reality, the “happy family” has simply become a family of happy individuals. Sociologists note that new technologies simply reveal the de-synchronization of social time, parents’ and children’s activities are no longer coordinated, no more than the heart of family life, opening up new possibilities and strengthening more than diminishing family bonds. With Orange, the digital family is a harmonious family…

Teaching kids to code

To help grow a digital culture, Orange and Simplicio organise computer programming workshops for children aged 10-13 during the Code Week. Orange invites children to imagine what it is like to be a “Spider Vivans”. Working in pairs, the building programmes created their own favourite content (games, cartoons, stories, etc.) then shared their work with one another.

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Open connects the whole family

Open is an all-in-one offer that bundles multiple subscriptions (Internet, fixed phone, mobile call plan, TV) up to four additional multimedia plans for your entire family. An ideal way to keep a cap on the budget.

Livephone: your smartphone takes control

With the Livephone app, your fixed phone becomes mobile, letting you answer calls from a Wi-Fi connected smartphone or tablet. When you go out shopping you no longer have to worry about missing a call.

Pass lets the entire family plan

In November 2014, Orange introduced Family Pass in France, a catalogue of over 130 family-friendly games such as Lego Marvel Super Heroes and Lego Batman 2.
Our roadmap to reduce the digital divide
More and more aspects of our day-to-day lives depend on digital technologies. While some are hesitant to dive into the digital world, others fear that going digital will only exacerbate their isolation. This is true for seniors, for people with disabilities and for those who might not have the capabilities, resources or simply the network access needed to engage with this new ecosystem. At Orange, our role is to guide each individual, in line with their resources and needs, to help make their digital world a positive experience.

Easy access for everyone
Straightforward contact with customers and clear offers are essential. Our “Autonomy” catalogue, which proposes specific solutions for different types of deficiencies in France, is now available in three formats via orange.fr. There is also a simplified access menu on Orange TV that’s more comfortable for people with sight or hearing deficiencies. A full 95% of our “Autonomy” branded stores are now accessible to people with disabilities, while a Web solution and a special freephone number ensure that online advice and sales are available to everyone. Lastly, we began testing a tablet-based solution at two “Arc-en-Ciel” (Rainbow) sales outlets to enable consumers with hearing disabilities to converse live in sign language with sales advisors at our customer care platforms.

Solutions for seniors and people with disabilities
Digital technologies may in some contexts be a source of exclusion, but they also bring down barriers that create isolation. We work with partners to develop innovative solutions like the “Easy Smartphone for Senior”, an app that simplifies smartphone touch interfaces and features for older customers. And a solution called “Telorion Claria Vox”, adopted by La Ruche, a social innovation lab sponsored by Orange, is a simple and intuitive interface that allows visually-handicapped people to use a touchscreen or smartphone.

Greater connectivity for remote areas
In many emerging countries Orange is working to connect regions that previously had no network coverage to the rest of the world. We do this with 450,000 kilometers of submarine cables, bringing broadband to all Orange countries in the Africa and Middle East region. In 2014, we also continued to deploy our 3G/3G+ mobile network and introduced 4G in Africa and the Middle East.

Digital learning for growth
Digital technologies offer tremendous possibilities for access to knowledge. The Orange Foundation introduced the “digital school” programme in five African countries. This complete digital education kit includes hardware and preloaded content, plus support from volunteer Orange employees for teachers and students. More than 20,000 children will benefit from this programme. The Orange Foundation also initiated the French version of the Khan Academy, and Orange contributes to Massive Open Online Courses (MOOC) through the Solerni content platform.