From music and movies to games and more, digital technology is absolutely everywhere in our daily lives. It’s fun and entertaining, and very sociable too… With Orange, add fun into your life.
In 2014, you had fun with Orange.

**Facebook**

<table>
<thead>
<tr>
<th>Active Facebook users</th>
<th>1.2 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users online every day</td>
<td>556 million</td>
</tr>
</tbody>
</table>

672 million tweets sent during the 2014 World Cup.

7.2 million Orange TV customers.

average time spent on smartphones every day.

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**Innovative**

**GigaStudio scales up**

GigaStudio is a fully-fledged Internet lab launched by Orange Silicon Valley to explore and evaluate very-high-bandwidth applications and drive innovation. The underlying principle is “think end user”, helping all those looking ahead to ultrafast networks to conceive next-generation applications. These apps will require gigabit connectivity and performance, such as low latency for gaming applications. Start-ups can test future services in a studio equipped with gigabit connectivity.

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“Have A Nice Day” (HAND). As part of its loyalty programme, Mobistar Belgium treats customers to a series of exclusive concerts. On 18 September 2014, 2,000 customers enjoyed a concert by Mika, followed on 22 September by 5,000 more who got into the groove with Lady Gaga in Brussels. Mobistar picked up a Public Buzz Award for the Lady Gaga concert.

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Orange was a partner of the VideoGame Story exhibition, one of the world’s premier videogaming events, held in Paris from 30 June to 7 September 2014. The gathering provided the opportunity to showcase our cloud-based multiscreen gaming services.

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**The Orange Football Club mobile application**

was launched to coincide with the 2014 World Cup in Brazil. The app gives football fans instant access to player and team information based on a similar service available to fans during the Africa Cup of Nations, for which Orange is once again title sponsor for the fourth time.
Music, video and games get social

The digital entertainment area is thriving. Growth in online content delivery – music, movies, games and books – is restructuring the sector and helping it gain maturity.

1994 to 2014: huge changes in usage

In 1994, when you wanted the nearest book, you went to a garage you grabbed a bulky paperback book. You bought road maps for a trip and stopped frequently to look at them, and you queued at the cinema to buy a ticket. You collected friends on the phone to tell them the latest joke, played Pacman on your console, wrote post cards to your grandmother and always made sure you had coins in your pocket. Today, your smartphone serves as an unlimited phone directory, GPS, ticket window, instant messaging device, microphone, games console, music player, camera… plus a thousand other things. Oh, and also as a phone. Who would have guessed…?

Orange Beacon

Orange Beacon sends targeted personalized content related to what they are looking at directly to their smartphone. The app has already been adopted in France by the Château de Versailles and the Dijon musée des Beaux-Arts (museum of Fine Arts). In early 2015, Orange launched Orange BeaconTag, which has a built-in motion sensor, making it ideal for temporary events and exhibitions.

Express Download Station

Express Download Station – currently being tested in France – will allow users to instant download of newspapers and movies at train stations or airports. Travellers can now stock up on content before boarding a train or flight.

Orange Sport Clubs

Orange launched an initiative to help children, parents, teachers and sport coaches to set up sports clubs for young people, promoting practical support in the form of equipment and training programmes. Orange Sport Clubs have been created in Poland.

HD+ comes to France

Hot on the heels of HD, Orange is now bringing HD+ to the 500,000 customers who already benefit from its fibre network in France. Available via Orange TV, customers can already enjoy picture quality that is twice as good as HDTV on more than 12 channels.

360° convergence

Changing screens without changing settings is now possible thanks to the new integrated Polaris interface designed by Orange. The same intuitive navigation and unified services are now available on all devices – smartphone, tablet, laptop or TV. All your content is always at your fingertips for a truly seamless experience.

Digital technology rocks

The music industry

Streaming, downloading, concerts are transforming the way music is consumed. The music industry is also whole new era of streaming. Mobile, on-the-go consumption is on the rise, whether it’s listening to favourite playlists while jogging, or instantly identifying a song being used music apps such as Shazam or MusicWatch. In 2014, Orange renewed its partnership with Deezer in France for a further four years to pursue their drive to grow their paying subscriber base. People mainly use it to share their playlists, favourite artists and music recommendations, on Facebook, Twitter, YouTube or the Deeplink platform. With 120 million unique stalkers every month, in addition to music, Deeplink has been introduced content distribution deals with a number of major football clubs, including FC Barcelona, Olympique de Marseille and Paris Saint-Germain. Thanks to the new Orange Ligue 1, Ligue 2 platform rolled out at the start of the 2014 football season in August, fans of Paris Saint-Germain and Olympique de Marseille can now watch French Ligue 1 games as well as all French football league matches.

Video game industry continues to race ahead

Today’s visually stunning video games offer players increasingly spectacular experiences, as we see the choice of playing wherever they like on a smartphone or tablet. The video game market is huge and the competition fierce among the top players. Over half of video game sales are today made online, a figure that is expected to rise to 70% for 2017. For telecom operators it is a golden age, as video games represent a powerful lever for building customer loyalty. This is a key component in Orange’s current strategy, with cloud gaming in particular identified as a strategic growth opportunity. Cloud gaming means that games are streamed to the user’s device via an Orange data centre rather than via a console or through London. So instead of having to download and install games, it takes just a few clicks to be able to start playing on the TV. The Orange catalogue lists over 190 games that customers can rent or purchase after trying them out for free with free TV. The Orange Family Pass package lets children and parents choose from more than 150 family-friendly games. And if you’re playing on your console, write postcards to your grandmother or play Pacman (and stopped frequently to guess…?)

Orange figures at the heart of the digital revolution now sweeping the music industry, building a strategy of integrated content and offering seamless multi-screen experiences.

Orange TV counted more than 7 million subscribers in Europe at the end of 2014. Subscribers to Orange TV in France are now over 1.3 million, of which are HD. These include a wide range of themed packages to cater to all tastes, including family shows, sports and movies. The OCS suite of movie and TV series channels, now available from all OFDs in France, has been steadily expanding since 2011, and counted 2.3 million subscribers at the end of 2014.

Orangeлучит new unified Polaris interface

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The Orange advantage

Quality of service – our key asset

In today’s ever-more digital world, customer touchpoints are often online, making best-in-breed customer relations and superior quality of service critical success factors. Orange’s goal is to offer its 244 million customers worldwide a unique daily experience. Excellence in customer relations figures at the heart of our new “Essentials2020” strategic plan. To achieve this, the Group leverages the skills of teams in over 29 countries together with advanced, reliable networks. The aim is to make customer service more available and more efficient by developing more personalized, simplified interactions and offers. To do this, we are capitalizing on the complementary skills of our in-store assistants, our call centres and our live chat services, via all-digital channels.

Customer relations to suit individual needs

At Orange, we let customers choose how they want to interact with us. Our solutions cater to all tastes and profiles, whether all-digital like Sosh in France, nju.mobile in Poland and amena.com in Spain, and the “Orange et moi” service app, or via direct interaction over the phone, by e-mail or text, or face to face with Orange assistants at one of our many stores. Above all, the aim is to provide maximum flexibility: someone who spots a solution they’re interested in on our Web portal can then stop into their nearest store to subscribe, and then gets all the support they need either by contacting a call centre or chatting online with a customer adviser. Thanks to enhanced customer experience and an increase in the proportion of digital customer relationships, Orange call centres saw annual traffic drop by 10%, amounting to 13 million fewer calls in 2014.

Exemplary customer experience

Delivering an unrivalled customer experience is the result of several key factors. First of all, we ensure superior connectivity by developing reliable high-speed and superfast networks. We also put priority on data security and data privacy for our customers – illustrated by the Orange Personal Data Privacy Guidelines. And above all, we strive to be exemplary in our customer service. In 2014, Orange Poland and Orange Moldavia received COPC 5.1 certification for its good performance and customers relations. At the AfricaCom Awards, Orange won first prize in the Excellence in Customer Experience Management category for its “100% Successful Calls” suite of services. We continually review the design of our products and services, with some 600 tests carried out in 2014. In addition, to ensure that we deliver the best service possible, we regularly audit customer experiences. In 2014, 60 customer experience audits were conducted.

Happy employees make happy customers

At Orange, we believe that a great customer experience ultimately stems from a positive employee environment. As part of our efforts to achieve this, we provide digital learning programs for all staff, with a particular focus on our store assistants. We also believe that workplace well-being plays an essential part in the image conveyed by our teams. Twice a year we conduct surveys to take the pulse on employee satisfaction (covering 4,000 employees). The latest survey, carried out in June 2014 by the CSA polling institute, showed that 92% of Orange employees consider that their quality of life at work is the same as or better than in other companies.

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