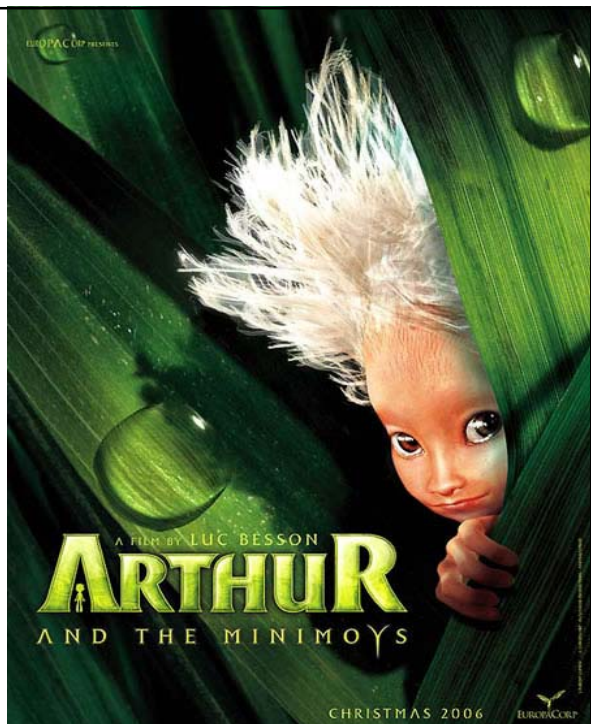


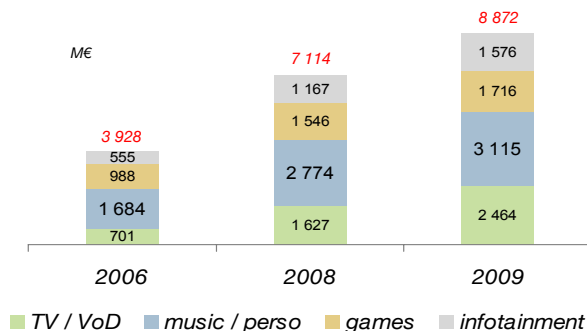
# content everywhere

Patricia Langrand  
executive VP  
content division



## four key content areas to address

western Europe\* content forecasts



- more choice
- higher quality
- more flexibility
- new user generated content

market size x 2.3 in the next 3 years

Source : Ovum, Jupiter, IDC, 2006

\*France, UK, Spain for online content; France, UK, Spain, Switzerland, Netherlands, Belgium for mobile content Excludes Poland, Romania and Slovakia  
\*\* direct paid content, excluding traffic revenues, and excluding advertising

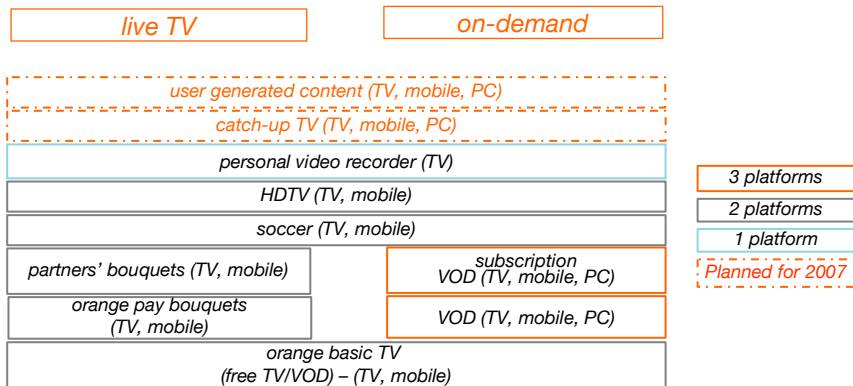
## Orange strategy : content everywhere

- we address the diversity of consumers' devices and usages



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## TV / VOD : towards a complete cross-platform proposition in our markets

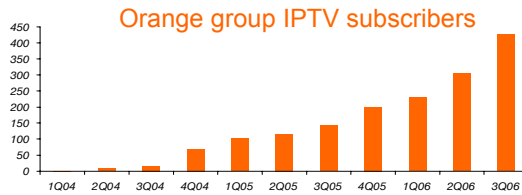


- IPTV is part of a triple play offer in France, Spain, Poland, Senegal, Mauritius, and soon in the UK
- mobile TV is pivotal to Orange's 3G offering in all Orange countries
- live TV on PC is planned for 2007

4

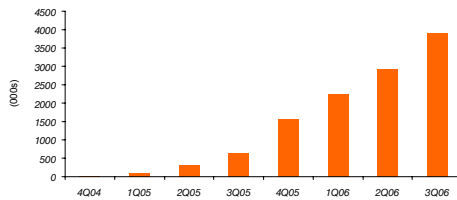
## TV is key in acquiring broadband customers

- TV has become a “must have” for broadband ADSL offers
- exclusive TV content (soccer, sport events) is attracting new subscribers to Orange triple play



- TV is also a key driver for the adoption of 3G and new services.

## Orange group mobile broadband\* subscribers



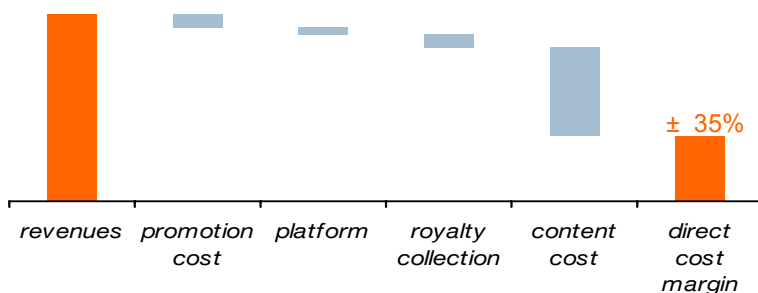
\* Edge + 3G

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## VOD provides incremental ARPU and margin

- VOD on TV and PC is available on pay-per-view basis with prices ranging from 1 to 5 € per view
- Orange offers the most up-to-date VOD catalogue on IPTV/PC in France (2300+ films)

### VOD on TV/ PC business model



- VoD content on mobile is monetised through multimedia options and/or à-la-carte or pay-as-you consume

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## showcase: TV / VOD in France

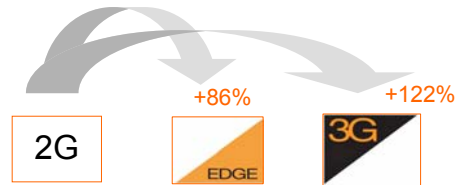
### ▪ fixed

- TV is key in 39% of broadband purchase intents, and 60% of Orange new broadband customers are subscribing to TV
- during the last 2005/6 soccer season, Orange TV in France acquired 20% of its customers as a direct result of its exclusive soccer offering
- 150 000 VOD sold in a month
- 1st casual games site with the Orange.fr games channel

### ▪ Mobile

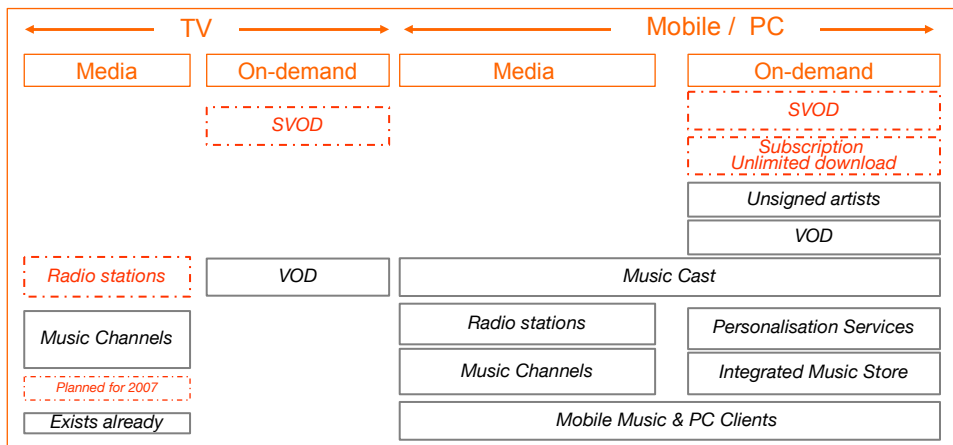
- 800 000 cumulative clients have already subscribed to broadband multimedia options (TV, Sports...)
- Over 400K customers watch TV & video on mobile every month
- 25 million sessions viewed per month on TV& video
- 35% of our clients consider multimedia functionalities as a decisive criteria when choosing a new handset (above price)

- mobile multimedia ARPU has almost doubled



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## music is key in attracting a young audience

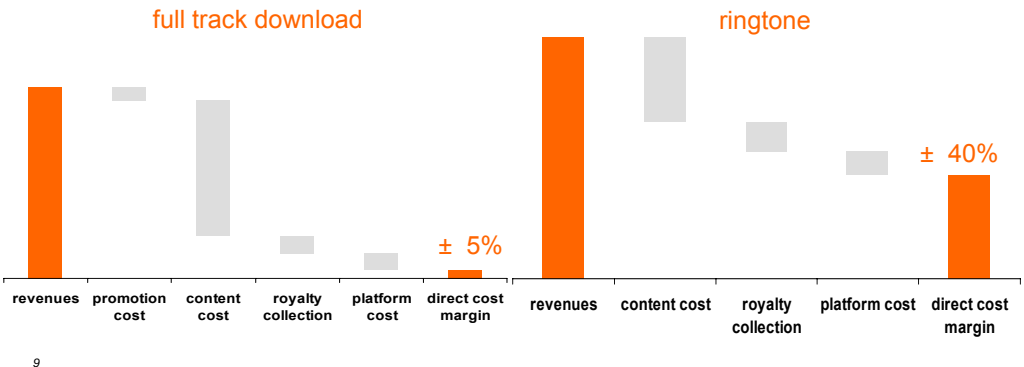


- music services includes full track download, personalisation, personalised radio services, and soon unlimited track download on PC and mobile as well as subscription VOD
- Orange music is already an integrated offer on PC and mobile

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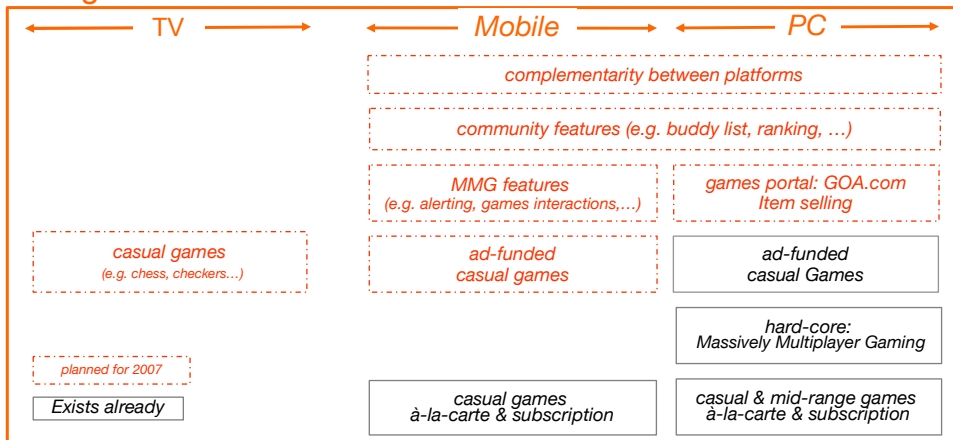
## from a “must-have” to higher margin services

- full track download is a “must have” to drive traffic to our integrated shop
- the objective is to cross-sell and up-sell towards higher margin products such as:
  - personalisation
  - subscription-based music services



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## games: a comprehensive offering for all types of gamers



- we address every segment of the market
- we develop games adapted for every terminal
- we are launching and piloting new business models

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## games are a profitable line of business

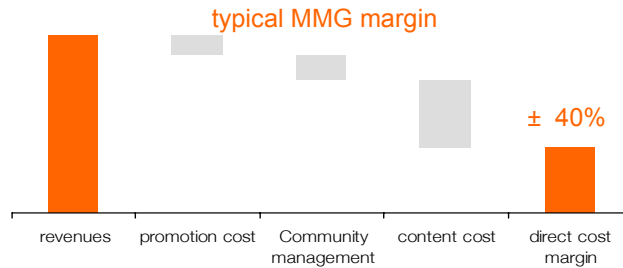
- **mobile**

350 K games downloaded and billed on mobile in France in October 2006 generating a profitable margin ( $\pm 50\%$ )



- **MMG**

exploitation, publishing and distribution of massively multiplayer games (Dark Age of Camelot and exclusive license in Europe for Warhammer in 2007) based on the sale of retail box (around 50€) and monthly subscription (between 12€ and 14€)



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## value through exclusivity

- **example:** the exclusive Madonna operation created value in two ways:



generation of sales music products

increased brand recognition for Orange amongst young audiences

- 500,000 content items (tracks, ringtones, logos) were downloaded in 3 months

- 29.7 million media & PR contacts
- TV, radio and press

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## value through a cross-platform presence

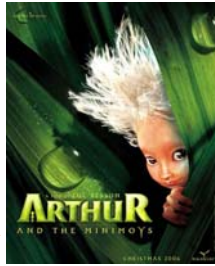
### Mobile



- discover the movie through mobisodes
- special highlights on the mobile portal



- improve our brand equity



### TV



- free trailer
- exclusive interviews

### PC



- trailer, making-of previews
- exclusive interviews of Besson and its crew

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## conclusion

- a fully integrated and complete service offering  
delivered by a natively integrated operator (TV, PC, Mobile)
- global and professional approach  
a dedicated Content Division  
staffed with experienced personnel in content & media
- 400 m € direct revenues' target from content in 2008  
will be reached as soon as 2007  
content cost amounts to less than 50% of revenues

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