



Orange International Carriers signs deal with Côte Ouest Audiovisuel to supply its content delivery solution in West Africa

The wholesale arm of Orange Group, International Carriers, has signed a commercial agreement with the African content distribution player, Côte Ouest Audiovisuel

Orange is partnering with Côte Ouest Audiovisuel to supply network access and content delivery services in West Africa using its Media Delivery Boost (MDB) solution. This deal introduces a new value proposition that facilitates TV and Over-The-Top (OTT) content delivery using the Orange CDN. This means that, as a new customer for Orange CDN, Côte Ouest Audiovisuel can now distribute its content to all its subscribers, replacing the satellite delivery that was previously used. It allows Côte Ouest Audiovisuel to offer a new value proposition of content and network infrastructure with Orange as its telco partner in French-speaking Africa.

An intelligent content delivery network is the core element for delivering media quality, speed, and reliability because it enables providers to bring content closer to their end users. This is vital for service providers in Africa where connectivity is one of the main hurdles to delivering high-quality communication solutions. As the worldwide CDN market continues to increase dramatically, forecasts by Cisco¹ predict that by 2022, CDN will deliver 72% of all Internet traffic. Content Providers around the world are therefore moving to OTT distribution for their content to replace satellite, in order to reach a global scale and adapt to the new ways of consuming content.

Orange Media Delivery Boost solution is supporting the Côte Ouest Audiovisuel strategy of providing an efficient and secure platform for content streaming services in the entertainment and media sector, and is a critical component in delivering a best-in-class experience over the Internet.

For Orange, the development of CDN is a strategic axis for revenue growth, especially in Africa where it already operates the largest network of this type in the region, enabling the delivery of media content in 10 countries. As a regional market leader, Côte Ouest Audiovisuel will continue to supply services to countries in West Africa, including Côte d'Ivoire, Cameroon, Mali and Burkina Faso so these advantages were critical in the decision to choose Orange.

Bernard Azria, CEO of Côte Ouest Audiovisuel, said “Video consumption on mobile is exploding today and we found that Orange MDB is the ideal solution for our content delivery needs. It’s a pay-as-you-grow model, managed by experts and it’s available in the regions where mobile broadband is growing at a strong pace. Côte Ouest Audiovisuel is proud to be

¹ Cisco VNI Forecast: 2017 – 2022

a partner with Orange on this deal and we will provide mutual support and promotion for our respective commercial activities.”

“We are very happy that Cote Ouest Audiovisuel, a major audiovisual broadcaster in West Africa, has chosen to trust our CDN offer, Media Delivery Boost.” said **Emmanuel Rochas, CEO of Orange International Carriers**. “This new partnership consolidates our leadership as a CDN provider in Africa, a continent which remains at the heart of Orange’s development strategy. We are proud to contribute in this way to improve the access to qualitative content services for West Africa.” he added.

About Orange

Orange is one of the world’s leading telecommunications operators with sales of 42 billion euros in 2019 and 143,000 employees worldwide at 30 September 2020, including 83,000 employees in France. The Group has a total customer base of 257 million customers worldwide at 30 September 2020, including 212 million mobile customers and 21million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In December 2019, the Group presented its new "Engage 2025" strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

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

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About Côte Ouest Audiovisuel

Founded in 1997 by Bernard AZRIA, Côte Ouest Audiovisuel is leading the distribution of audiovisual content in Africa. Côte Ouest Audiovisuel distributes annually to approximately 150 broadcasters, spread over 65 markets, an average of 20 000 hours of content, mainly telenovelas, feature films, series and animations. Côte Ouest Audiovisuel is the exclusive agent of the Globo TV the founder and the worldwide leader of the Telenovela industry, and Côte Ouest Audiovisuel also holds several exclusive distribution agreements with the biggest player of the industry such as NARCOS (Netflix), THE RIVER (Mnet).

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