Orange
and content
The last few years have seen the rise of a more mobile and on-demand consumption of content, of commitment-free and fully digital offers, of new OTT players that have also had to rely on telecommunication operators to become established in the European markets.

Orange is proud of what it has achieved over the last ten years in the content business: as a full service provider, there is now a content roadmap in each of the countries across its footprint. With now more than 10 million connected households in its TV universe, Orange offers its customers best-in-class content, built upon strong partnerships with both local and international providers. By covering the entire content value chain, with assets such as Orange Studio and OCS, it is now recognized as a key player within this booming and ever-changing industry.

The recent events have again proved the importance of entertainment services that Orange brings to its customers. But they have also shown the weaknesses of historical TV industries (film, sport, and Pay TV in general), flaws already revealed by the resounding success of new entrants.

In a world where both linear and on-demand consumption habits coexist, each stakeholder has to rethink their business models. Historical players and platforms cohabit, in a precarious balance where regulation seems outdated.

Since its creation in 2017, Orange Content has initiated countless initiatives to address these structural transformations: multi-territory partnerships (CANAL+, Netflix, Disney+, Amazon, Deezer, Gameloft), strengthening the technical expertise of the OPTV subsidiary, creation of the OCS Originals label with ambitious shows like Cheyenne & Lola and L’Opéra, co-developed and co-produced by Orange Studio. As Orange already achieved in music by becoming a major player when streaming music emerged in France, it is now investing in the development of cutting-edge services such as cloud gaming or AR/VR technologies alongside the expansion of 5G networks.

With the new Orange strategic plan Engage 2025, Orange aims to reinvent its operator model: with increased connectivity, enriched services and an enhanced customer experience. In content, Orange’s ambition is to become a “super aggregator” in order to propose to its customers all of its content services in a seamless, intuitive and centralized way.

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An industry to reinvent

Laurent Maillot
EVP Orange Content

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Orange is proud of what it has achieved over the last ten years in the content business: as a full service provider, there is now a content roadmap in each of the countries across its footprint. With now more than 10 million connected households in its TV universe, Orange offers its customers best-in-class content, built upon strong partnerships with both local and international providers. By covering the entire content value chain, with assets such as Orange Studio and OCS, it is now recognized as a key player within this booming and ever-changing industry.

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Orange continues to deploy its strategy implemented over the past few years by:

- giving priority to the widest possible distribution of best-in-class content;
- sometimes investing in edited services such as Canal Orange in Spain;
- supporting and democratizing new uses with innovative pilots.

In Africa and the Middle East, digitalisation is a major area for strategic development. Orange Content intends to meet this objective through partnerships with major local players.

**Our ambition for content**

As a major player in content for several years, Orange has reinforced its strategy by creating Orange Content, an entity directly reporting to Stéphane Richard.

The vocation of Orange Content is to be the reference point for content for all the Group’s subsidiaries and to coordinate its international strategy around 3 axes:

- Aggregation and distribution
- Edited services
- Co-production

The ambition of Orange Content is to support Orange’s country subsidiaries in the development of their content activities:

**TV/Video**

**Video games**

**Music/Audio**

Infotainment and digital reading

Orange Content brings together Orange’s content resources and assets including the following subsidiaries:

- **a co-production studio for films and series**
- **a linear and on-demand premium service of films and series**
- **Orange’s TV broadcasting platform**

Orange Content supports Orange’s country subsidiaries in the development of their content activities:

- programmes for services edited by Orange: OCS, VOD services
- multi-territory partnerships with the most popular content players.

Orange Content is also in charge of acquisitions for countries where Orange is present, which includes negotiating:

- programmes for services edited by Orange: OCS, VOD services
- multi-territory partnerships with the most popular content players.
In Europe

Orange proposes content offers in 8 countries and aspires to offer all its customers enhanced connectivity. As the European leader in 4G and 5G and Europe’s leading operator on fibre (FTTH or Fibre to the Home), Orange intends to take advantage of the constant improvement in connectivity in homes to further develop its content distribution activities.

**TV/Video**

- Multiscreen TV
- TV
- VOD service(s)

**Entertainment services**

- Music streaming
- Games
- Digital reading
In Africa and the Middle East

Orange is active in 18 countries. Through its content offers, Orange is positioned as a partner of the digital transformation in Africa and the Middle East.

**TV/Video**
- Multiscreen TV
- TV
- VOD service(s)

**Entertainment services**
- Music streaming
- Games
- Digital reading

Orange adapts to varying needs in order to provide an optimal experience for customers across the 26 countries where the Group is present.
Our ambition: to become a super-aggregator

1. To offer to as many people as possible the most popular content that makes a real difference through its richness and diversity

2. To offer a simple and intuitive TV experience that makes it easy to access and to discover content, through a unified interface on all screens at home

The dynamic increase in speeds, and the constant improvement of connectivity in homes, are all opportunities for Orange to expand its content distribution activities. They also respond to the evolving needs and uses of our customers and contribute to enhancing the value of very high-speed fibre and 4G/5G broadband offers.

These activities are an essential component of Orange’s multi-service strategy, which at the end of June 2021 had

| + than 10 million homes connected to its TV universe |

Orange is both an aggregator and distributor of quality content in the following areas:

- TV/Video
- Video games
- Music/Audio
- Infotainment and digital reading

Content distribution activities
Orange TV

Orange aggregates its own pay-TV packages, while distributing the most attractive third-party services.

In Europe
- Belgium
- Spain
- France
- Luxembourg
- Moldova
- Poland
- Romania
- Slovakia

In Afrique and the Middle East
- Côte d’Ivoire
- Mauritius
- Senegal

Orange TV in France

On all screens with a unified interface

Replay channels: free and premium

Included channels: HD, HD+, UHD

Premium channels: OCS, CANAL+, beIN SPORTS

Thematical packages: Family, Sport and Film/Series

Films and series in VOD: to rent and to purchase

SVOD offers: Netflix, Starzplay, FilmoTV, Disney+, Amazon Prime Video and thematical services

An AVOD service: YouTube

Music with Deezer, Playzer, Orange Radio (radio and podcasts)

Video games in cloud gaming

A TV App Shop with training, edutainment and sport applications
A world of entertainment

To satisfy all of its customers’ desires and offer a wide choice of content services, Orange is also establishing partnerships in other fields.

Video games

Orange is a long-standing partner of the biggest publishers: Warner Games, Disney, Gameloft, Epic Games, Sega, Deepsilver, Garena, Square Enix, Microids, etc.

Subscriptions offering unlimited access to extensive selections of video games:
- for casual games on mobile phones in 15 countries
- for console games on TV, PC and mobile with cloud gaming in France

Music, radio, podcasts

Strong and innovative partnerships in the field of music with:
- Deezer in Europe, Africa and the Middle East, which enables Orange to offer its customers unlimited access to the diversity of the Deezer catalogue with 73 million tracks.
- Music streaming players adapted to different markets such as Anghami in Jordan and Digster in Cameroon.

Orange Radio
A popular service in Europe, Africa and the Middle East, available in 17 countries

33 000 radio stations
6 000 podcasts

Premium on-demand music video services on Orange TV
High definition music videos, concerts and karaoke with Playzer

Infotainment and digital reading

Infotainment products and services

- In France
  - A TV App Shop with training and edutainment apps as Geokids, Ludokids ou Edukids, sport applications such as Fizzup, Coderoute application...
- In Africa and the Middle East
  - Orange Célébrités to listen to daily anecdotes about favourite celebrities
  - Multi-thematic quizzes

Digital reading
A large selection of books, local newspapers, magazines and educational books, with the Youboox service in Tunisia and the service “YouScribe proposed by Orange” in 6 subsidiaries in Africa

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Edited services

Above distributing third-party offers, Orange edits its own services to:

- secure the distribution of key content for its customers;
- enrich its content offering and to set itself apart from other distributors;
- speed up the availability of innovative content for its customers;
- enhance the power of its Very High Speed Fibre and 4G/5G mobile networks.

OCS

a premium service with 4 film and series channels, all programmes on demand and one application

Canal Orange

exclusive series and more than 1,000 hours of programmes, some of which are in 4K

Wido, a service offering a catalogue of films and series produced or acquired on an exclusive basis

Orange also edits a transactional VOD service in:

- 4 subsidiaries in Europe: France, Poland, Romania, Spain
- 3 subsidiaries in Africa and the Middle East: Côte d’Ivoire, Mauritius, Senegal

France Spain Senegal
Orange Video on Demand in France

- **30,000 videos available at any time, for rent or purchase, on all screens with the possibility of downloading them to watch them offline**

- **Almost 12,500 films at home including new films as early as 3 months after their theatrical release**

- **Over 350 films in Ultra HD of which 130 Dolby Atmos films and 100 4K HDR films**

- **Cultural treasures from the French film industry as well as previously unpublished films in France, documentaries, stand-up comedies and shows, children’s programmes**

- **Over 400 of the most popular and cult series including complete seasons**

To propose a rich and adapted VOD offer in each of these countries, Orange works with partners such as major American studios as well as international and local independents.
OCS: exclusive films and TV shows

Founded in 2008, OCS is a suite of 4 channels, thousands of on-demand programmes, as well as an app available on all devices:

- **OCS MAX**: the blockbuster channel for all the family
- **OCS City**: the channel for series fans
- **OCS choc**: the channel with 24/7 adrenaline
- **OCS giants**: the classic films channel
- **OCS service**: on-demand OCS service

OCS is available in France for TV subscribers of Orange, CANAL+, other internet service providers and on ocs.fr on PC/Mac, mobile and tablet.

**OCS and film**

€326M invested in 10 years in 360 films

At the end of 2018, this commitment was renewed by an agreement with the entire film industry.

€125M invested over 3 years in French and European film productions

At the same time, OCS has actively contributed to the modernization of the French media chronology, allowing films to be broadcast on OCS as early as 6 months after their theatrical release.

**An exclusive catalogue**

- First-run movies as early as 6 months after their initial theatrical release
- Exclusive TV shows less than 24 hours after their first US broadcasts
- New original HBO series as well as all the HBO films and series exclusively
- OCS Signature series: the label of the original and audacious French series produced by OCS
- OCS Originals series: the alliance between Orange Studio and OCS in the creation of ambitious content alongside renowned French and international partners
- Documentaries and news magazine about cinema and series
- The on-demand OCS service: all programmes broadcast on the channels available for at least 30 days after their first broadcast
Dedicated to coproduction, acquisition, distribution and international sales of films and series, Orange Studio was created in 2007. The Studio recently co-produced The Father by Florian Zeller, La Belle Époque directed by Nicolas Bedos, A hidden life by Terrence Malick, or Cuban Network by Olivier Assayas. These high-profile films have won over audiences and have been selected and awarded at numerous festivals and ceremonies.

The upcoming line-up reflects our ambition to bring strong and varied subjects to the screen:
- the historical Adieu monsieur Haffmann directed by Fred Cavayé,
- the funny and touching C’est la vie by Julien Rambaldi and On sourit pour la photo by François Uzan,
- the dramatical Albatros by Xavier Beauvois,
- the poetical C’est magnifique ! by Clovis Cornillac, The Gravedigger’s Wife de Khadar Ayderus Ahmed and Las Film Show by Pan Nalin or
- the romantical Tendre et saignant by Christopher Thompson and En attendant Bojangles by Régis Roinsard.

After the much noticed launch of the series Le Nom de la Rose and Devils, Orange Studio and OCS unveiled their very first French original creation under the OCS Originals label: Cheyenne & Lola (Charlotte Le Bon et Veerle Baetens) at the end of 2020. At the same time, the development of other OCS Originals projects continues, including Les Sentinelles for broadcast on OCS in 2022.
New horizons

Support and democratize new uses

Orange continues to support and democratize new usages by offering unique and innovative experiences based upon the power of its networks.

Immersive content services

The virtual reality applications

Immersive Now and TV d’Orange VR

- Two distinct applications
  - Immersive Now on mobile and tablet: the best of immersive content
  - TV d’Orange VR on VR headset: all immersive content from Immersive Now and the integration of Orange TV

- New features to fully unlock the possibilities offered by 5G
- Deployment to Orange countries in 2021 and 2022

The Augmented City application

- An immersive cultural experience to discover cities differently
- Interactive cultural circuits created exclusively for the application with rich and varied content
- Available for several cities in France and soon in Belgium

5G: new perspectives for immersive content

- Co-innovation with the global XR ecosystem (manufacturers, telecom operators...)
- Acquisition of VR premium content in high definition (6/8K)
- Development of application prototypes on smart glasses related to the Orange TV app
- Imagining new uses (social dimension, mobile...)

AR Gaming

Building partnerships with game publishers for new games modes based on Edge Computing technology: multiplayer Augmented Reality games etc.

Esports

For the most dedicated gamers, Orange has been supporting the Esport ecosystem since 2015 by:

- sponsoring teams and competitions in Europe;
- hosting its own competitions in Africa such as the Orange Esport Experience which in 2019 once again celebrated several panafrikan Esport champions with two finals in Cairo and Tunis.

Orange continues to develop new service concepts and explore this innovative field at the crossroads of gaming, video content and social networks.
Orange has entered into partnerships to enhance its content offering, with:
- Amazon in France, Spain and Belgium;
- Netflix in Romania;
- Disney+ in France;
- CANAL+ in Poland;
- HBO in Moldova;
- Starzplay in France and in Spain;
- PlutoTV in Spain.

Orange Spain produced its 1st series, Caminantes, in partnership with The Mediapro Studio.

Orange was the first telco to launch 5G in Romania. Since then, 5G has been launched in France, Spain, Slovakia, Poland and Luxembourg.

Orange has continued to expand its football-based offerings:
- Orange Spain has renewed its TV rights to broadcast La Liga and the UEFA Champions’ League;
- Since the end of 2020, Orange Belgium has signed an agreement with Eleven Sport to broadcast the Belgian football championship.

In order to become the reference convergent operator, Orange Romania has signed an agreement to take control of the operator TKR, a provider of fixed telephony, broadband and pay TV services to 5 million customers.

Orange also produces content in Africa: Orange Senegal has produced or acquired exclusive films and series that have been included in the catalogue of their mobile video streaming application Wido.

Orange Côte d’Ivoire entered the production business with the Assinie series.

In order to provide offers to all homes, Orange has:
- deployed the partnership with CANAL+ Afrique in Côte d’Ivoire by distributing their TV packages. Orange is continuing to deploy its offers in other Sub-Saharan countries;
- launched its EasyTV DTT offers in Côte d’Ivoire in partnership with CANAL+;
- launched a mobile TV offer in Burkina Faso.

To support its mobile and internet offers in the MENA zone, Orange has:
- signed new partnerships:
  - beIN SPORTS in Egypt and Tunisia;
  - Deezer in Morocco and Egypt;
  - Amazon Video in Egypt;
  - Garena/Freefire in Morocco;
  - LaLiga in Tunisia, Morocco and Egypt;
  - MBC Shahid VIP for its MENA subsidiaries;
  - OSN and Artify for SVOD services;
- launched its Orange Premier mobile services in Egypt which includes beIN SPORTS, Deezer, Watch IT, Starzplay.

Orange also produces content in Africa:

- The second edition of the Orange Esport Experience, the largest panafriacn Esport competition, brought together 12 countries and 36 champions for its two finals in Cairo and Tunis, at the end of 2019.
- Orange launched a digital book and press service, “YouScribe, proposed by Orange”, in 6 countries: Mali, Democratic Republic of Congo, Côte d’Ivoire, Senegal, Cameroon, Burkina Faso and also offers the Youboox service in Tunisia.
Key figures

Orange is present in 26 countries

+ than 260M customers worldwide

+ than 10M Orange TV subscribers, including + than 7,5M in France

+ than 200 films financed by Orange Studio since its creation in 2007

+ than 3M OCS subscribers

€100M invested over 5 years in the coproduction of international series

€100M invested each year in French and European film

+ than 10M fibre customers

3M

+ than 10M fibres customers

+ than 200 films financed by Orange Studio since its creation in 2007

+ than 1M mobile gaming customers in Africa

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+ than 200 films financed by Orange Studio since its creation in 2007

+ than 1M box office sales for the film La Belle Époque by Nicolas Bedos

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+ than 1M box office sales for the film La Belle Époque by Nicolas Bedos

+ than 10M fibre customers

+ than 10M fibre customers

+ than 10M fibre customers

+ than 10M fibre customers

+ than 35M 4G customers in Africa and the Middle East

+ than 35M 4G customers in Africa and the Middle East

+ than 35M 4G customers in Africa and the Middle East

+ than 35M 4G customers in Africa and the Middle East

Figures as of June 30th 2021
Thank you