

**Orange
and content**



An industry to reinvent



Laurent Maillot
EVP Orange Content

With nearly 12 million households connected to its TV services, 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 has become recognized as a key player within this booming and competitive industry.

The last few years have seen the arrival and explosion of non-linear and mobile uses, non-binding subscriptions and resolutely digital services, by OTT players who have nevertheless had to rely on telecom operators to consolidate their positions on European markets.

The health crisis demonstrated the importance of entertainment services and accelerated these trends and has even possibly transformed the audiovisual industries for the years to come. It is Orange's role to meet customers' new needs and uses by offering them appropriate services. Furthermore, Orange believes in – and commits to – a more ethical, responsible and inclusive digital world.

In France, changes in the regulatory framework have strengthened Orange's position as a privileged partner of French cinema. However, the market continues to transform with more and more established platforms with which it is essential to learn to coexist. The historical players are also seeking to reinvent themselves in order to continue to exist and be attractive in this new audiovisual landscape.

Since its creation in 2017, Orange Content has initiated countless initiatives to address these structural transformations: multi-territory partnerships (CANAL+, Netflix, Amazon, Deezer, Gameloft), strengthening the technical expertise of the OPTV subsidiary, creating the OCS Originals label with ambitious shows like *Sentinelles* and *L'Opéra*, co-developed and co-produced by Orange Studio.

Just as Orange 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 continue to develop and consolidate its role as a super-aggregator so that customers benefit from all their content services in a seamless, intuitive and secure way. **”**

Orange Content

Our ambition for content

At the heart of the Engage 2025 plan, the multiservices strategy is capital and the distribution of content services has been an essential component for more than 15 years.

Orange Content is the reference point for content for all the Group's subsidiaries. It co-defines and supports its content strategy in the countries around 3 axes:

- Aggregation and distribution
- Edited services
- Co-production

Orange Content supports countries in their strategy of convergence offers (5G and fiber) and the development of their core business. Thus, it supports them in the development of their content activities:



TV/Video

Video games



Music/Audio



Culture and digital reading

Orange Content also undertakes acquisitions for countries where Orange is present, which includes negotiating:

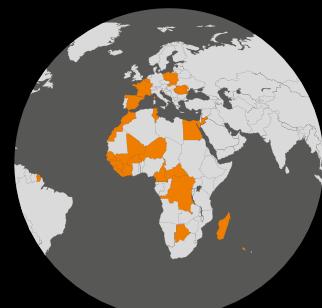
- programmes and content services edited by Orange: OCS, VOD services, cloud gaming;
- multi-territory partnerships with the most popular content services.

Our international strategy

In Europe, 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 in order to satisfy customer needs;
- selectively investing in edited services;
- supporting and democratizing new uses with innovative pilots.

In Africa and the Middle East, digitalisation is a major area for strategic development. Orange Content meets this objective by signing partnerships with major local and regional players.



Our subsidiaries

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



a co-production studio for films and series



premium service of films and series



Orange's TV broadcasting platform

Content across the Orange footprint

Orange adapts to varying needs in order to provide an optimal experience for customers across the 26 countries where the Group is present.

In Europe

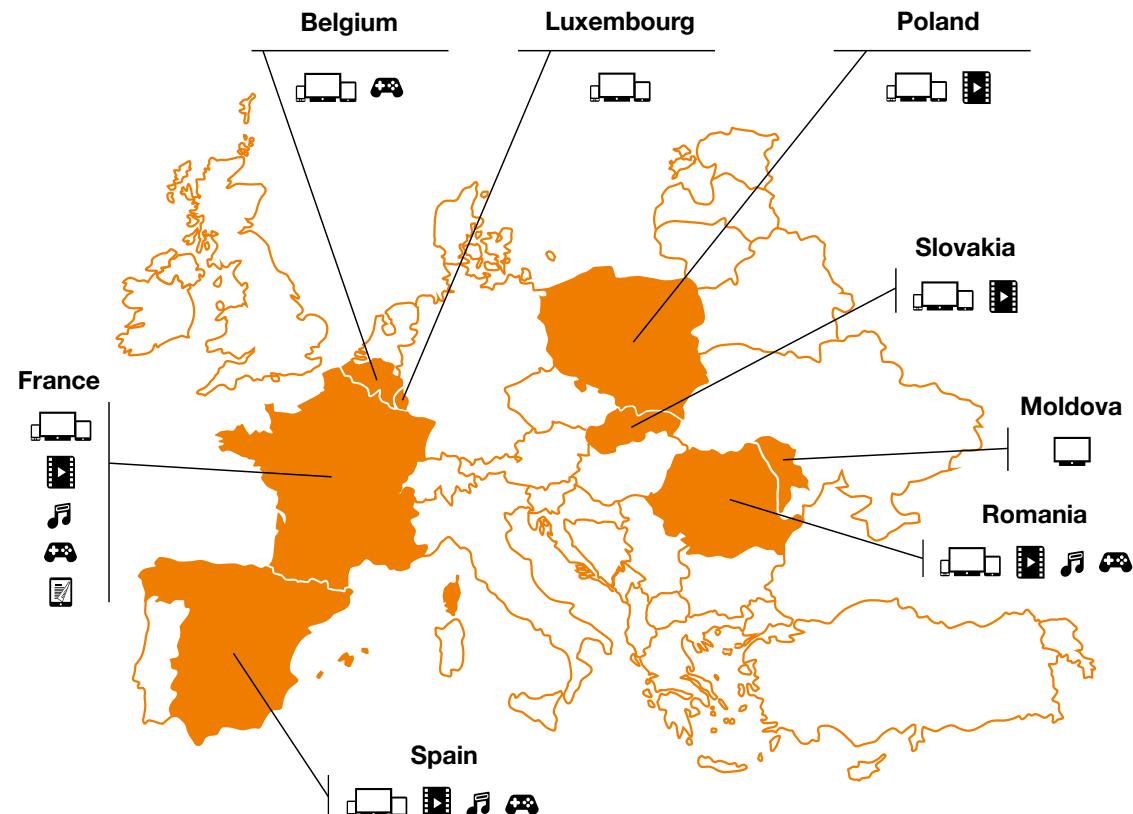
Orange proposes content offers in 8 countries and aspires to offer enhanced connectivity to all of its customers. As the European leader in 4G and 5G and Europe's leading operator on fibre (FTTH or Fibre to the Home), Orange intends to take advantage of the constant improvement in connectivity in homes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

TV/Video

- Multiscreen TV
- TV
- VOD service(s)

Entertainment services

- Music streaming
- Games
- Digital reading



Content across the Orange footprint

Orange adapts to varying needs in order to provide an optimal experience for customers across the 26 countries where the Group is present.

In Africa and the Middle East

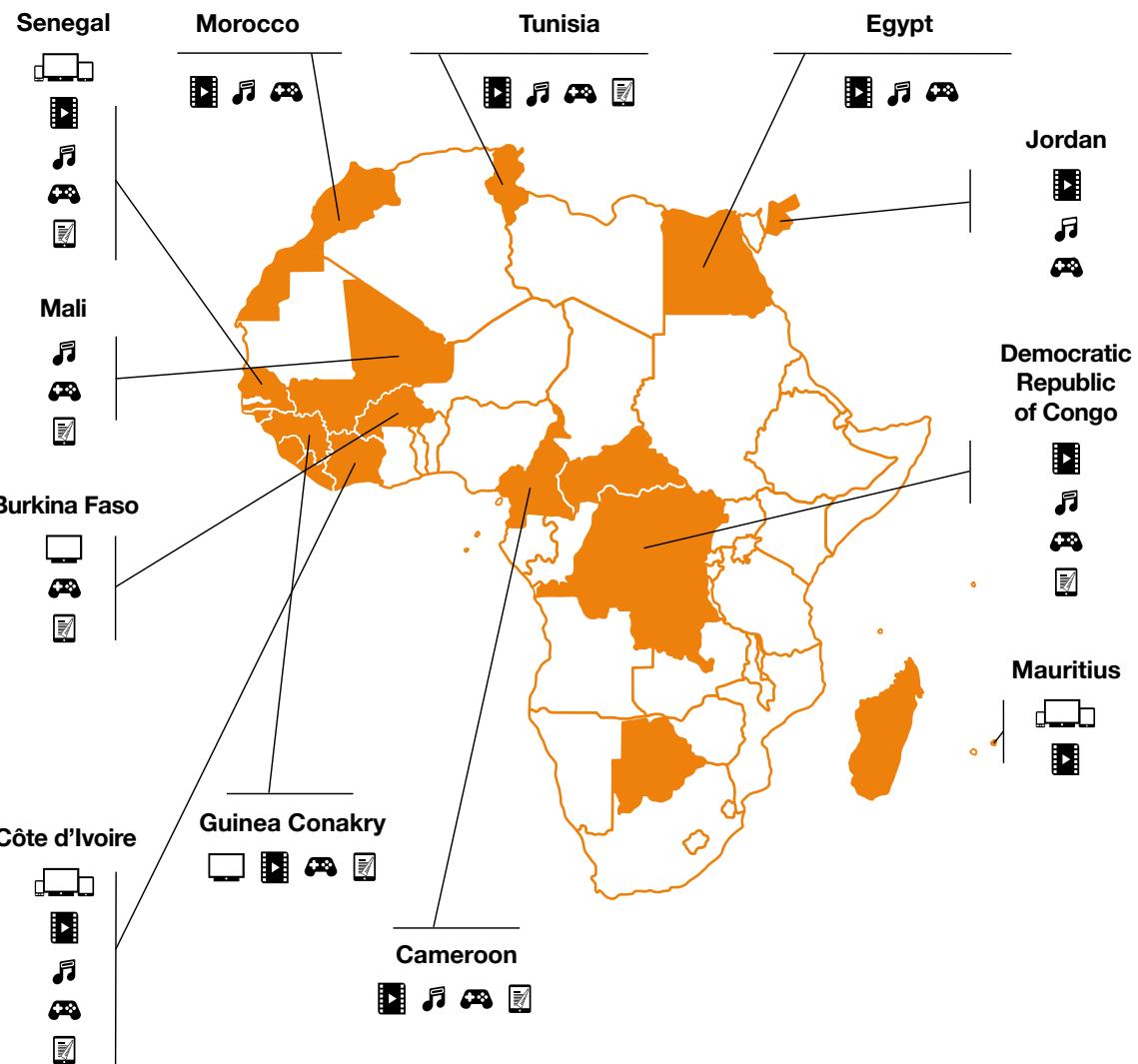
Orange is active in 18 countries. Through its content offers, Orange is positioned as a partner of the digital transformation in Africa and the Middle East.

TV/Video

- 📺 Multiscreen TV
- 📺 TV
- 🎬 VOD service(s)

Entertainment services

- 🎵 Music streaming
- 🎮 Games
- 📖 Digital reading



Aggregation and distribution

Content distribution activities

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

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

**nearly 12
million**

**homes connected
to its TV universe**



The dynamic increase in network 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 2022 had

Our ambition: to develop our role as 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. Make Orange the reference interface for customers for all their entertainment services by offering a simple, unified and intuitive TV experience that facilitates access and discovery of content



Orange TV

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

In Europe



Belgium
France
Spain Luxembourg
Moldova
Poland Romania
Slovakia

In Africa and the Middle East



Côte d'Ivoire
Mauritius Senegal
Burkina Faso
Guinea Conakry



Orange TV in France

On all screens with a unified and content-centric interface

Channels and their replay: free and premium

Included channels: HD, HD+, UHD

Segmented advertising: the possibility of sending a more relevant advertising offer according to the profile of the household and its interests

Premium channels: OCS, CANAL+, beIN SPORTS

Thematic packages: Family, Sport and Film/Series Max

Films and series in VOD: to rent and to buy

Streaming platforms: free with YouTube, premium with Netflix, Disney+, Amazon Prime Video with the "Pass Ligue 1", and many other SVOD services (Lionsgate+, FilmoTV, multiple thematic SVOD services)

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

Video games via a cloud gaming service

A TV App Shop with training, edutainment and exercise 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 with a catalog of more than 2000 games in mobile game offers in 15 countries
- for console games on TV, PC and mobile in Belgium and France with a catalogue more than 250 games including new releases each week in the cloud gaming service



Music, radio, podcasts

Strong and innovative partnerships in the field of music with:

- Deezer which enables Orange to offer its customers unlimited access to the diversity of the Deezer catalogue with more than 90 million tracks
- Music streaming services 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 14 countries

33 000 radio stations | from around
6 000 podcasts | the world

Premium on-demand music video services on Orange TV

High definition music videos, concerts and karaoke with Playzer

Infotainment and digital reading

Products and services for culture and entertainment

- 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
 - ✓ Web apps to follow the news, celebrities and the best cooking recipes on video

Digital reading

A large selection of books, newspapers, magazines and educational books, with the Youboox service in Tunisia and the service "YouScribe proposed by Orange" in 6 subsidiaries in Africa

Edited services

As well as distributing third-party offers, Orange publishes 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.



France

OCS

a premium service with **film and series channels**, all on-demand programmes within one application



Romania

Orange Sport

4 exclusive sport channels with main premium sports competitions: UEFA Champions League, Serie A, LaLiga, Liga 1 and in exclusivity basketball NBA, rugby 6 Nations and rally WRC

Orange Sport 1

Orange Sport 2

Orange Sport 3

Orange Sport 4

Senegal



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



Orange VOD

Orange publishes a transactional VOD service

In Europe



France

Poland

Romania

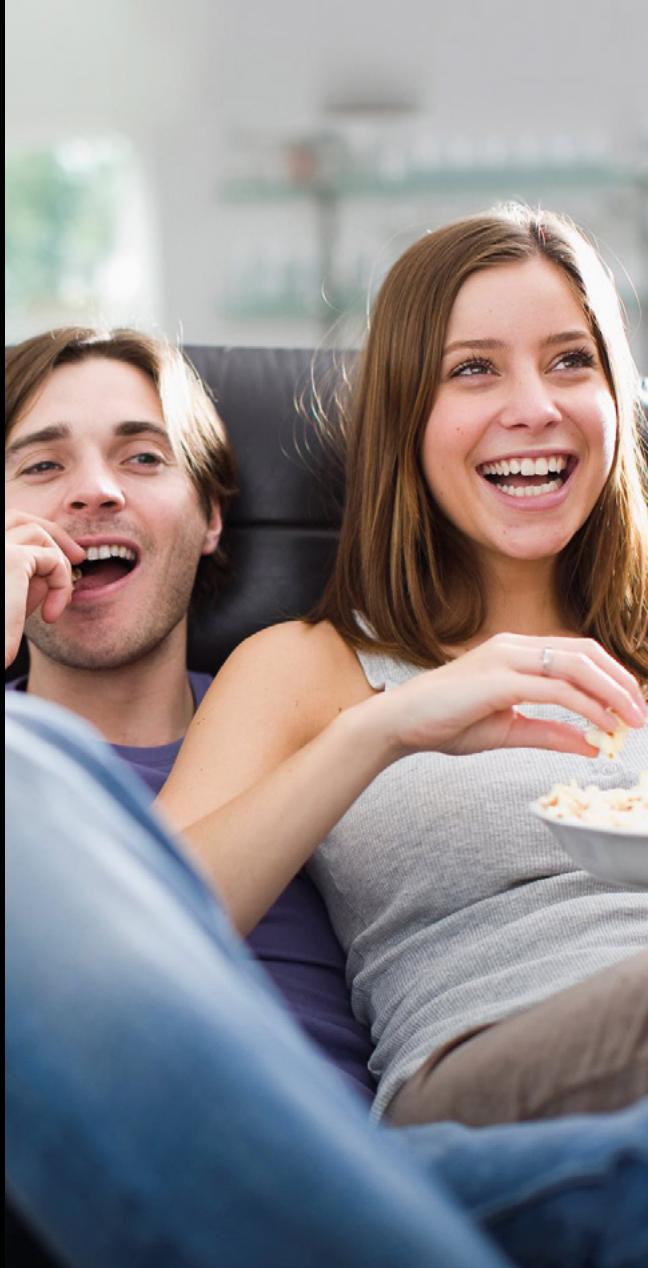
In Africa and the Middle East



Côte d'Ivoire

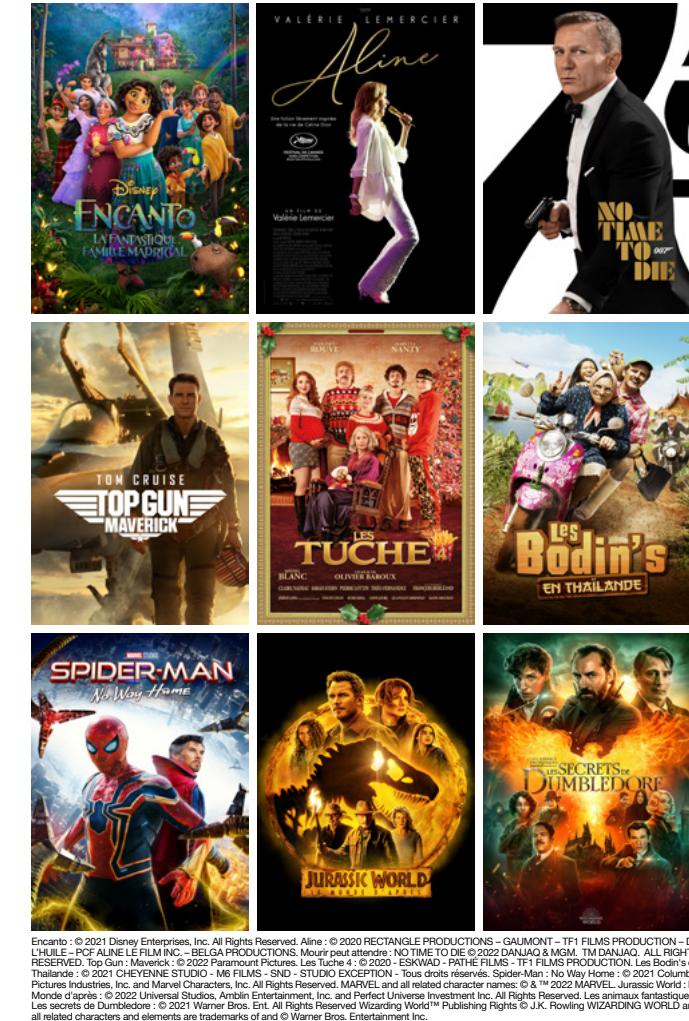
Senegal

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.



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 to watch them offline
- **Almost 12,500 films at home** including new films as early as 3 months after their theatrical release
- **Over 450 films in Ultra HD** of which 120 Dolby Atmos films and 150 4K HDR films
- Cultural treasures from the French film industry as well as previously unpublished films in France, documentaries, stand-up comedies and shows, childrens' programmes
- **Over 400 of the most popular and cult series** including complete seasons



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OCS: exclusive films and TV shows

Launched in 2008, OCS is a suite of 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
géants

the classic films channel

OCS

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.

New OCS interface

All the features expected of a premium service: 5.1 sound, recommendations, title sequence skip, automatic episode sequencing...



OCS and film

€408M invested

in 458 films since its creation

Since February 2022, this commitment has been renewed with a 4th agreement concluded with the entire film industry.

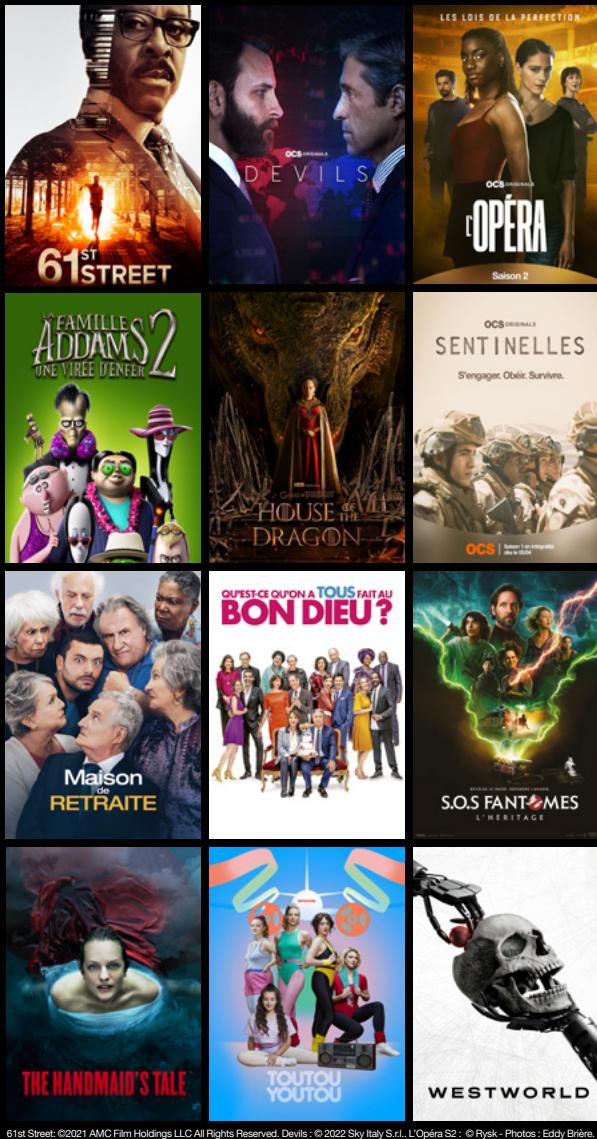
€60M invested in 3 years

in French and European film productions

At the same time, via the new media chronology agreement, OCS is able to exclusively offer its subscribers French, European and extra-European films 6 months after their release in cinemas.

An exclusive catalogue

- First-run movies 6 months after their initial theatrical release
- Exclusive TV shows less than 24 hours after their initial US broadcasts
- New original HBO series as well as all of the HBO films and series exclusively
- OCS Signature series: the label of the original and audacious French series commissioned 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 initial broadcast



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Coproduction

Orange Studio

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 *Farewell Mr Haffmann* de Fred Cavayé. 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 *The Vanished President* directed by Jean-Marc Peyrefitte
- the funny and touching *School Society* by Alexandre Castagnetti
- the dramatical *The Son* by Florian Zeller
- the poetical *C'est Magnifique !* by Clovis Cornillac
- the enigmatic *The Green Perfume* by Nicolas Pariser
- the family adventure *A Cat's Life* by Guillaume Maidatchevsky

Film

240 films
coproduced

in 15 years

Theatrical film distribution

Co-distribution with numerous distributors: UGC, Pathé, Diaphana, Le Pacte and Apollo Films.

Home video distribution and VOD

120 DVD and Blu-ray

More than 250 titles exploited

TV sales and international sales

Orange Studio is one of the 5 most important providers of films to French television channels and its international sales department, launched in 2018 distributed emblematic films such as *Serial (Bad)*, *Weddings 2*, *Nicky Larson* or *Cuban Network*.

Catalogue Acquisition

Orange Studio has acquired numerous catalogues featuring more than 850 films and 770 audiovisual works: Tonie Marshall, Philippe Lacheau, Bertrand Tavernier, Robert Guédiguian, Bertrand Blier, etc.



15 years of success

36 Cesar

The Father, Lost Illusions, The Artist, The Little Prince

7 Oscar

The Father, The Artist

63 million

cumulative admissions in theaters

Series

Following *The Name of The Rose*, *Devils*, *Cheyenne & Lola*, *L'Opéra*, Orange Studio and OCS continue enriching the OCS Originals label in with *The Sentinelles* and *L'Opéra* Season 2, airing on OCS in 2022.



Sentinelles : © Le Cercle Noir pour Fidèle/ Benjamin Béni pour OCS et Tétra Média Fiction.

New horizons

Support and make accessible new usages

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 Immersive Now application

- An app available on mobile, tablet and VR headset
- Content from the biggest XR studios and exclusive content in various themes: music, sport, adrenaline, travel, knowledge, relaxation...
- Spatialized sound, the possibility of choosing your viewing angle, access to Orange TV
- Available in France and Spain, deployment to other Orange countries in 2023



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 in Belgium and deployment to other countries in 2023



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 such as sonsoring Karmina Corp team in France;
- hosting its own competitions in Africa such as the **Orange Esport Experience** with more than 250 tournaments organized and more than 9,000 payers since its creation.

Orange continues to develop new service concepts and explore this innovative field at the crossroads of gaming, video content and social networks.



Highlights

In Europe

All Orange subsidiaries offer convergent offers including TV under:

- the Open brand in France;
- the Love brand in the rest of Europe.

Orange was the first telco to launch 5G in Romania.

Since then, 5G has been launched in France, Spain, Slovakia, Poland and Luxembourg.



In order to become the convergent operator of reference, Orange Romania has finalized the acquisition of the operator TKR, a provider of fixed telephony, broadband and pay TV services to 5 million customers. Orange Romania proposes Orange Sport, 4 exclusive sports channels with main premium sports competitions: UEFA Champions League, Serie A, LaLiga, Liga 1 and partially exclusive such basketball NBA, rugby 6 Nations and rally WRC.

Orange has entered into partnerships to enhance its content offering and now distributes:

- Amazon in France, Belgium, Spain and Poland;
- Netflix in France, Spain, Poland, Romania;
- Disney+ in France and Spain;
- CANAL+ in France, Poland and Slovakia;
- Lionsgate+ in France and Spain.

Orange Spain has signed a partnership with DAZN on TV rights to broadcast 5 LaLiga matches and to continue distribute all football to its customers.

Orange Luxembourg deploys its OTT strategy by launching its Orange TV service on Apple TV in September 2022.

Highlights

In Africa and the Middle East

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:
 - ✓ Spotify in Egypt
 - ✓ Amazon Prime/Video in Egypt
 - ✓ LaLiga in Tunisia, Morocco, Egypt and Jordan
 - ✓ Jawwy TV in Tunisia and in Egypt

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.

Orange is exploring new territories to respond to new digital uses:

- The Orange Esport Experience brought together 13 countries for this 2022 edition and the final will take place in Abidjan in December.

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
280M
customers
worldwide

than more 13M
fiber customers, including
6,5 million in France

+ than
48M
4G customers
in Africa and
the Middle East

nearly 12M
Orange TV subscribers,
including nearly 8M in France

2,9M
OCS
subscribers

+ than 1M
mobile gaming
customers in Africa

**nearly
250**
films financed by
Orange Studio since
its creation in 2007

ocs

+ than €400M
invested in cinema on more
than 450 films since its creation

Orange Studio
celebrated its
15th anniversary
at the Angoulême Festival
in August 2022

Thank you

Orange Content
Communication & Partnerships

October 2022

