

Orange and content



Content, the cornerstone for a multi-service operator



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EVP Orange Content



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“ Two worlds are competing with the same goal in mind: to gain control of the entire value chain. OTT TV players are competing against traditional TV players. This pressure put on the markets by the new entrants has led to an inflation of premium rights, whether in sport, film, or series as shown in the latest renewal of the UEFA Champions League rights. In order to counter this offensive by the OTT players, market concentration is increasing. Players such as Netflix, Amazon, Apple or Disney want to move up the value chain, and are becoming more and more integrated.

What's next? Although it's true that OTT is big, pay TV is doing more than just resisting. Even if OTT revenues are booming, mainly due to SVOD services,

traditional pay TV revenues are still growing. In reality, SVOD is the extension of pay TV, and the appropriate combination of linear and non-linear will be key for the success of future growth.

All the Orange countries have successfully engaged in the development of their content offers. Faced with the evolutions of our markets, our credo is based on our capacity to deliver an attractive TV proposition that helps us achieve our ambitions in terms of Broadband and to achieve scale. We look to secure access to content and reinforce value towards customers through content distribution and aggregation. In that respect, the new usages and market moves open up a myriad of possibilities.

There is no doubt that we have the necessary assets to hold our rank in the value chain: as a producer and rights holder through Orange Studio and OCS with the release of the first OCS Originals productions this year (The Name of the Rose, Devils, The Spy), but also through our distribution activities in France and abroad, on our own or in partnership (Canal+, Canal+ International) and through our output deals (UGC, Sony, HBO).

2018 saw the positive conclusion of structural deals that are essential to strengthening our position in the ecosystem: the renewal of funding agreements between OCS and the French film organisations, the agreement of our film channels by the CSA and the signing of the new media chronology.

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Orange Content

Our ambitions for content

Orange is a major and longstanding player in the field of content, and confirmed and strengthened its ambition in 2017 with the creation of Orange Content, a new entity reporting directly to Stéphane Richard, Chairman and Chief Executive Officer of Orange. The mission of Orange Content is to be the reference point for content for the Orange Group as a whole.

There is a simple vision behind the creation of Orange Content: to bring together Orange's content resources and assets by including the subsidiaries:

- **Orange Studio** for co-production;
- **OCS** as an emblematic service broadcasting series and films from all over the world;
- **Orange Prestations TV**, Orange's broadcasting platform.

Orange Content also brings together other content-related activities, (including games, music, culture, infotainment, Virtual Reality) as well as the French and international content acquisition activities for all services edited by Orange (OCS, VOD services) and multi-territory negotiations for third-party SVOD and TV services.

This consolidated alliance enables Orange to affirm and reinforce its position on the market, giving increased coherence and visibility to content, as well as becoming an increasingly important international player.

Across Europe, Orange continues to deploy its strategy implemented over the past few years:

- giving priority to the widest possible distribution of best-in-class content;
- investing in film and series via OCS and Orange Studio in France.

The Group's presence in Africa and the Middle East is also a major area for strategic development responding to new needs for both local and international content. Orange Content also actively participates in digitalization initiatives in the region, through a number of significant partnerships with local or regional players.

Since the creation of Orange Content on September 1st 2017, the Orange Group is now in an even stronger position to address the content and entertainment needs of its customers internationally.

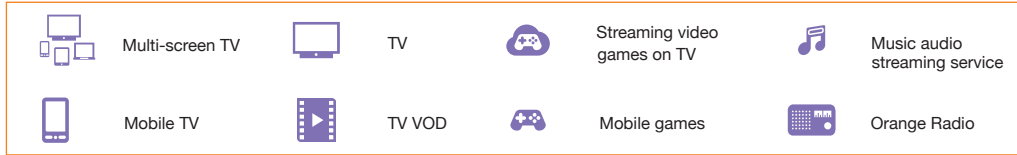
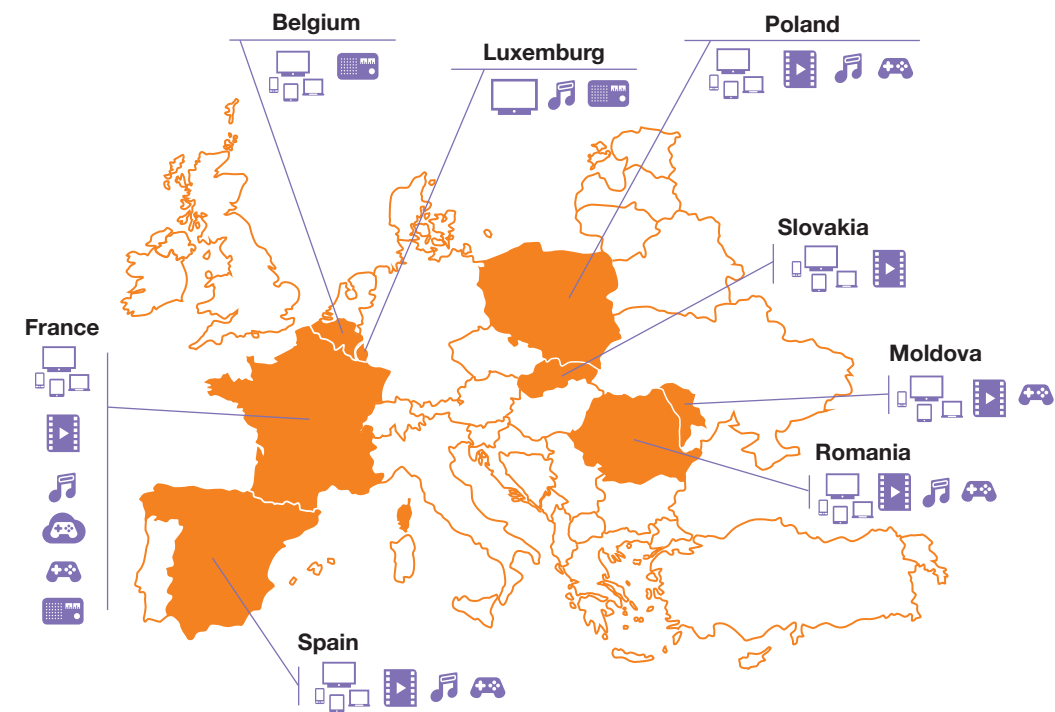
Content across the Orange footprint

The deployment of content offers

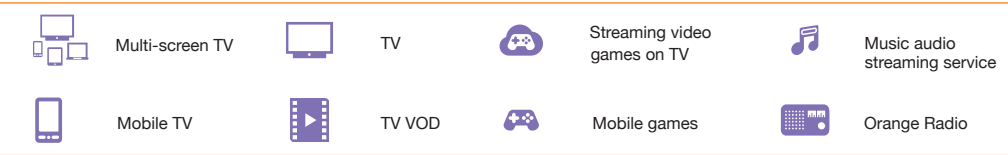
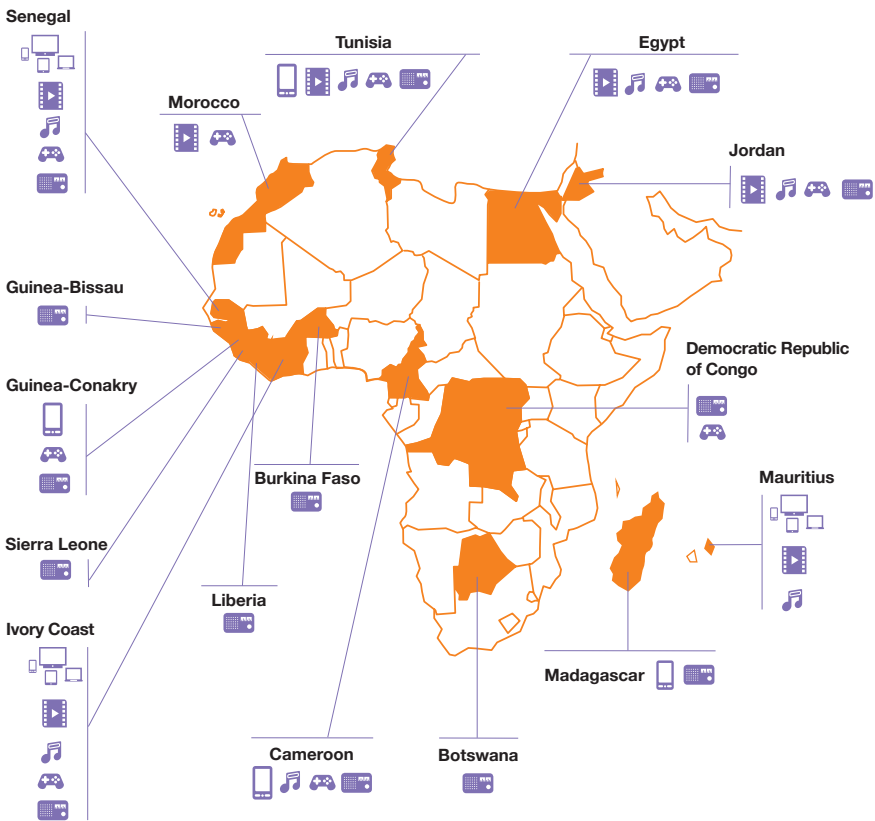
Orange ensures that it adapts its content offers to varying needs in order to provide an optimal experience for customers across the 27 countries where the Group is present.

- In Europe, Orange proposes content offers in the 8 countries across its footprint: Belgium, France, Luxemburg, Moldova, Poland, Romania, Slovakia and Spain.
Content is an integral part of the deployment strategy for high speed networks, whether Fibre or 4G/5G, and for the development of the associated convergent offers.
- In Africa and the Middle East, Orange proposes content offers in 16 countries across its footprint: Botswana, Burkina Faso, Cameroon, Democratic Republic of Congo, Egypt, Guinea-Bissau, Guinea-Conakry, Ivory Coast, Jordan, Liberia, Madagascar, Morocco, Mauritius, Senegal, Sierra Leone and Tunisia.
Through its content offers, Orange is clearly positioned as a key partner of the digital transformation of Africa and the Middle East.

Content offers in Europe



Content offers in Africa & the Middle East



Orange, aggregator and distributor of content

Content aggregator and distributor

Orange is both an aggregator and a content distributor and its mission is to make quality content which is both diverse and creative, and accessible to as many people as possible.

Orange's ambition : to become a reference interface between content and users.

Content distribution activities (TV, film, series, music, video games) are an essential element in Orange's multi-service operator strategy, which at the end of 2018 had more than 9.5 million connected households in its TV universe. They help to enhance the value of very high speed offers in fibre or 4G.

Orange TV

In order to offer the best content to its customers, Orange is positioned as an aggregator and distributor of linear and non-linear content: it aggregates its own pay-TV packages, while distributing the most attractive third-party services.

In Europe, Orange offers TV in, Belgium, Luxembourg, Moldova, Poland, Romania, Slovakia and Spain. In Africa and the Middle East, Orange TV offers are available in Ivory Coast and Senegal.

Orange TV in France:



Available
on all screens

Channels HD,
HD+, UHD included

Free and premium
replay channels

Thematical packages:
Family, Sports and
Film/Series

Premium channels:
Canal+
beIN SPORTS
OCS

SVoD offers including
Netflix

Films and **series**
available **to rent** and
to purchase

Music with **Deezer**

Catalogue of
streaming video games

Games, music and radio

In video gaming, Orange has partnered with leading game publishers in order to offer attractive and innovative services on all screens: Square Enix, Sega, Gameloft, Ubisoft, Disney, Warner, Anuman, Deepsilver...

In France, Orange offers an extensive catalogue of more than 200 streaming video games on TV and PC, accessible with a no-commitment subscription. In France and Spain, offers including unlimited access to games on Android mobiles are available via a portal or Android application.

In Africa, a subscription-based gaming offer in partnership with Gameloft is available in 9 countries: Cameroon, Democratic Republic of Congo, Egypt, Guinea-Conakry, Ivory Coast, Jordan, Morocco, Senegal, and Tunisia.



Orange and Deezer have built a strong and innovative partnership providing customers with unlimited access to the vast Deezer catalogue (53 million tracks). This partnership is truly international as it extends across both Europe, Africa and the Middle East. Orange is also a shareholder of Deezer since 2010.

In addition to the relationship with Deezer, Orange also works with other music streaming partners which are adapted to local market needs, such as Anghami in Jordan and Digster in Tunisia.



Orange Radio

Orange Radio gives access to over 20,000 radio stations and 5,000 podcasts from across the world. The service is very successful on Orange TV in France, and on Android/iOS smartphones across the Orange footprint in Europe, Africa and the Middle East.

Premium music video TV services, such as Playzer, offering HD video clips and concerts, are also available on Orange TV.

Numerous other content services are available in Africa and the Middle East, ranging from educational and general e-book services, to daily quiz games and to other infotainment services (such as Orange Star in Senegal).

Own services

Orange published services

In addition to distributing third-party services, Orange also publishes its own services.

In France, Orange offers its premium OCS service, available on all platforms as well as directly on the Internet, which gives access to 4 channels, an extensive on-demand library of thousands of films and TV shows as well as an app available for all devices.

OCS's commitment to French film is extremely important having invested some 326 million euros in 360 films over 10 years. A renewed agreement was reached with the French film industry in 2018, committing an investment of 125 million euros over 3 years (2019-2021) for both French and European film productions. OCS has also actively contributed to the modernization of the media chronology in France, enabling the reduction of the window between theatrical release and Pay TV to just 6 months. As regards series, in addition to traditional acquisitions, the commissioning of original 26-minute series under the OCS Signature banner and the current output deal with HBO, OCS and Orange Studio are now investing in ambitious French and international series under the OCS Originals label by acquiring extended rights.

2018 also saw the launch of two new services from Orange:

- In Spain, where the Orange Series channel offers exclusive series in 4K and more than 1000 hours of programmes;
- In Slovakia, where the Orange Sport channel holds exclusive rights to the UEFA Champions League.

Orange also offers its subscribers a transactional VOD service in:

- 5 subsidiaries in Europe: France, Poland, Romania, Slovakia and Spain;
- 3 subsidiaries in Africa and the Middle East: Ivory Coast, Mauritius and Senegal.

Orange transactional services: VOD & EST

In France, the Orange Video on Demand service offers some 24,000 videos, available to rent or to buy, accessible on all screens (TV, PC, tablet or mobile) as well as the ability to download for watching while on the go. Orange TV subscribers can enjoy films in their home with over 8,000 titles available including current films as early as 3 months after their theatrical release as well as treasures from French film industry. Orange Video on Demand also offers over 180 films and TV series in Ultra HD, films never before seen in France, documentaries, stand-up comedy, children's programmes and over 250 of the most popular or cult series.

In addition to France, Orange also proposes has additional VOD services in Poland, Romania, Slovakia and Spain. In Africa and the Middle East, Orange has launched services in Ivory Coast, Mauritius, and Senegal.

In order for the content on the services in each of these countries to be as diverse and complete as possible, Orange leverages on long-standing relationships with international partners such as the U.S. Studios as well as local independents.

Orange TV VOD service in France:



The Orange VOD & EST offer in France



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Le Grand Bain: © 2018 -Tresor Films-Chi-Fou-Mi Productions-Cool industrie-Studiocanal-Tf1 Films Production-Artemis Productions
Les Indestructibles 2: © 2018 DISNEY.PIXAR
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Alad'2: © 2015 74 FILMS - PATHE MY FAMILYFILMS - M6 FILMS
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OCS for fans of cinema and series

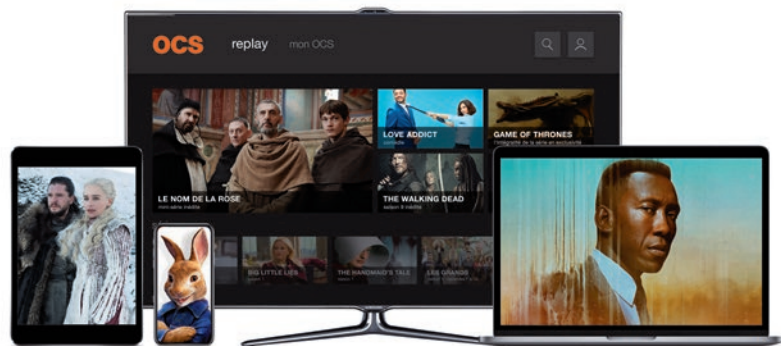
Launched in 2008, OCS is a suite of 4 channels, an extensive on-demand library of thousands of films and TV shows as well as an app available for all devices:



2 subscription plans are also offered directly to consumers on ocs.fr:

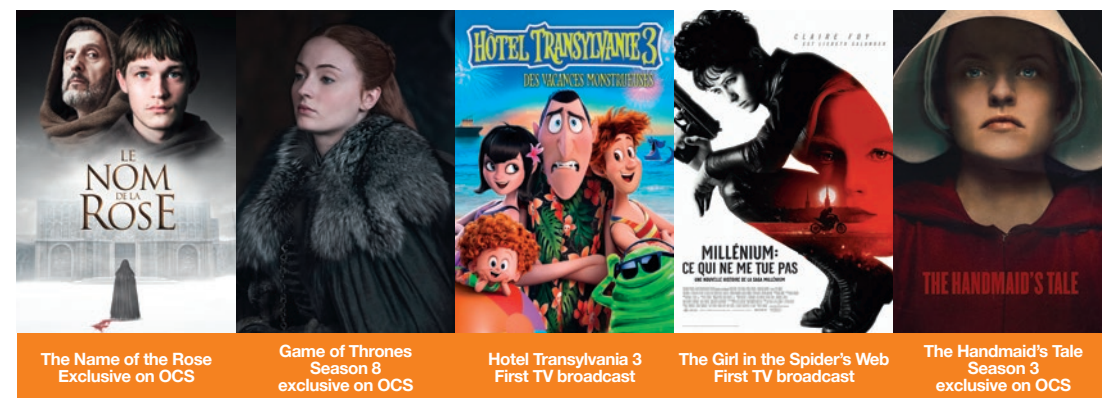
- one to enjoy OCS on smartphones, tablets and computers;
- and another to enjoy OCS on all previously mentioned devices as well as on TV with the Orange TV key, Chromecast, Xbox, Android TV, Apple TV and Samsung Smart TV.

OCS is available in France on the Orange TV, CANAL, SFR box, Bouygues Telecom Bbox, Freebox, Playstation, Fransat, Molotov, Monaco Telecom, Vialis, Wibox, VidéoFutur; in Switzerland on Teleclub, and in the DROM-COM on My.T, Parabole, Vini, and Zeop.



An exclusive catalogue and ground-breaking features

- First run films as early as 6 months after their theatrical release: Venom, The Girl in the Spider's Web, The Equalizer 2, Hotel Transylvania 3: Summer Vacation, as well as documentaries, and news magazine shows about films and series.
- Exclusive TV shows less than 24 hours after their initial US broadcast such as The Walking Dead, Westworld, Big Little Lies, The Handmaid's Tale...or simultaneously with the US such as Game of Thrones.
- All new original HBO series as well as the previous seasons to all returning shows.
- Original and audacious French TV shows produced under the OCS Signature banner: Irresponsable, Les Grands, Missions...
- The newly launched OCS Originals label which is a collaboration between OCS and Orange Studio for the investment in ambitious series with French and international partners: the first highly anticipated show, The Name of the Rose.
- The on-demand service offers access to the films and TV show programming in replay for a minimum of 30 days after its first linear broadcast as well as continual access to the extensive HBO library.



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 Game of Thrones: © 2019 Home Box Office, Inc. All Rights Reserved. Hbo ® And All Related Programs Are The Property Of Home Box Office, Inc.
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Coproduction

Orange Studio, the coproduction & rights holding subsidiary

Orange Studio, the Orange Group subsidiary, has been investing in the coproduction of films and the acquisition of catalogues since 2007: The Artist, Timbuktu, Little Prince and more recently Valerian, The Guardians, Ricky's trip, Little Ticks or City Hunter.

Orange Studio, which celebrated its 10th anniversary in 2017, has coproduced more than two hundred films (an average of 15 per year since its creation) and owns the rights to almost 1,200 titles, including 600 audiovisual works from numerous catalogues. The studio is currently developing an independent and a diversified slate of films, both in terms of budget and genre. Orange studio is also ambitiously developing its cinematographic activities in Africa.

Orange Studio has entered into an agreement with UGC for the theatrical distribution of at least five films per year under the Orange Studio Distribution label. Since late 2017, Orange Studio has also launched an international sales division which allows it to vary its acquisitions and also participate in box office hits such as Philippe Lacheau's City Hunter or Serial bad weddings 2 sold on behalf of UGC.

Orange Studio has recently diversified its activity to include developing series, alongside OCS. This year sees the release of The Name of the Rose followed by Devils. These series, under the banner OCS Originals, mark the first foray into original content.



New horizons

Virtual reality

Having been involved in virtual reality since 2016, Orange continues its ambition to support and democratize new usages by offering unique and innovative experiences based around the power of its networks.

In 2017, Orange launched its Orange VR Experience app, available free of charge on app stores, offering VR entertainment content. Orange is also testing location based distribution of VR experiences in theatres via a partnership with UGC La Défense.



In January 2019, Orange proposed an innovative musical experience “LiveMusicVR”. A private concert by the French band Hyphen Hyphen was filmed using a 360° camera, on a stage in Paris and broadcasted live in virtual reality through « Orange VR Experience » app and to eight Orange stores across France.

Orange's networks allow more and more data to be transmitted and pave the way for new immersive experiences on fixed networks with fibre and on mobile networks via 4G and soon 5G.

Esports

Following the major evolution of Esports in the world of video games, Orange has been active in this area since 2015. Esports has become mainstream entertainment and now reaches millions of viewers. Orange is the reference among Telco's for competitors who need the best network and optimal connection for optimal performance.

In Africa and the Middle East, Orange accompanies the real enthusiasm for Esport by organizing its own pan-African video game competitions since 2017. The latest edition, “Orange Esport Experience” took place last December and brought together 8 Orange countries for the final in Dakar. New Esports tournaments are in the works: one in Egypt, based on football during the 2019 Africa Cup of Nations and one again next December for a new edition of the Pan-African Orange Esport Experience finals.

Orange also collaborates with Esports influencers, start-ups and web players to create new service concepts and explore this innovative area which is at the crossroads of gaming, video content and social media.

Highlights

Significant events in Europe, Africa & the Middle East

In Europe

At the end of 2018, over 9.5 million customers were subscribed to an Orange TV offer:

- All Orange subsidiaries now propose convergent offers including TV, whether under the “Open” name in France or the “Love” brand in the rest of Europe;
- Orange France launched Pickle TV, a new TV and video offer for 15-35 year olds;
- Orange Slovakia increased TV distribution thanks to a satellite-based TV offer allowing it to cover the entire country. It includes world-class films with the HBO channels and the Champions League exclusively on Orange Sport;
- Orange Spain launched Orange Series, the 1st 4K Series channel in Spain, with leading titles such as Breaking Bad, House of Cards and Snatch;
- Orange was the 1st operator to launch a 4K Set-top-box in Poland.

Orange continues the development of mobile services:

- Orange Spain launched a new mobile gaming offer, Orange Juegos, with a catalogue of over 200 games.

In Africa & the Middle East

Orange continues the rollout of content services:

- Orange Jordan launched a mobile gaming service in partnership with Gameloft;
- Orange Radio was launched in Egypt, Liberia and in Tunisia, and is now available in 14 countries;
- Following Tunisia, Orange Cameroon has recently launched the Digster music service.

Orange signs new partnerships to support its mobile and internet offers:

- Orange Morocco and Orange Egypt launched the Starzplay SVOD service to accompany their mobile 4G offers;
- Orange Jordan is offering preferential offers of beIN to its Fibre customers.

Orange is exploring new areas to answer new digital needs:

- 8 African subsidiaries participated in the big competition, Orange Esport Experience;
- Orange Guinea and Orange Madagascar both launched a mobile-based Orange TV service;
- Orange Tunisia was the first African subsidiary to propose an e-reading service, Orange by Youboox.

Orange in Africa also includes content production:

- Orange Senegal kicked off its new content production activities with the production of the successful series, Diamond House.

Key figures

Orange is present in **27** countries

264 million
customers out of which 203 million are
mobile customers

+ than **9.5** million Orange TV
subscribers
+ than **7** million in France

+ than **2.7** million
Fibre customers in France

2.9 million
OCS subscribers

+ than **59** million
4G subscribers

For **the 8th** consecutive year, N°1
French mobile network according to Arcep*

Figures as of March 31, 2019

* According to the Arcep report on October 2018

Thanks

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