

# Livebox Play



February 1, 2013

Orange headquarters



# Livebox Play, a new box suite ...

cutting edge innovation to confirm our  
leadership on broadband & convergent  
markets



... designed for a best-in-class customer experience and future networks



powerful

dual Wifi up to 450Mb/s  
ADSL2+/VDSL/FTTH up to 200Mb/s  
Gb Ethernet, USB, ..

user-friendly

OLED screen  
wireless HD telephony  
wireless HD video  
Wifi scheduling per device

# the most advanced technologies to enhance home entertainment



## powerful

latest Intel chipset 🌟🌟🌟

320Gb hard drive

Blu-Ray 3D

eco-friendly : 1W power save 🌟🌟🌟

## user and usage friendly

most advanced remote control 🌟🌟🌟

*radio frequency / gesture / AZERTY keyboard*






preloaded games 🌟🌟🌟

social TV (Twitter & Facebook)

internet browsing

# new boxes, new offers ... and a new value proposition

premium boxes, now part of our premium offers

Livebox Play	Open Up	Open Top
Internet up to 200Mb, Voice, TV, PVR 80G, Cloud 50G  <b>39,90€</b> +6€ vs. Zen    	4 P offer inc. Mobile Voice 24/7 and Mobile Data 2Go  <b>69,90€</b>  	4 P offer inc. Mobile Voice 24/7 and Mobile Data 5Go  <b>89,90€</b>  

## rejuvenate customer relationship

a « welcome call » within first 3 months

ensure customer satisfaction

a personalized « offer review » once a year

develop a trustful relationship

## enriched and segmented offer

improve segmentation

emphasize value perception

personalize your offer

more services with Orange

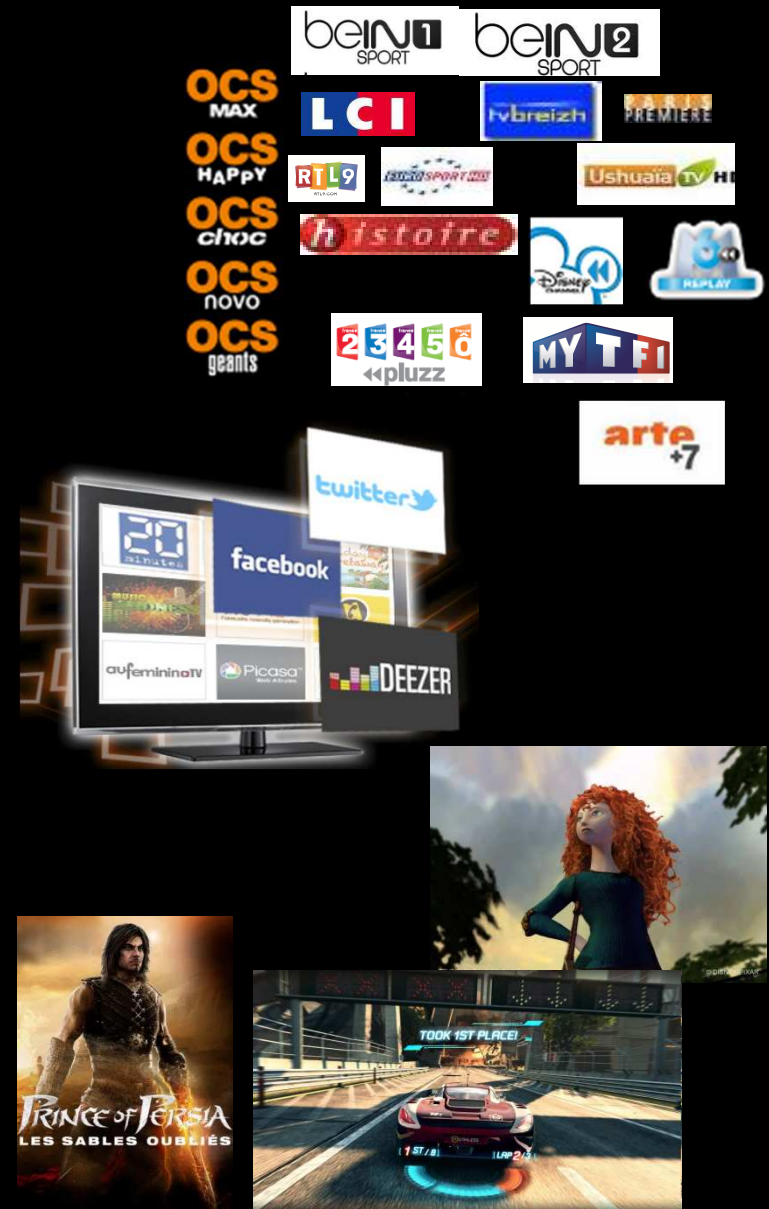
# entertainment leadership thanks to best-of-breed content

376 TV channels (50 HD channels)  
33 catch up services  
29 pay TV offers (5€ to 15€)  
>120 video games (5€ or 10€)

#1 on VOD market  
36% market share \*  
260m on-demand programs seen

leading cloud-gaming offer

Source : \* internal Orange Survey



# a genuinely premium offer to drive revenue growth

sustained growth of high-end segment

**+15%** gross add on premium offers vs. 2012

premium boxes to generate over-the-top ARPU

**+20%** increase of content revenue vs. 2012

average ARPU **6€ higher** excl. VAT for premium customers

# increased attractiveness to reach our ambition in net adds market share

premium is a strong tool for...

- building customer loyalty

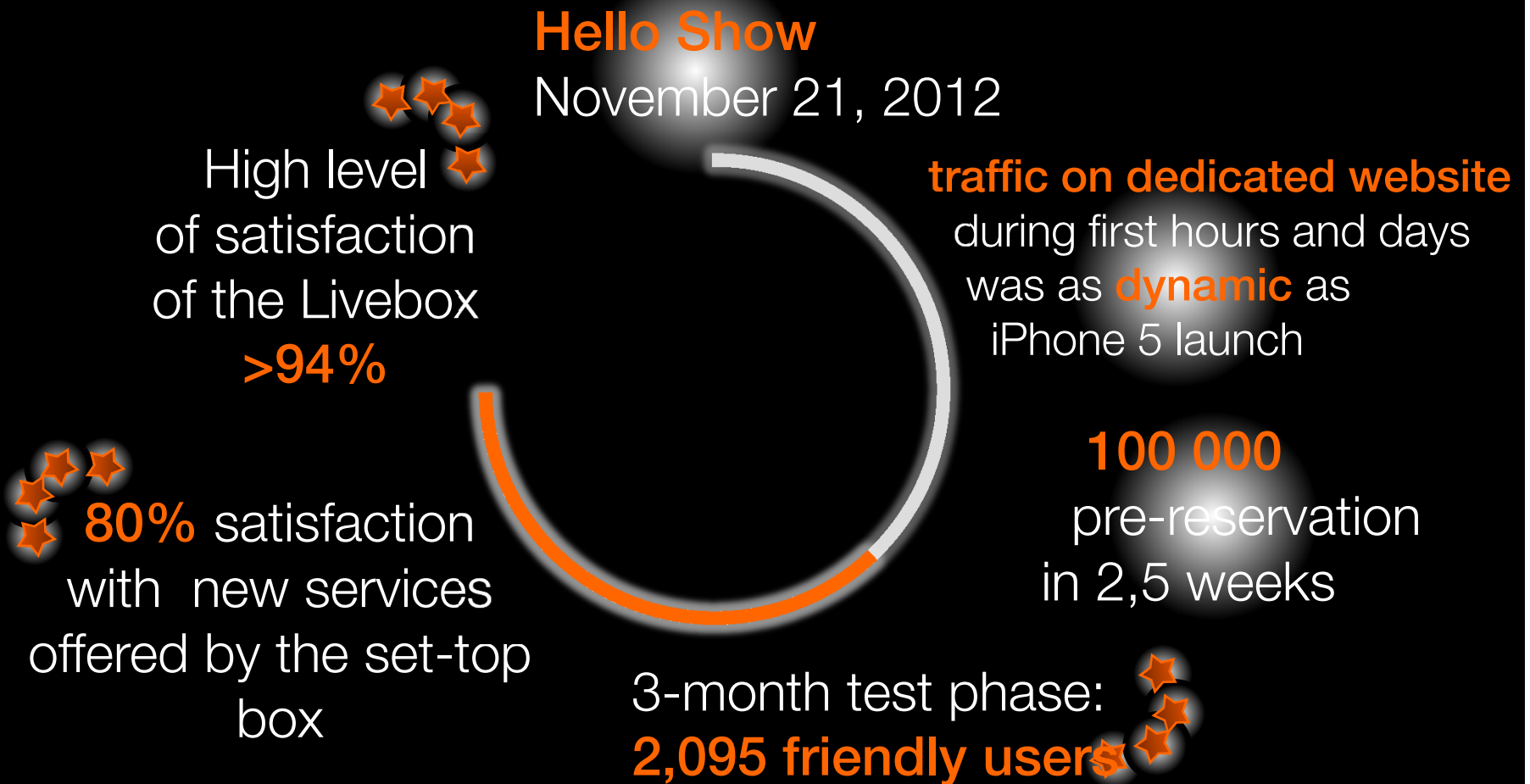
premium-box customers express approx. **-20% churn** intention over 6 mths\* compared to standard-box customers

- stimulating acquisitions, esp. on digital and high-end segments

**+10%** total broadband gross adds expected vs. 2012



# initial buzz ... the market is ready



the Livebox Play will be  
available from

7<sup>th</sup> February 2013



[liveboxplay.orange.fr](http://liveboxplay.orange.fr)

