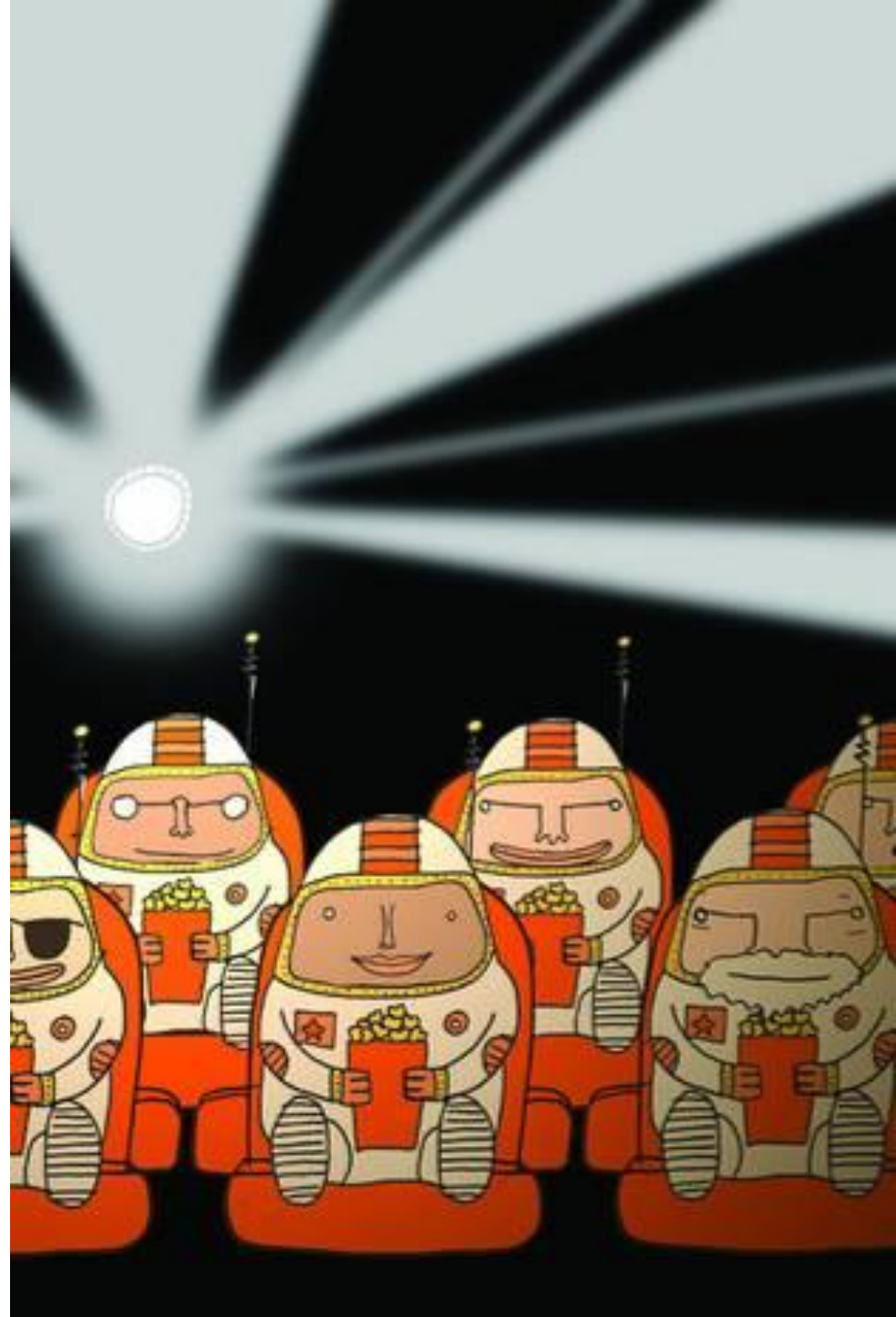


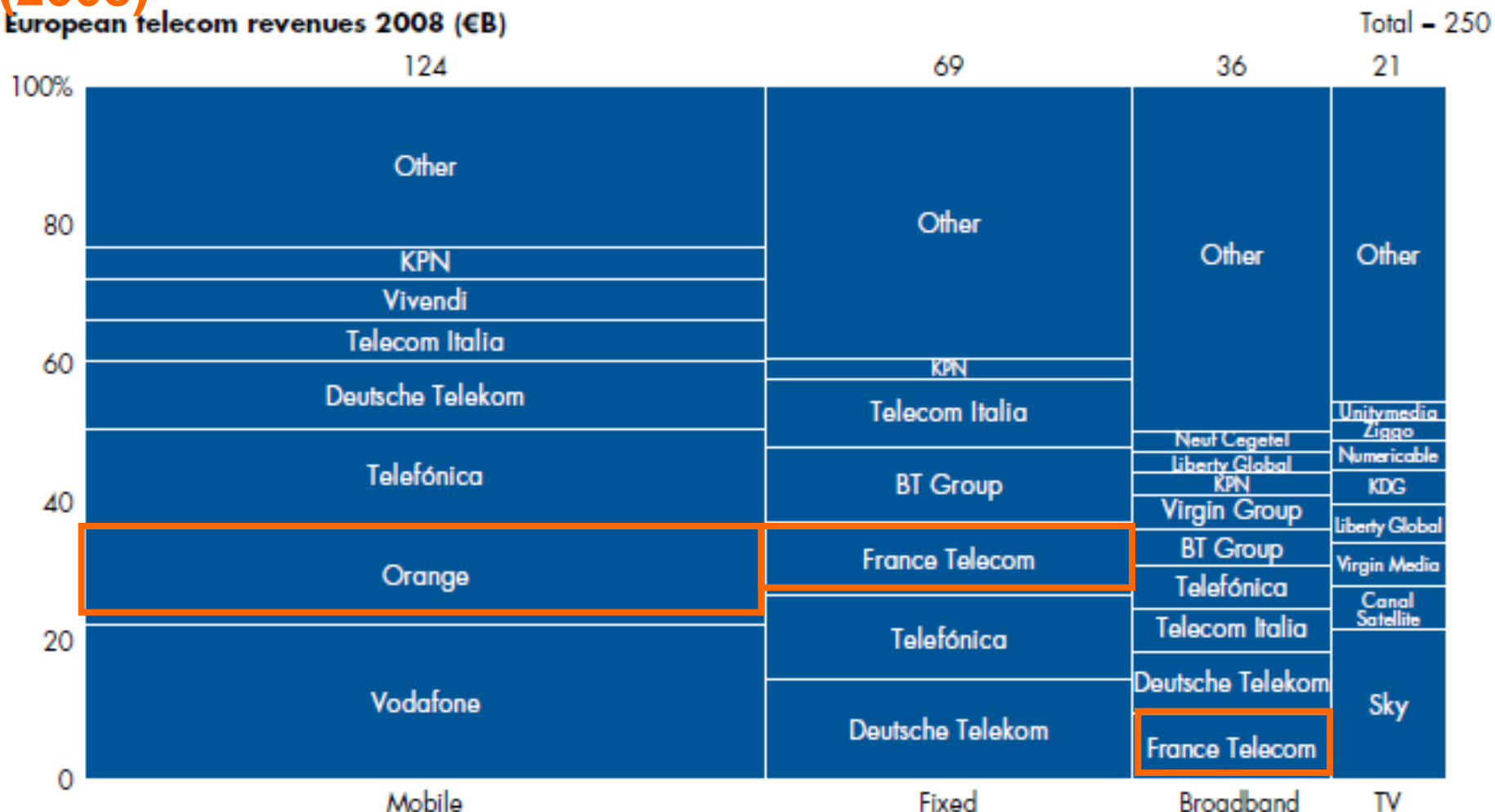
# Orange content strategy

Stéfane France  
Content division  
December 2009



# The global european Telecoms and TV market : 250 €B (2008)

European telecom revenues 2008 (€B)

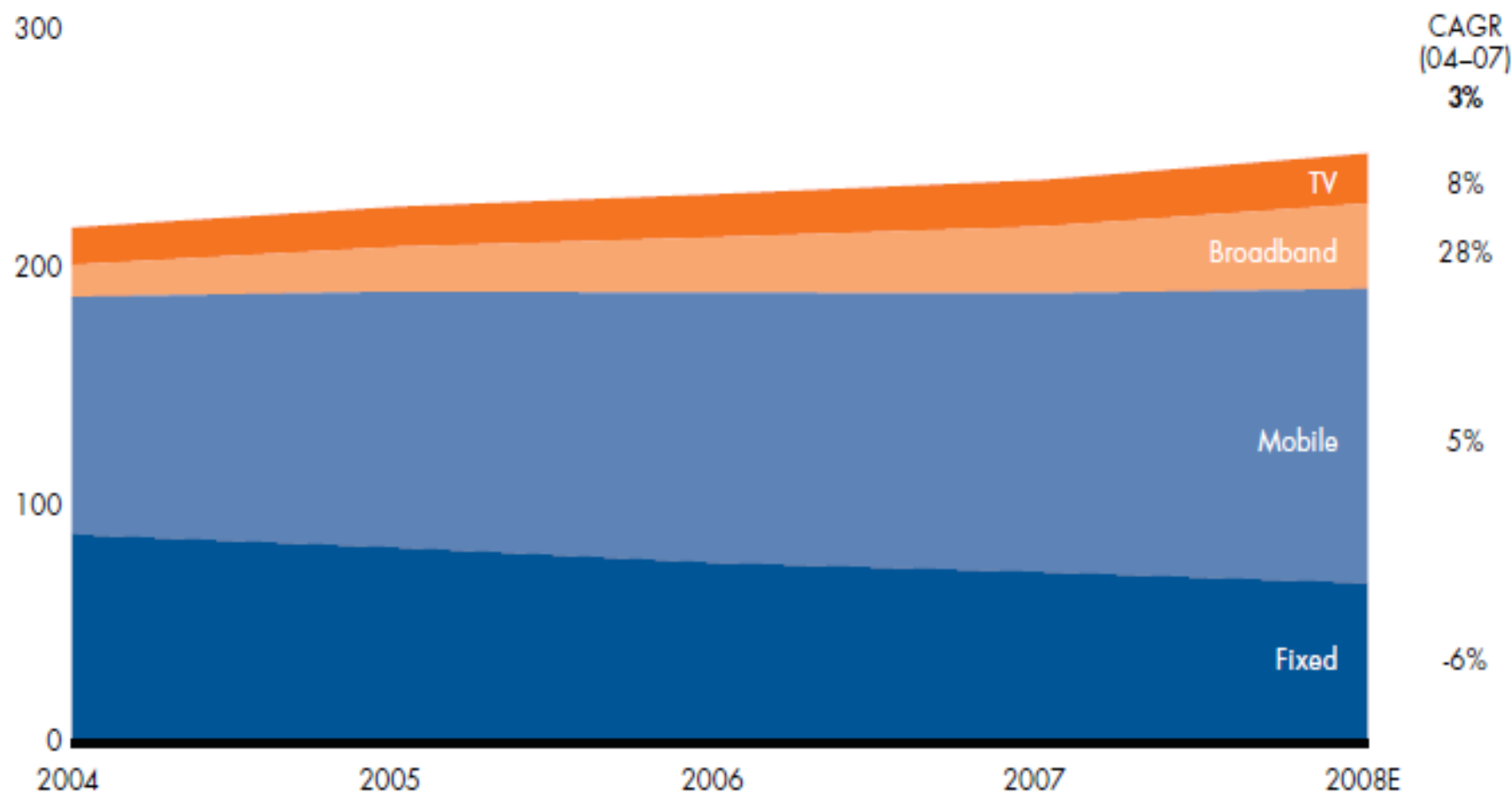


Note: TV includes cable TV, satellite TV, terrestrial TV and IPTV; 2008 data extrapolated based on 2007 numbers; countries included: AT (Austria), BE (Belgium), DK (Denmark), FI (Finland), FR (France), DE (Germany), GR (Greece), IE (Ireland), IT (Italy), NL (Netherlands), NO (Norway), PT (Portugal), ES (Spain), SE (Sweden), CH (Switzerland), UK (United Kingdom) (mobile, fixed and bb); AT (Austria), BE (Belgium), DK (Denmark), FR (France), DE (Germany), IT (Italy), NL (Netherlands), RO (Romania), SE (Sweden), UK (United Kingdom), CH (Switzerland) (TV) (mobile, fixed and broadband); AT (Austria), BE (Belgium), DK (Denmark), FR (France), DE (Germany), IT (Italy), NL (Netherlands), RO (Romania), SE (Sweden), UK (United Kingdom), CH (Switzerland) (TV)

Source: Analysys Mason; Screen Digest

# Mobile, Broadband and TV compensate the decrease of fixed

European telecom revenues (€B)



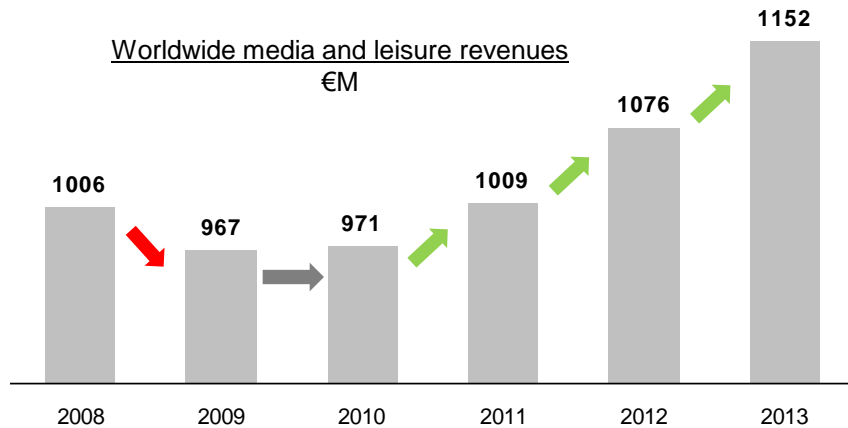
Note: TV includes cable TV, satellite TV, terrestrial TV and IPTV; 2008 data extrapolated based on 2007 numbers; countries included AT, BE, DK, FI, FR, DE, GR, IE, IT, NL, NO, PT, ES, SE, CH, UK (mobile, fixed and broadband); AT, BE, DK, FR, DE, IT, NL, RO, SE, UK, CH (TV)

Source: Analysys Mason; Screen Digest

# Though impacted by the crisis, the world media and leisure market will continue to expand after 2010

After the crisis, the growth of entertainment and media industry will take up

The crisis is mainly due to the fall in advertising revenues (incl. online), and in traditional media such as newspapers



Growth will pick up again after 2010

**1162M€**  
media and leisure  
worldwide  
revenues (2013)

**+4,4%/an**  
Media and leisure  
growth rate  
(2010-13)

The growth will rely on people spending, mostly on :

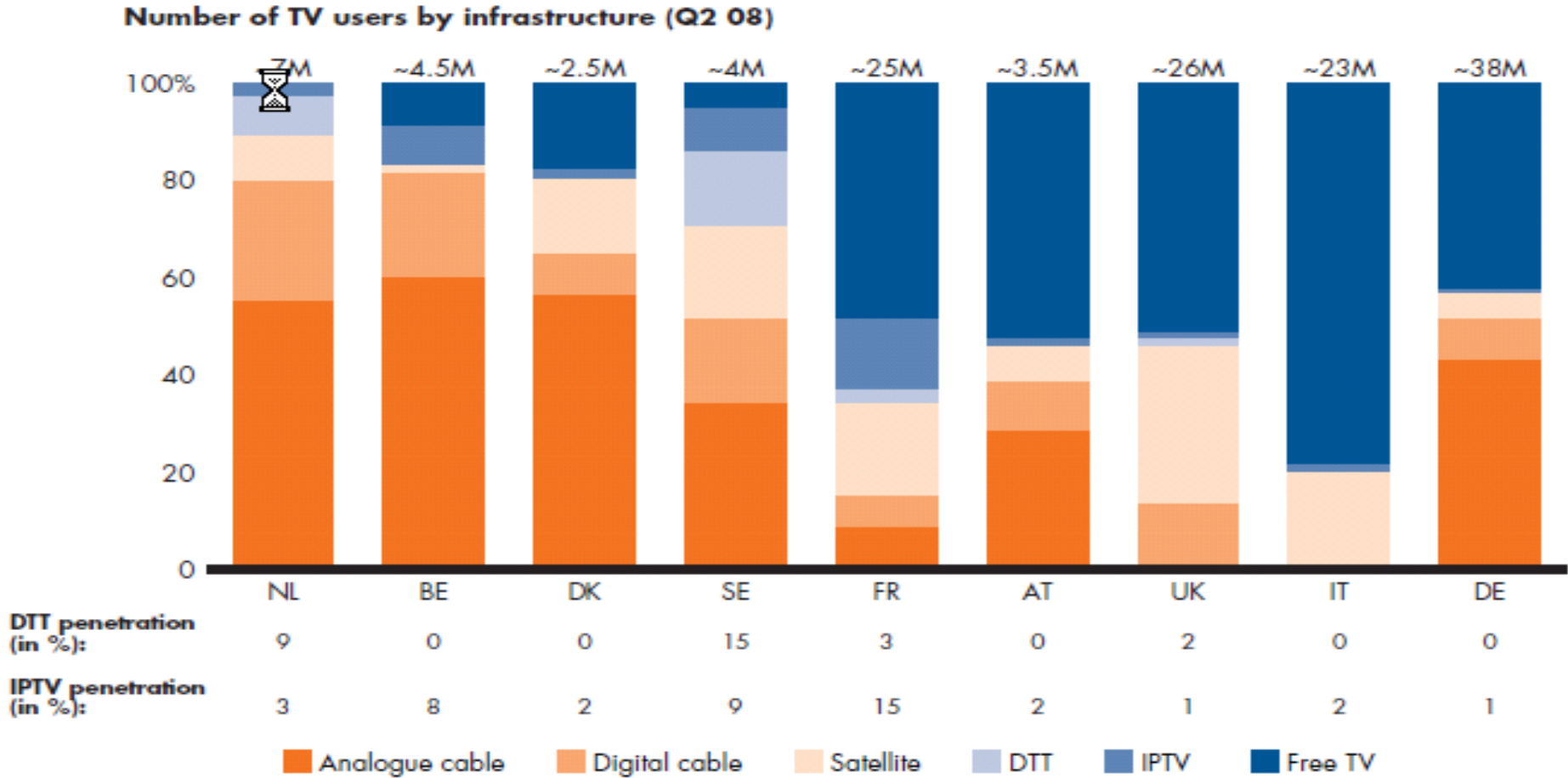
- Internet access and services on fixed and mobile
- Pay TV and films
- Online Games

The emerging countries will boost the market

The crisis accelerates the move to digital media

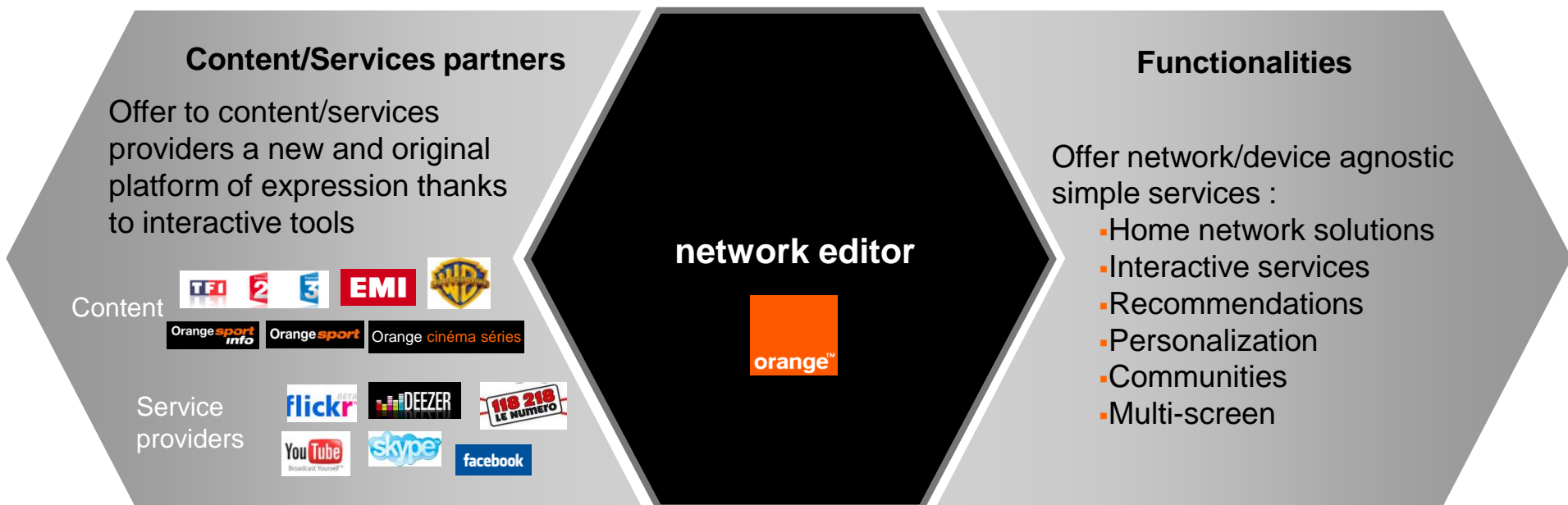
# The structure of TV markets in Europe in 2008

## IPTV is particularly developed in France



Note: Per cent of free-TV households calculated as residual; Free TV includes both terrestrial and satellite; NL excludes Fibre  
 Source: Screen Digest; Telecompaper; Dataxis; OneSource

Our strategy is to deliver the best possible content experience to our customers by operating as « network editor »

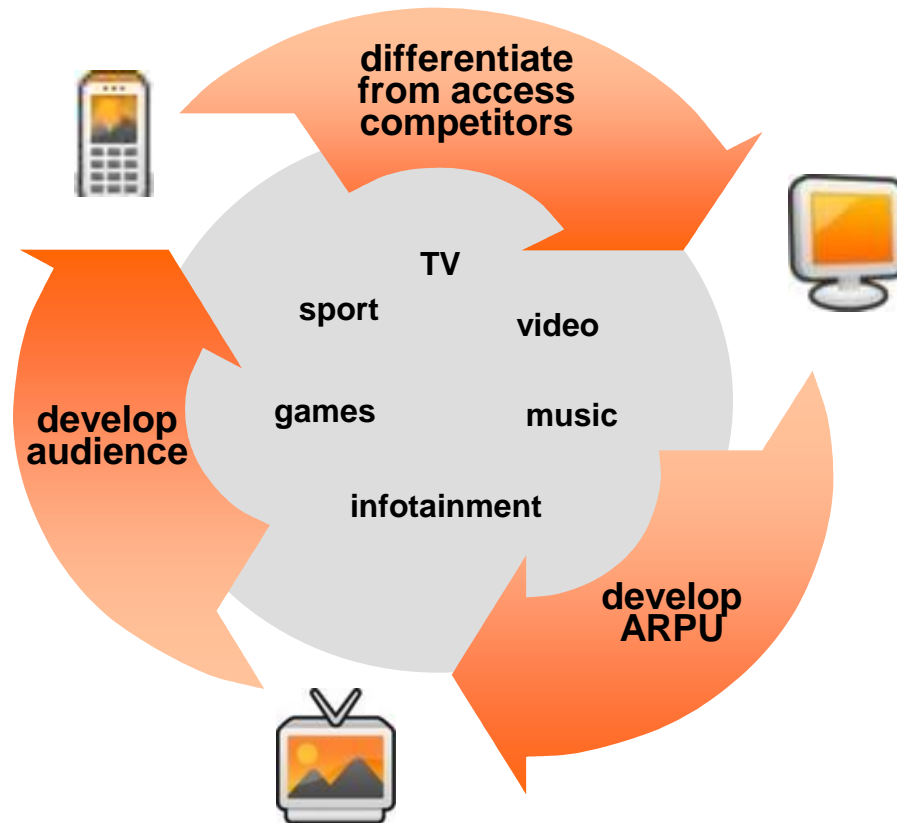


**Orange Experience**






















➔ Offer to our customers a simple and intuitive enriched content experience

Distributing content on our networks is a way to differentiate our offer and create value for the customers



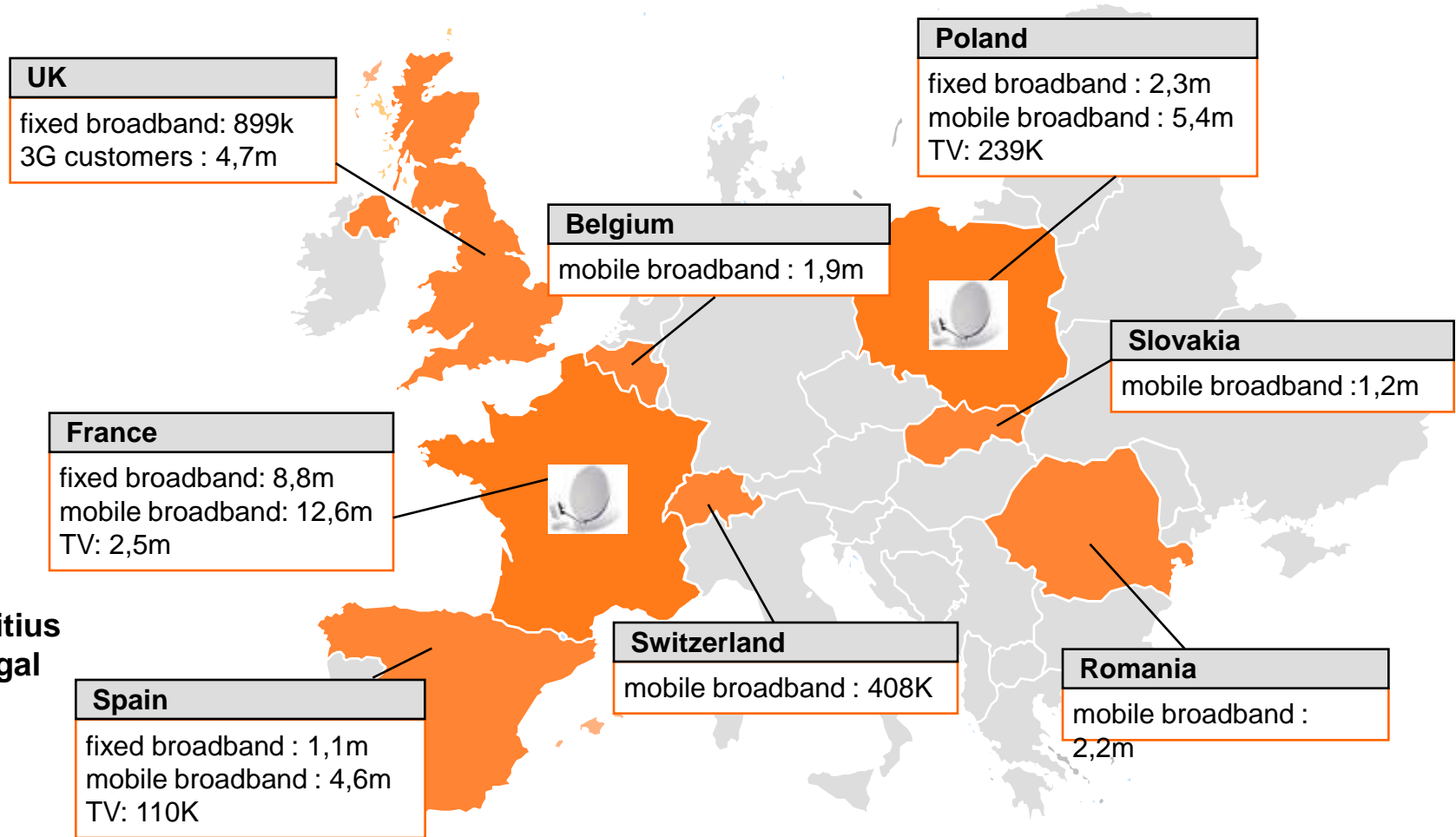
→ the fully integrated operator capable of offering “content-everywhere” will enjoy a premium in the eyes of its customers

# Orange has developed TV, music and games offers for all the networks (Mobile, PC, TV)

	TV / Video	Music	Games	Infotainment
 Mobile	<p>TV Mobile</p>  <p>Orange <b>sport</b></p> <p>Orange <b>cinéma séries</b></p>	<p>Music Store      Radio</p>  	<p>Mobile Games</p> 	<p>Practical services</p>   
 TV	<p>IPTV &amp; Satellite</p>  <p>Orange <b>sport</b></p> <p>Orange <b>cinéma séries</b></p>	<p>Music channels</p> 	<p>Games on TV</p> 	<p>Interactive channels</p> 
 Internet	<p>Orange TV / Video</p>  <p>Orange <b>sport</b></p> <p>Orange <b>cinéma séries</b></p>	<p>Music Store      Radio</p>  	<p>Orange Game / Goa</p> 	<p>24/24 Actu</p> 



# The development of our content offers is based on our leader position in fixed and mobile broadband across our footprint



+ Mauritius  
+ Senegal

Note : figures of Q3 2009

→ In Europe, Orange counts **13,5 millions** of ADSL customers and **25 millions** of mobile broadband customers

# The landmarks of Orange content strategy

**2003**



Launch of TV and VoD via ADSL

**2004**

Launch of mobile TV (EDGE & 3G)

Launch of Jukebox, music downloading service on PC

**2005**

Launch of Music Store, music downloading service on mobile

**2006**

Launch of high def TV on ADSL and mobile

Launch of the 1st event channel Route du Rhum



**2007**

Creation of Studio 37  
**Studio 37** 

Partnership with the CNOSF and launch of Orange Sport TV, the 1st interactive multi-screen news channel dedicated to sports



**2008**

Agreement with France Televisions to create an exclusive catch-up service



Orange webTV



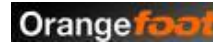
Musique Hits and Musique Max offers



3 july : launch of DTH offer



9 august : launch of Orange foot



13 November : launch of Orange cinema series

**Orange cinéma séries**



Launch of Warhammer



**2009**

France 24 multi-screen interactive service



Integration of M6 Replay into Orange catch-up service



Repositioning and rebranding of the sports channels



Orange TV on Iphone



Video Party



## Content : Key success factors of Orange

- **One brand**
- **Content everywhere PC TV Mobile**
- **Triple play strategy (Internet + TV + Voice)**
- **National strategy for TV (IPTV + Satellite)**
- **Simplicity**
- **Quality of service**
- **Attractive content and services to acquire new subs and reduce churn**
- **New services : HD, Mix of TV and VOD, time and place shifting**
- **Content, service and price competition vs cable and satellite**



Orange Sport

Orange Cinema Series

# Orange content offers

- TV

# Orange TV, an “à la carte” offer including channels and on demand programmes based on 4 main themes : cinema, sport, children and music

## Premium

Orange cinema series



12 € / month

Orange sport

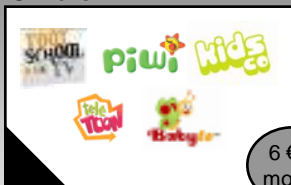


6 € / month

Including on demand features

## Thematic bouquets

Children



6 € / month

Music



5 € / month

Cinema



9,9 € / month

Sport



9,9 € / month

Etranger

Arabe  
Italie  
Chine  
Portugal  
Pologne  
...

Adulte



8,9 € / month

Thematic bouquet



9,90 € / month

## Access

### 3-Play

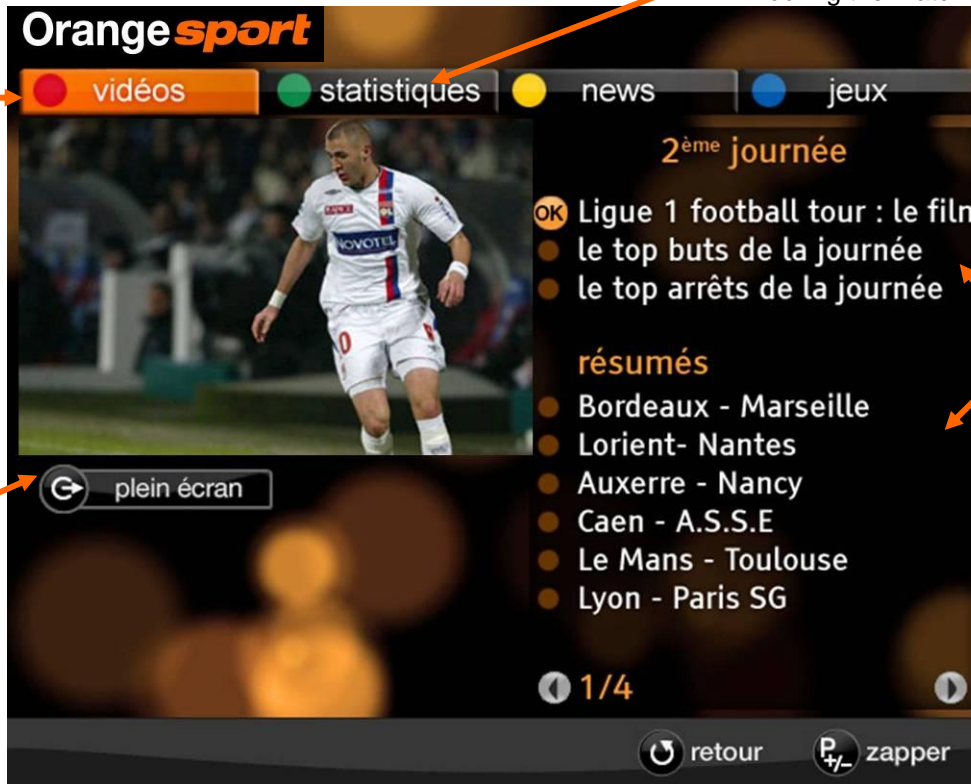
More than 70 channels included and free services



# Orange sport, a new experience of sports on TV

- Positioning : a **100% sports channel, innovative and multi-screen**, giving a large space to **interactivity and on demand**, to deliver live TV emotion, with an optimum quality.
- Programmes: **Saturday night League 1 football match**, Italian Serie A, Carling Cup, Africa Cup of Nations, Handball, Rugby, NBA, sliding sports, combat sports...
- Orange sport allows the viewer to **go deeper into analysis**, knowledge, news and entertainment... simply from the remote control !

Interactive band: to reach the different headers, with the remote control

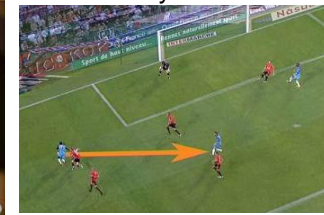


display : ¼ screen display with full screen option.

Statistics and analysis : Constantly updated during the match



Scanfoot, actions analysis tool in 3D



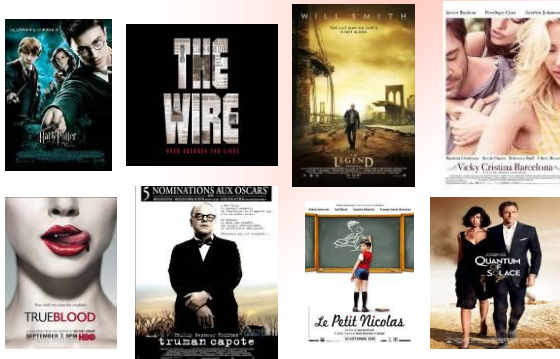
On demand : Links to summaries, magazines, videos (best goals, best saves) and constantly updated news.



# Orange cinema series: the association of premium content and innovative functionalities

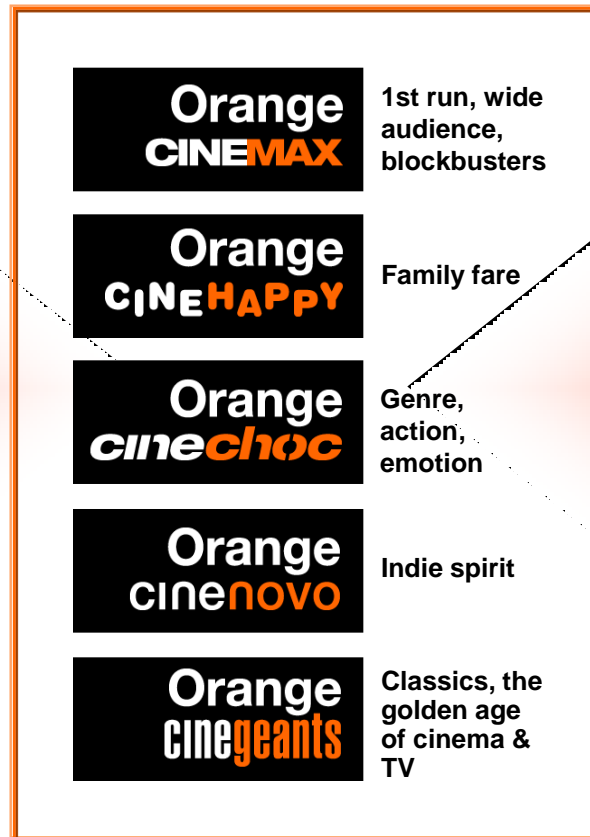
## Exclusive films and series

- **1st run feature films** (Harry Potter, James Bond, Batman, Le petit Nicolas, de l'autre côté du lit...)
- **1st run series** (True Blood, Generation Kill, John Adams...)
- More than **1 300 films** and **1 000 hours of series / year**
- Thematic programming and magazines (festivals, Mois de la peur, Batman, Brésil, soirée Woody Allen, « Ciné Confidential » ...)



## Innovative functionalities

- **multi-screen**
- **Linear and on demand access to the 5 channels :**
  - catch-up of programmes during 30 days
  - editorialised VoD
- **Start-over**
- **Side-loading**



# Orange cinema series: an innovative on demand service included in the subscription

**“The Dark Knight” exclusive on Orange Cinemax**



Catch up

Linear complementary programs

Complementary SVOD



Available at any time during 30 days



2 other films programmed on Orange cinemax and available during 30 days after the first release

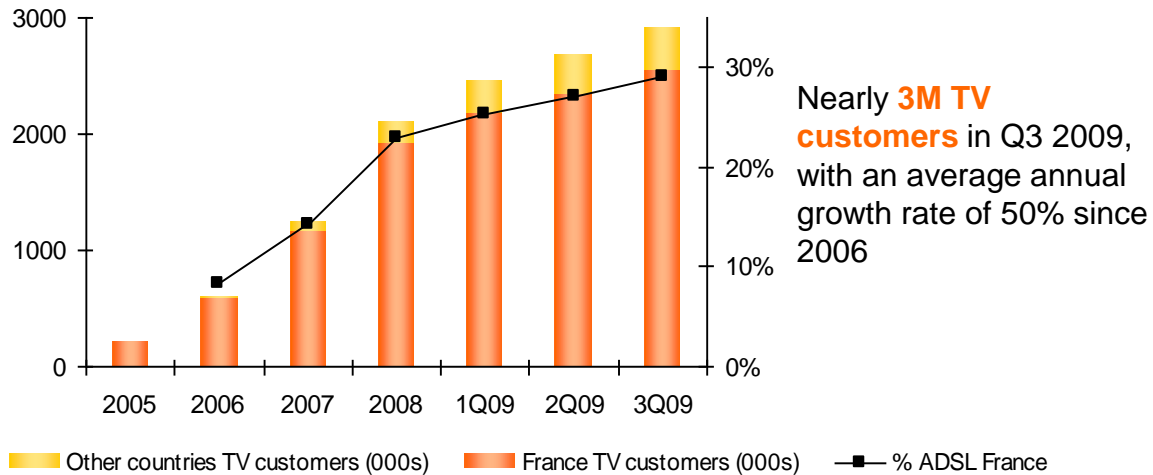


The 4 other films from the Batman series available on the on demand service



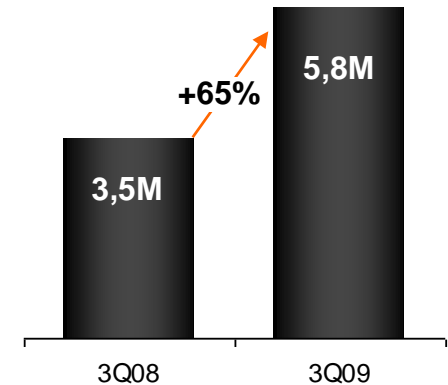
# Focus on the results

## Global TV customers growth

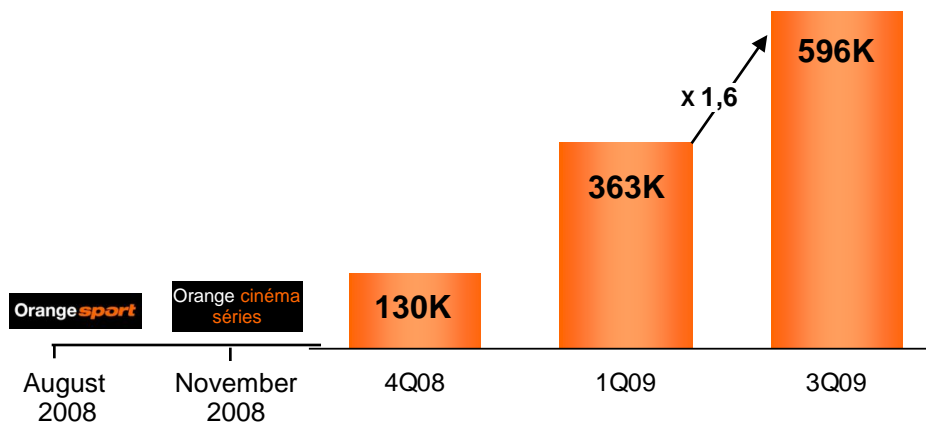


## Good progression of paid VoD

Number of paid downloads



## Growth of the subscriber base of premium bouquets Orange sport and Orange cinéma séries



For its first birthday, on November the 18th, Orange cinéma séries cumulated **324k customers**

thank you