



IPTV

France Telecom Group

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Orange TV offer is leading the market in France

- Started in 2003
 - Available potentially to 9 millions household,
 - First to launch MPEG4 transmission and HD channels on ADSL in the world,
 - Orange rebranding since june 2006,
 - Integration of the decoder in the internet basic subscription since june 2006.
- Basic TV bouquet with 40 TV channels incl. exclusive events (Olympics, Roland Garros)
 - 2 x 120 TV channel bouquets (TPS and Canal+/Canalsat)
 - Video on Demand (>1000+ programs incl. unique agreements with Warner, Disney and Fox)
 - Personal Video Recorder
 - 4 HDTV channels (TF1, M6, TPS Star, Luxe TV)
 - Exclusive Soccer offering (Foot +)

Family Consumption



TV

Widescreen offer

- +200 TV channels
- Free & Pay TV
- Catch-up TV
- VOD & SVOD
- Tivo-like
- HDTV
- Multi-room

PC



Offer with extended features

- Free TV channels
- VOD (rental)
- Download to own (sales)
- DVD on-line retail
- Recommendation Engine
- Tivo-like

Individual Consumption

Portable Media Player



Optimised for player & screen

- Free TV channels
- VOD (rental)
- Download to own
- Tivo "on the go"
- Wifi / 3.5G



Mobile Phone

Personal TV

- TV channels incl. made for mobile
- VOD Mobile cuts and longer formats
- SVOD
- Tivo "on the go"
- 2.5G, 3G & 3.5 G as well as Wifi

Underlying France Telecom Group security systems

Customers and partners benefit of Orange TV offer on fix line



Customer Benefits

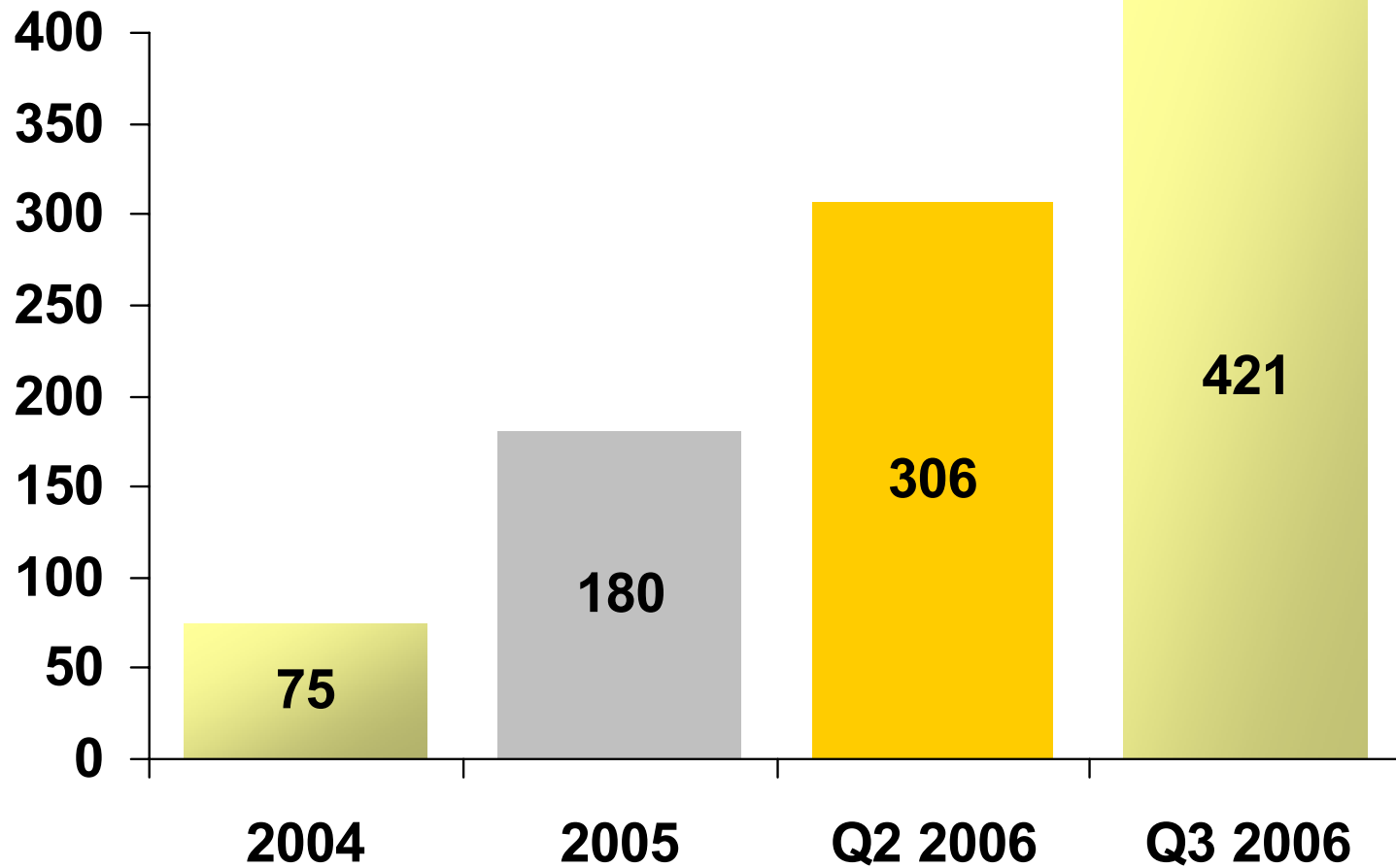
- Simple access to digital TV (free and premium TV) and VOD
- Simple access to HD programming
- On demand access to TV and VOD programs
- An all-in-one packaged TV + Internet + telephony offering
- Easiness of connection vs. satellite or cable
- All in one bill
- Orange brand trust and quality of service

Partner Benefits

- Extended reach of TV coverage
- Creation of on demand services dedicated to the channel (TVOD)
- Extra money for content owners (movies, music, series) through VOD and SVOD services
- Cross marketing for acquisition and retention of subscribers with partners (Canal+, Cyfra+, etc)
- Additional potential for ad revenues trough profiling of audience (TV / VOD)
- Possibility to launch new channels with limited transmission costs



Orange TV (ADSL) in France is growing fast





Orange TV roll out on DSL in FT territories

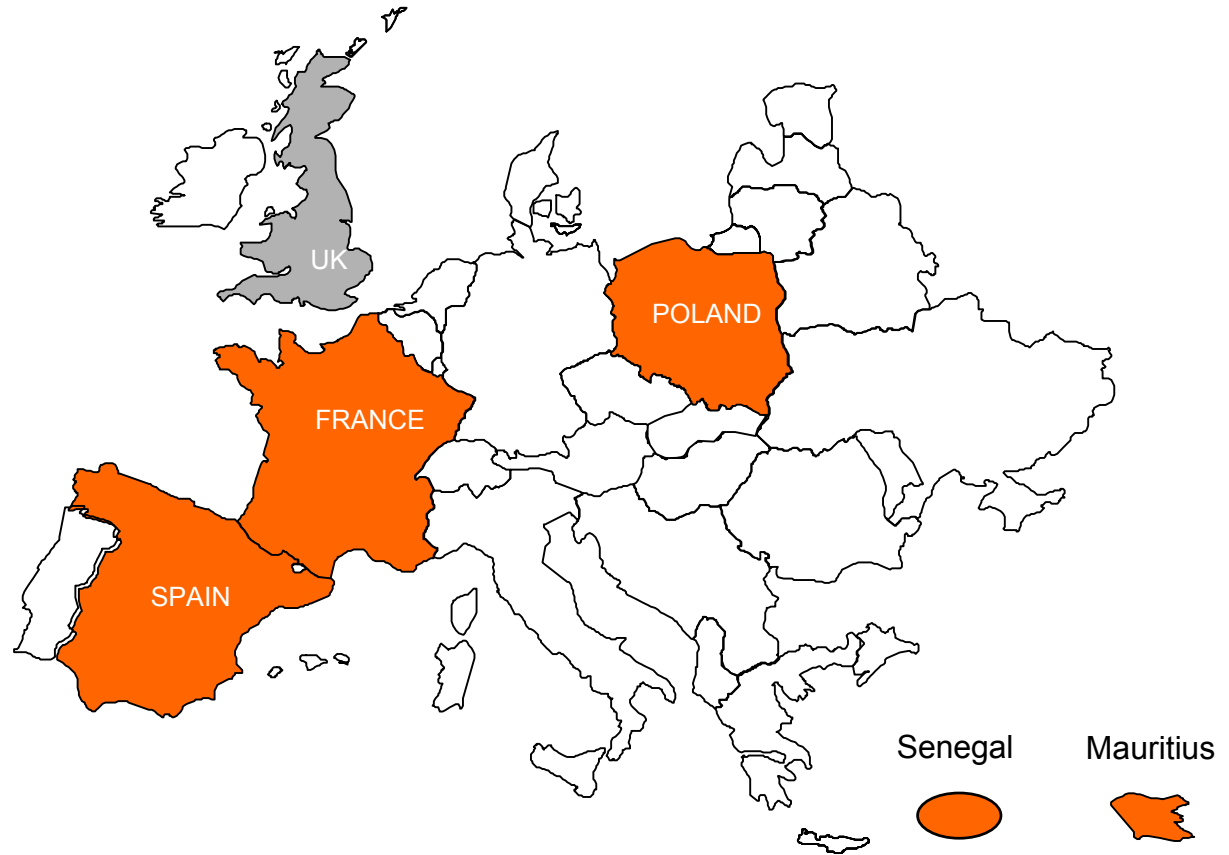


On Air

- France
- Spain
- Poland
- Mauritius
- Senegal

Coming Soon

- UK (2007)





Orange TV in Spain : Triple play offer

ADSL 1Mb + Fixed calls + Free TV : 20€/month*

ADSL 2Mb + Fixed calls + Free TV : 32€/month*

Fixed calls + Free TV : 22€/month*

Free Entry TV Package

TVE1	Orange TV	Fashion TV	Deutsche Welle
La 2	DELUXE MUSIC	24h TVE	CNN
Cuatro	VH1	Euronews	Telemadrid SAT
Tele 5	Teledeporte	Bloomberg	TVC Internacional
La Sexta	Real Madrid TV	TV5 Monde	TVI Internacional



Extended Package of TV Channels : 11€/month

Fox	Showtime Extreme	Disney Channel	Discovery Channel
AXN	MGM	Toon Disney	Natura
SciFi	TCM	Playhouse Disney	Docu TVE
Paramount Comedy	Canal Autor	Nickelodeon	MTV
Cosmopolitan TV	Cartoon Network	Super N	Canal Clásico
People & Arts	Boomerang	National Geographic Channel	

*Prizes on the promotional period

VideoClub (VoD)

- Disney – Buenavista
- Filmax
- SDAE
- DeaPlaneta
- Cameo
- Tripictures
- Manga Films
- Aurum

New 3€
Catalogue from 1€
Adult 4€

- National Geographic
- Explora Films
- Discovery
- MGM
- Showtime
- Turner
- Playboy
- IFG

tp access package:
21 TV channels at the moment:

PAKIET PODSTAWOWY



Access package will be extended up to 30 channels (VIVA POLSKA, CHANNEL 1 RUSSIA, TVE, 24 HORAS, SAT 1, RTL, SUPER RTL, BBC WORLD, ARIRANG).

... plus optionally Cyfra+ packages:

- attractive prices
- wide selection of TV channels

CYFRA + DSL

