



Press release
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Orange and TF1 sign partnership agreement for multi-screen distribution of TF1 content and services

The First French TV channel and the leading telecommunications operator today announce a partnership agreement to offer Orange's IPTV subscribers access to MyTF1 portal as well as TF1's entertainment offering on internet and mobiles

MyTF1, TF1's IPTV portal coming soon on Orange TV...

From June 7, 2010, the 2.9 million Orange TV subscribers (ADSL and Satellite) will be able to enjoy on-demand access to the outstanding world of TF1 programs. While continuing to enjoy live content, they will be able to find:

- more than 65 hours of TF1 programs to be watched again free of charge each week with catch-up TV
- the channel's latest events in video format
- the latest news reports and wires
- sports results
- a range of interactive TV functionalities

For the occasion, MyTF1 will create a special offering around the FIFA 2010 World Cup

This content will be accessible directly from the TF1 Channel by simply pressing the OK button on the remote control, as well as from Orange's catch-up TV service.

... on the internet and on mobiles

In addition, Orange customers will find a TF1 entertainment offering on internet and mobiles. A range of dedicated reality TV content, will be available as well as a catch-up TV service making it possible to watch and rewatch a selection of TF1 programs free of charge for seven days after they have been broadcast on the channel.

For Jean-François Mulliez, VP new media in charge of IPTV: "Looking beyond catch-up TV, we believe in the concept of enhanced TV. With MyTF1, many short features (bonuses, summaries, exclusive interviews, etc.) and soon interactive services are available alongside catch-up TV, which is also editorialized with a view to improving the service and making it even easier to use".

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Olivier Abecassis, eTF1's deputy CEO, also confirms: "Already the market leader by some way on catch-up TV since the overhauling of TF1.fr with more than 70 million videos watched in catch-up each month, TF1 is boosting the online distribution of its content among a strong complementary audience".

As Guillaume Lacroix, VP content services for Orange, confirms: "we are delighted with this partnership with TF1, which will enable us to offer on-demand programs and services across all screens. By harnessing the intelligence of our networks to serve attractive content, we are creating a new television experience for our customers".

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About TF1

The TF1 group's mission is to inform and entertain. While continuing to strengthen its position in its core television business with free and pay channels, it has diversified into the internet, audiovisual rights, production, licence and games. In 2009, TF1, the leading French general-interest television free channel, had 26.1% audience share on Individuals aged 4 and over. TF1 is also the no. 1 across all target audiences, including the key target group of "women aged under 50 purchasing decision-makers" with 29.8% audience share. TF1 retained its status as the benchmark channel for social cohesion and major events, demonstrating its pulling power by attracting the top 50 viewing figures for the year, and 96 of the top 100.

In 2009, TF1 Group recorded consolidated revenue of 2,365 million Euros. TF1 channel advertising revenue generated 1,429 million Euros.

TF1 shares (Isin: FR0000054900) are quoted on Euronext Paris, compartment A.

Source: Médiamétrie

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 131.8 million customers, the Orange brand now covers internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had consolidated sales of 50.9 billion Euros, including its activities in the United Kingdom, and at 31 December 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 million broadband internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies. The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information (on the internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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