



press release

TPS : December 2004 : a record month

Recruitments up 101%

In December 2004, TPS recruited 66,588 new subscribers, a 101% increase compared to December 2003.

This is an absolute record since the launch of TPS (previous record was reached in December 1998 with 54,333 new subscribers).

For 2004 FY, TPS exceeded its recruitment objectives with more than 209,000 new subscribers to its DTH offer and around 50,000 subscribers to TPSL.

This great performance is strengthened by the fidelity of TPS subscribers : the churn rate is under 10%.

In 2004, the net growth of TPS subscribers base reached more than 115,000 new subscribers, a 74% increase compared to the net growth in 2003.

On December 31st, 2004, TPS reached 1,354,244 subscribers and more than 300,000 subscribers on cable, i.e. a total of nearly 1,700,000 subscribers.

These good figures resulted from :

- the quality of movies and events broadcast on exclusivity on TPS Star,
- the ongoing improvement of content,
- affordable and easy understandable packages (from €11 per month excluding any promotion)
- the quality of the services
- the possibility for urban households to be connected to TPS through ADSL
- the close and transparent contact that TPS has been developing with its customers