



press release
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Orange Business Services signs agreement with OSN – Orbit Showtime Network in the Middle East

OSN consolidates IT/ Telecoms network with Orange Business Services to enhance quality and security of broadcast services to 5 million viewers in Middle East homes

Orange Business Services, the B2B arm of France Telecom, has signed a three-year agreement with OSN – Orbit Showtime Network – the Middle East's premium broadcast entertainment company – to provide IT and telecoms network services to the company, across the Middle East. Under the agreement, OSN will use the Orange Business Services private network to optimize and customize delivery of broadcast services, migrating from multiple legacy networks.

Orange will provide analytical and consultancy services and then migrate the OSN networks to a single private network. The new network will ensure greater reliability and quality of the delivery of pay-to-view broadcast services to around five million viewers in homes across the region, whilst the network upgrade will also support OSN's drive for greater security and protection against piracy.

This network consolidation project supports the huge initiative OSN undertook in December 2010 to roll out a new platform with secure access and new state-of-the-art series of satellite receivers, including the OSN SHOWBOX HD, in every subscriber's home.

Bas Wijne, CIO at OSN, said: "We sometimes need to add a new channel for our subscribers in as little as 48 hours so we needed a technology partner who could offer reliable network coverage, technical excellence and support services through a single point of contact. That partner also needed to be able to match the fast moving pace of our environment so it was important for them to understand our business and the way we sell and service our customers. The stability of the network is paramount because we have over five million viewers who need to be able to watch and pay for programs on demand, and in addition get any technical support they might need, so it is a critical area of our operations."

Lionel Reina, Vice President EEMEA for Orange Business Services, speaking about the agreement, commented: "Orange Business Services is delighted to be working with the Middle East region's leading broadcast entertainment company. Creating a successful telecoms and technology solution in this situation lies in investing time in understanding the organization's



challenges in order to deliver value for the business and their end customers. The Orange solution for OSN will help them accomplish this goal at the same time as optimizing costs.”

OSN was formed through the merger of Orbit Communications Company and Showtime Arabia, in 2009. The new company delivers 85 channels and 13 HD channels to homes in the region from the new platform, which has eradicated hackers and driven a dramatic increase in subscribers. The company has exclusive deals with all the major Hollywood studios and was the first broadcast entertainment company in the Middle East to launch 3D movies, in December 2010.

About OSN

OSN - Orbit Showtime Network is the ultimate destination for the widest choice of brand new premium Western, Arabic and Filipino entertainment in the Middle East and North Africa. OSN has a line-up of 85 channels filled with great value entertainment, offering viewers in the MENA region exclusive access to the latest blockbuster movies, top rated series, sports, documentaries, news, kids entertainment, live talk shows and that includes over a 100 movie premieres a month uncut and with no commercial breaks so viewers can watch movies the way they were meant to be watched.

OSN boasts the most comprehensive portfolio of exclusive rights from all the major studios including Warner Brothers, Paramount, Fox, Disney, Sony, MGM, Universal and DreamWorks and offers access to the worlds leading television brands such as Disney channel, Sky News, Discovery Network and National Geographic...to mention just a few in addition to exclusive premium international sports.

As the leader in innovation, OSN has changed the TV viewing experience in the region and brings viewers quality entertainment through 13 HIGH DEFINITION channels and currently is the only network offering a full HD bouquet of channels as well as 3D entertainment in the MENA. OSN was the first to launch the DVR, the **OSN SHOWBOX HD**, and the region's first **VOD** service, **OSN on Demand** offering viewers the opportunity to watch over 1000 movies and over 52 latest seasons of the top series over the year in full HD quality and Dolby Digital sound.

The OSN Platform is owned and operated by Panther Media Group; a company registered in DIFC and is owned by Orbit Group and KIPCO.

About Orange Business Services

Orange Business Services, the France Telecom-Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in 166. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services is a four-time winner of Best Global Operator at the World Communication Awards. Learn more at www.orange-business.com

France Telecom-Orange is one of the world's leading telecommunications operators with 169,000 employees worldwide, and sales of 45.5 billion euros in 2010. Orange is the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.



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