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## **CANALPLAY ON FREEBOX TV: LEADING VIDEO-ON-DEMAND SERVICE IN EUROPE**

### **More than 150,000 VOD movies already purchased through Freebox TV**

Launched by Freebox and CANALPLAY (the CANAL+ Group's video-on-demand service) on December 14<sup>th</sup> 2005, the largest video-on-demand movie service on the market has been tremendously successful: more than 150 000 films have been purchased within a month.

The success of the service is largely down to the size of the catalogue of available movies and its ease of use. Free is adding a new dimension to television by enabling all Freebox TV subscribers to use their televisions to access a catalogue of several hundreds of films (covering a range of genres including Action, Adventure, Comedy, Family, Romance, Classics, Thriller, Horror, Fantasy/Science Fiction and Indian films) available 24 hours a day, seven days a week.

CANALPLAY on FreeboxTV is based on advanced technological innovations: direct access to the service, ability to watch trailers instantly and on a free unlimited basis, DVD player features (pause, rewind, chapter skip, etc...)

Free is aiming to keep the prices for its video-on-demand service competitive by offering catalogue films at €1.99 each for 24 hour viewing. Catalogue movies make up most of the offering. "New Releases" (films which become available seven and a half months after their cinema release) will be offered at the price of € 2.99 each (€ 3.99 for four weeks after these new releases first become available).

Free will continue to expand its video-on-demand service, and plans to have several thousand references in its catalogue by the end of 2006, thanks to distribution agreements signed with leading French, European and American studios.

Free is the only TV operator to propose CANALPLAY brand and services on VoD.

With more than 1.2 million subscribers using its audiovisual services, Freebox is the leading broadband TV service in Europe.

**Conditions apply.**

*The Iliad Group is a major player in the Internet and telecommunications markets in France through its subsidiaries Free (the leading alternative broadband operator), One.Tel and Iliad Telecom (fixed telephony operators) and Kertel (prepaid phone cards). The Iliad Group was established in 1991 and currently has more than 1,000 employees. The Iliad Group is listed on the Euronext Paris Eurolist under the mnemonic code ILD.*