

Free launches the greatest African TV channel offer in Europe



True to its strategy of offering ever more services and content to its subscribers, Free launches the **most extensive African television service and content offer in the European market** with a total of **19** national, public or private **channels**, aimed at Sub-Saharan African communities who live in France.

- **The “Premium” African package**, comprising 9 channels, offers 2 channels from Senegal, *RTS* and *2sTV*, 3 channels from Cameroon, *CRTV*, *STV2* and *Canal 2*, the Ivory Coast public channel, *RTI*, the Mali public channel, *ORTM*, the Congo public channel, *Télé Congo* and, lastly, the Africa-wide *Africable* channel.
This brand new package of **9 channels** will be free of charge until the end of May for all Free subscribers and subsequently available for €9.99 per month.
- **The “Classic” African package**, comprising 7 channels, offers 2 Ivory Coast channels, the *RTI* public channel and the *Tam Tam TV* private generalist channel, 2 Gabon channels, *RTN* and *RTG1*, 1 private entertainment channel from Senegal, *Walfadjri*, *MetroTV*, a Ghana channel and *ORTB*, a Burkina Faso channel.
This brand new package of **7 channels** will be free of charge until the end of May for all Free subscribers and subsequently available for €4.99 per month.

The content of these two packages, which will become available in the next few days, should meet the well-founded demands of a large part of the African population living in France and people who love Africa.

Free also offers 4 other African channels, of which 3 are included in the €29.99 per month package:

- *Vox Africa*, an Africa-wide channel.
- *Africa 24*, the first 24/7 global news channel on Africa.
- *Hi TV*, the Nigerian entertainment and cinema channel (Nollywood).
- *Canal Info News*, the 1st private all-news non-stop channel in Africa.

This project was made possible by the complementary nature and combination of Thema and Canal Overseas Africa’s expertise for the “Premium” African package, and those of Cœur de Cible for the “Classic” African package.

The Freebox TV offer provides access to more than 300 channels, of which 160 are included in the €29.99 per month package.

In addition, the African community living in France benefits with Free of a **highly attractive phone offer to the following African countries**, with prices up to 3 times cheaper than its main competitors:

Cost per minute from a box to a landline depending operator

Country	Free	SFR	Orange
Burkina Faso	€0.19	€0.60 (+€0.12 CC*)	€0.62 (+€0.11 CC)
Cameroon	€0.24	€0.50 (+€0.12 CC)	€0.62 (+€0.11 CC)
Congo	€0.19	€0.50 (+€0.12 CC)	€0.62 (+€0.11 CC)
Ivory Coast	€0.19	€0.60 (+€0.12 CC)	€0.62 (+€0.11 CC)
Gabon	€0.19	€0.50 (+€0.12 CC)	€0.62 (+€0.11 CC)
Ghana	€0.19	€0.70 (+€0.12 CC)	€0.62 (+€0.11 CC)
Mali	€0.24	€0.50 (+€0.12 CC)	€0.62 (+€0.11 CC)
Senegal	€0.24	€0.50 (+€0.12 CC)	€0.62 (+€0.11 CC)

*CC: connection charge

Prices at 22/04/09 observed on the operators' websites for calls from a box to landlines, excluding special numbers or subject to specific pricing.

TV offer available on Freebox and accessible subject to phone line eligibility.

Free is an Iliad subsidiary. The Iliad Group is a major player in the French Internet access and telecommunications market with Free and Alice (4,225,000 ADSL subscribers as of 31 December 2008), Onetel and Iliad Télécom (fixed telephony providers) and IFW (Wimax). The Iliad Group is listed on Euronext Paris under the ticker ILD.

COEUR DE CIBLE is a company specialised in the regional, national and international distribution of generalist and cultural channels of African origin. COEUR DE CIBLE distributes its channels to IPTV and ADSL operators, through its AFRICAVISION brand. AFRICAVISION's main objective is to provide African people living in Europe, the US and Asia with live, 24/7 access to the TV channels of their country of origin.

THEMA is a company specialised in the national and international distribution of generalist, thematic or ethnic channels to cable, satellite, IPTV and mobile TV operators: <http://www.thematv.com>

Appendix attached.

APPENDIX

PACKAGE FEATURES

“Premium” African package - 9 channels: €9.99 per month

- **Senegal:** RTS (*channel 276*), 2STV (*channel 275*)
- **Cameroon:** CRTV (*channel 254*), STV2 (*channel 255*), Canal2 (*channel 253*)
- **Ivory Coast:** RTI (*channel 261*)
- **Mali:** ORTM (*channel 272*)
- **Congo:** Télécongo (*channel 258*)
- **Africa-wide:** Africable (*channel 285*)

“Classic” African package - 7 channels: €4.99 per month

- **Ivory Coast:** RTI (*channel 261*), TamTam TV (*channel 262*)
- **Gabon:** RTN (*channel 266*), RTG 1 (*channel 265*)
- **Senegal:** Walfadjri (*channel 277*)
- **Ghana:** Metro TV (*channel 269*)
- **Burkina Faso:** ORTB (*channel 250*)

Channels included in the basic package:

- Vox Africa (*channel 286*)
- Canal Info News (*channel 287*)
- Africa 24 (*channel 288*)

Pay channel:

- Nigeria: Hi TV Nollywood (*channel 280*)

CHANNEL PRESENTATION

RTB

Nature: Burkina Faso public generalist channel.

Website: www.tnb.bf

Culture, health, sports and news channels with newscasts in French and national languages, with in particular newscasts in Lobiri, Bwamu, Gulmancéma and Bissa.

RTB's mission:

- * Provide a public TV service over the whole territory;
- * Support and take part in economic and social development programmes;
- * Contribute to the promotion and spreading of Burkina Faso culture worldwide.

The channel thus broadcasts programmes that include editorial advertising, news, music, sports and culture.

Motto: RTB, always at the heart of great events

Catchphrase: TV Burkina, shared enjoyment!

CRTV

Nature: generalist public TV channel.

Website: www.crtv.cm

Presentation: Cameroon's CRTV-Télé channel has been broadcasting since 23 December 1985. This is the only public TV channel in the country and for a long time was the only TV channel allowed in Cameroon. CRTV-Télé only broadcasts its programmes from 6am to 2am. Its programming includes many talk shows, as well as sports and music magazines.

STV 2

Nature: Private generalist channel from Cameroon.

Presentation: Generalist channel that broadcasts many series, as well as newscasts and cultural and music magazines.

CANAL 2 International

Nature: Private generalist channel from Cameroon.

Website: www.canal2international.net

Presentation: The TV channel Canal 2 International brings to you live Cameroon and global news, sport, music, series and a varied programming for people of all ages.

Motto: Canal 2 International, always closer to you.

TELECONGO

Nature: National public generalist channel from Congo Brazzaville.

Presentation: Télé Congo is a public channel and a fully-owned subsidiary of Radiodiffusion Télévision Congolaise (RTC), the Congolese State's public radio and TV broadcasting company.

RTI – La Première

Nature: public generalist channel from Ivory Coast.

Website: www.rti.ci and www.lapremiere.ci

La Première offers a diversified programming: news, current affairs magazines, documentaries, drama, entertainment, youth and sports programmes, as well as regional religious and service programmes. RTI provides in La Première a TV channel for everyone, featuring a wide range of types of programmes that gives the channel a highly prominent place in Ivory Coast's TV offer. It produces more than 50% of its own programming.

Motto: La Première, the channel for major events.

TAM TAM TV

Nature: Private generalist channel with an international outlook from Ivory Coast.

An original, welcoming and decidedly positive channel with the aim of defending, promoting and developing Africa's image the world over, as an international socio-cultural and news channel.

RTG 1

Nature: Public generalist channel from Gabon.

A generalist channel that broadcasts news, cultural and religious programmes, as well as movies and series. With programmes such as Tele-Matin and popular series, RTG 1 offers a wide range of programmes for the whole family.

RTN

Nature: Private socio-economic channel from Gabon.

RTN is the leading channel in Gabon. It dedicates a significant part of its airtime to social and religious programmes. RTN highlights in its programmes the economic and social issues people face in their daily lives. RTN was awarded, by the Cheik Anta Diop Institute of the Omar Bongo University, the prize for best movie programming in 2004 and the prize for the TV channel that is closest to daily life.

METROTV

Nature: Private entertainment channel from Ghana.

Metro TV is the fastest growing private TV network in Ghana and the most-watched channel by the people of Ghana, regardless of their social standing. The programming is family-oriented and offers entertainment, news, sport and blockbuster movies. The channel's efforts to broadcast quality programmes were rewarded by the prestigious "Business of The Year 2005" Millennium Excellence Award. The channel was recently appointed as a member of the US-based international academy of television, arts and science.

ORTM

Nature: Public generalist channel.

Website: www.ortm.ml

History - Presentation:

ORTM broadcasts about 80% of its news in French and the remaining 20% in local languages. The channel broadcasts several Malian series, as well as many magazines on Malian culture, music, society magazines, sport and entertainment. Several newscasts and weather forecasts are also broadcast throughout the day.

Motto: ORTM, a passion for public service.

Hi TV Nollywood

Nature: Nigerian pay-TV package.

Website: <http://www.hitv.com.ng/>

Presentation: Launched in 2007, HiTV already has more than 100,000 subscribers in Nigeria, reporting one of the fastest growth rates of all African operators this year. Its strategy combines a pricing policy aimed at the mass market and a varied offer of entertainment, news, cinema and sports channels. The international channels on offer include Trace TV, Sky News, BBC World, Eurosport News and E! Entertainment.

HiTV also acquired the broadcasting rights of the Carling Cup (English League Cup) and the UEFA Champions' League for the 2009 to 2011 seasons. Local productions include an edutainment channel for children, Hi-Kids, a music and lifestyle channel, Nigezie, which puts Nigerian artists at the forefront, as well as the Hi Nolly movie channel.

2S TV

Nature: Private generalist channel from Senegal.

Website: www.2stv.net

History - Presentation:

The channel primarily broadcasts cultural programmes, interviews of local stars, music and talk shows. The majority of these programmes are broadcast in Wolof. The presenters also use French sentences from time to-time.

2TSV also broadcasts many series and a sports magazine, Sport 2 S.

Catchphrase: 2STV, Senegal's entertainment channel.

RTS

Nature: Public generalist channel from Senegal.

Website: www.rts.sn

As all generalist channels, RTS 1 offers news, sport, entertainment, magazines and local series. The mid-day newscast is broadcast every day at 1pm in French and the national languages. It offers many health, environment and religion-oriented programmes. RTS also broadcasts local made-for-TV films.

Website motto: Our mission: Inform - Educate - Entertain.

WALF TV (WALFADJIRI)

Nature: Private general news and entertainment channel from Senegal.

Walf TV has a reputation as an independent and rigorous channel. Political investigation and thoughts on society issues are some of its specialities.

An audience survey carried out by the Bda polling agency ranked Walf TV as the most-watched channel in Dakar. Shows such as Ataya, Sortie, series and Nepad Musical are regularly watched by more than one out of five people. The objective of Walfadjri Group is to invest in the niche market of major world TV channels.

This is a generalist channel, which airs sport, news, series and films, but at the same time having the strength to offer shows that opt for a local programming on various societal, economic or political topics.

AFRICA 24

Nature: the first news channel on Africa, broadcasting 24/7.

Website: <http://www.africa24tv.com>

Africa 24's objective is to present the real dynamic and ever-changing face of the African continent. It produces and broadcasts from its offices in Africa and studios in Paris (France), content based on dynamic modules, with short 2, 6 and 13 minute formats: newscasts; talk-shows, reports on African stock exchanges and markets, magazines and documentaries.

AFRICABLE

Nature: Africa-wide generalist channel.

Motto: Africable, the continent's channel.

Website: www.africable.net

Presentation: Africable, is a 100% African generalist channel. From Dakar to Djibouti, through Bamako and Johannesburg, from Casablanca to Brazzaville with a stopover in Kigali, Africable intends to be the continent's channel. Africable brings the continent's news to all African people.

The channel's mission is to support work to promote the continent, be a true audiovisual expression platform for Africa by providing its people with a media to spread African points of view, through a programme line-up that includes newscasts, magazines, series, documentaries, music and sport.

CANAL INFO NEWS

Nature: First private all-news channel in Africa.

Website: <http://www.canalinfonews.com>

VOX AFRICA

Nature: Africa-wide generalist and news channel.

Presentation: Vox Africa is a generalist channel. Its programmes will focus on 6 main areas: news, politics, the economy, sport, culture and new technologies.

Keen to dispel all the clichés that have been spread about the African continent, Vox Africa has set itself the objective of being the authentic expression channel for Africa and African people, in all their diversity.

Website: www.voxafrica.com

Motto: The first bilingual and independent Africa-wide TV channel.