PRESS RELEASE

Paris, May 6, 2025

The Palais des Festivals et des Congrès de Cannes sets up best-in-class 4G/5G connectivity thanks to an indoor system operated by Free and co-financed with Bouygues Télécom, Orange and SFR



For the 78th Cannes Film Festival, the Palais des Festivals et des Congrès de Cannes is further demonstrating its commitment to technological excellence by offering its customers best-in-class indoor 4G/5G connectivity. This major improvement is the result of a strategic investment by the Palais, which has co-financed a completely new indoor antenna infrastructure, installed by Free and shared with France's other national telecom operators.

An initiative launched by the Palais des Festivals et des Congrès and co-financed with France's four national operators

As part of its drive to sustainably upgrade its services and continuously improve the hospitality it offers to its customers throughout the year, the Palais des Festivals et des Congrès launched a project to install a **DAS (Distributed Antenna System),** co-financed by the Palais and France's four national telecom operators: **Bouygues Telecom**, **Free**, **Orange** and **SFR**. This ambitious project illustrates the Palais' determination to guarantee best-in-class service quality for its customers in all domains, including tech.

As the lead operator for the project, **Free was entrusted with its oversight,** working closely with the Palais' technical teams and the other telecom operators. And the result of this collaborative work is a **latest-generation mobile network** that is entirely integrated into the building's architecture and designed to meet the highest usage needs. Free is also responsible for the network's operation, supervision and maintenance.

A state-of-the-art mobile network for best-in-class connectivity

The new system – made up of **33 antennas** located in four strategic areas and connected up via more than **3,000 meters of cable** – covers some **35,000 sq.m.**, including the main reception, exhibition and projection spaces at the Palais. The new network can handle up to **2,350 simultaneous connections in the** Louis Lumière Auditorium, **1,900** in the Riviera Hall and **1,100** in the Debussy Theatre.

This scalable infrastructure has integrated **native 5G** connectivity and can be upgraded in the future in line with the needs of the Palais and the events it hosts.

An eco-responsible and shared system

As well as providing high-level performance, the new system helps to **significantly reduce energy consumption**. By using equipment that is shared between the four operators rather than being located in several different technical areas, the network's energy consumption is centralized and optimized. The infrastructure is powered by **a single energy source provided by the Palais**, therefore contributing to the convention center's sustainability commitments.

Nicolas Thomas, CEO of Free, **said**: *"Overseeing such a large-scale multi-operator DAS project that needed to be completed in a relatively short timeframe was a real challenge. Our teams stepped up to that challenge though, once again demonstrating Free's expertise in indoor coverage. Thanks to their hard work, everyone attending the Palais for the Cannes Film Festival will get best-in-class 5G coverage, with a network that's more powerful, more extensive and more responsible. And I'm sure it will give this 78th edition of the Festival unprecedented reach and influence!"*

Jean-Michel Arnaud, President of the Palais des Festivals et des Congrès de Cannes, said: "*Connecting people to reveal talent is more than a goal for us – it's our mission. By giving the Palais best-in-class mobile connectivity, we're creating the ideal conditions for unfettered exchanges, discussions, creativity and meet-ups in the heart of Cannes."*

About the Palais des Festivals et des Congrès

A real driving force for the tourism economy, the Palais des Festivals et des Congrès hosts events throughout the year and generates over one billion euros in economic benefits. It is France's leading convention center, holding 156 events in 2024, representing 340 days of activity. It hosts a range of flagship events such as WAICF, the Cannes Festival International des Jeux, MIPIM, Canneseries, the Cannes Film Festival, Cannes Lions, the Cannes Yachting Festival, MIPCOM, the Tax Free World Exhibition and ILTM. The Palais des Festivals et des Congrès de Cannes was the first major convention center in France to become a benefit company (*société à mission*) under France's "Pacte" law. By taking on this status, it has pledged to manage its events sustainably – a commitment it keeps through its teams' constant work to put into practice its *raison d'être*: "The (he)art of sustainable hospitality". The Palais helped Cannes to be voted the "World's Best Destination for Festivals and Events" for the third consecutive year at the 2024 World Travel Awards.

www.palaisdesfestivals.com

About Free

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-2024, it had 23.1 million retail subscribers (15.5 million Mobile subscribers and 7.6 million Fixed-line subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play brand. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

www.free.fr