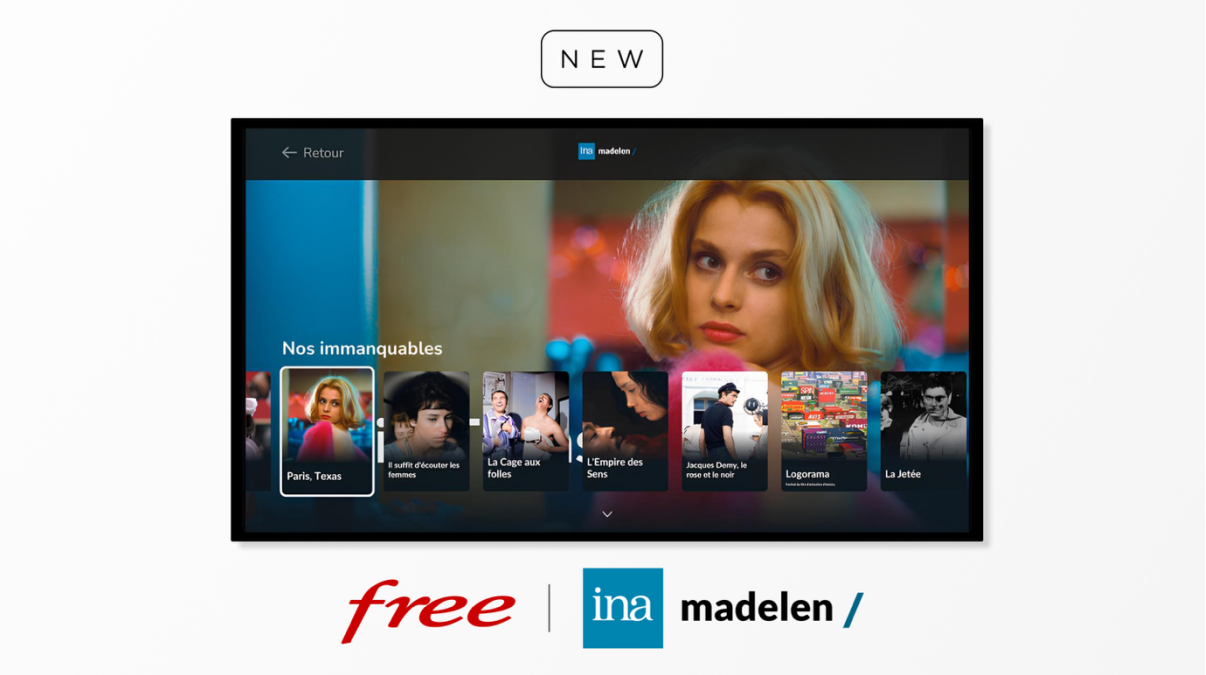
**PRESS RELEASE**

Paris, June 10, 2025

# INA *madelen* now available with Free




**The French National Audiovisual Institute (the INA) and Free are delighted to announce that *madelen* – the INA's streaming platform – is available as of today on subscribers' Freeboxes. This strategic alliance with Free will help INA *madelen* reach new audiences.**

## INA *madelen* – the leading platform for France's audiovisual heritage

INA *madelen* offers Freebox subscribers direct access from their TVs to a catalog packed with cult fiction, documentaries, movie classics and iconic shows, representing some **11,000 programs.**

The titles available include Les Rois Maudits, Maigret, Apostrophes, Bewitched, The Avengers, Arsène Lupin, L'Empire des Sens, Hiroshima mon amour, Paris Texas, Strip Tease, Dim Dam Dom, Au théâtre ce soir and many more.

Through this partnership, Free is **once again broadening its offering of high quality content** on the Freebox, which now comprises **over 600 channels** and **more than 30 Subscription Video on Demand (SVOD)** services.

## An offering available as of today with 7 days free of charge

INA *madelen* is accessible **as of today** for Freebox subscribers through the Freebox "Video on demand" menu, for €2.99/month, on a no-contract basis. And because all good things come in pairs, we're offering access to the platform free of charge for 7 days for anyone on a Freebox plan who takes out an INA *madelen* subscription.

**Agnès Chauveau, Deputy CEO of the INA, stated:** "*This partnership marks a key stage in our hyperdistribution strategy. By teaming up with Free, we're pursuing our objective of making France's audiovisual heritage available to as many people as possible".*

**Nicolas Thomas, CEO of Free, said:** *"With madelen, our subscribers will be able to rediscover the gems of French television's past. Our partnership with the INA illustrates our unwavering aim of constantly adding original, high quality content to our Freebox plans."*

### About the INA

The Institut National de l'Audiovisuel (INA) – a public service media organization that is unique in the world – is the keeper of decades of television, radio and web memories. With over two billion video views a year, the INA archives, preserves, digitizes and broadcasts one of the world's largest audiovisual collections for all audiences. In today's context of rapid technological change, the INA is helping to reinvent the audiovisual and digital ecosystem by drawing on its unparalleled expertise that sets it apart in the media universe. A heritage-focused organization rooted in history and memory, it is deeply committed to passing on the skills and expertise contained in its archives and collections. Find out more at ina.fr

### 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-March 2025, 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.

*INA madelen: free of charge for 7 days and then €2.99/month. Offer for Freebox subscribers only (excluding Freebox Crystal subscribers) with the TV service and who have not had an INA madelen subscription in the previous 12 months. After the 7-day free trial, access to the platform is billed at €2.99 a month and the subscription will automatically renew on a monthly basis unless the subscriber chooses to cancel it Offer not cumulative with any other promotional deals. Content and price subject to change. See ina.fr for the platform's content list.*
*Over 30 Subscription Video on Demand (SVOD) services available on the Freebox Revolution, Delta and mini 4K.*