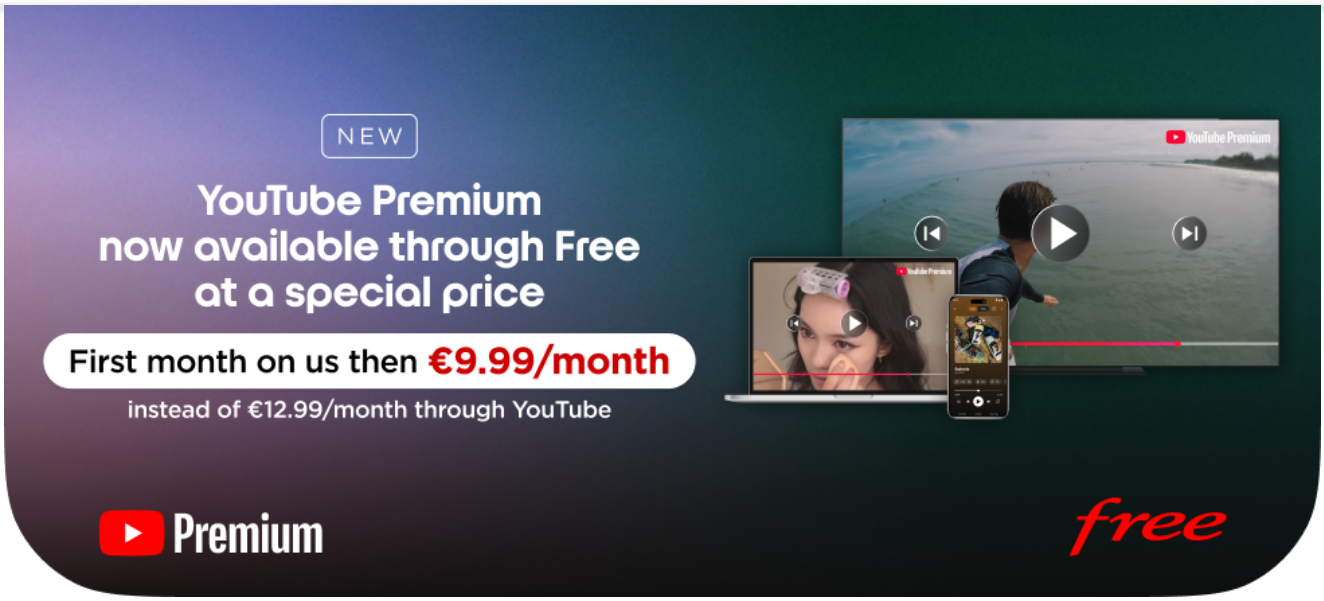


Free – France's first telco to offer YouTube Premium

at a special price of €9.99/month for its subscribers

Free and YouTube have teamed up to launch a new offer – Freebox and Free Mobile subscribers can now enjoy YouTube Premium at a special price of €9.99/month[1] (instead of €12.99/month) on a no-contract basis, with the first month free of charge[2]. Thanks to this partnership, Free's subscribers have access to the best YouTube experience, with no interruptions, on all of their screens: at home via their TV Player, or when they're on the move, on their phone, computer or tablet. Free is the first telco in France to offer YouTube Premium at an special price for its subscribers.

All of YouTube and YouTube Music with no interruptions

With YouTube Premium, Freebox and Free Mobile subscribers get a full range of exclusive advantages:

- **An uninterrupted experience:** Unlimited, ad-free access to all YouTube and YouTube Kids videos. From tutorials, recipes and fitness training, through to educational content and cartoons – all with no interruptions.
- **Background play**: Keep a video or audio track playing even when you're on another app or if your screen is locked.
- **Watch videos offline:** Download your favorite videos to enjoy them any time, anywhere, with or without the Internet.
- **Full access to YouTube Music Premium**: Access a catalog of millions of titles ad-free, and easily transfer your existing playlists from other platforms.

Simplicity at the heart of the experience

With this offer, Freebox and Free Mobile subscribers can enjoy all the benefits of YouTube Premium on all of their screens. At home they can easily access their favorite content on their television via their TV Player, with a YouTube button available directly on the Freebox Pop remote control, and can continue watching on their phone, computer or tablet thanks to the YouTube app. It's a seamless, interruption-free experience that lets them stay immersed in content, anytime and anywhere.

To make the user journey even easier, this unique offer also includes direct billing. Freebox and Free Mobile subscribers can easily sign up to the offer as of today, either via their online Subscriber Area or in the Free app, and can group together all of their services by adding their YouTube Premium subscription directly to their monthly Free bill.

A special offer only for Free subscribers

By offering its subscribers access to YouTube Premium at a promotional price of €9.99/month, Free is once again expanding its ecosystem of services and content, and is staying true to its goal of delivering the best digital experiences at an affordable price.

Nicolas Thomas, CEO of Free, said: "*By becoming France's first telco to propose YouTube Premium, we're responding to the huge demand of our Freebox and Free Mobile subscribers to enjoy the content they love ad-free, with no interruptions and at the best price, and as always we're offering a simpler and smoother user experience."*

Justine Ryst, CEO of YouTube France and Southern Europe, commented: *"By embarking on this new journey with Free, we're joining forces to seamlessly integrate YouTube Premium into its broadband and mobile ecosystem. Our two organizations share the same aim of offering subscribers the best possible experience and letting them enjoy YouTube without any interruptions."*

[1] **YouTube Premium add-on (creation of a Google account required) subject to terms and conditions**: €9.99/month with no contract (YouTube Premium standard price: €12.99/month) valid until **September 30, 2026**, only for Freebox Ultra/Ultra Essentiel/Pop/Pop S/Revolution/Delta and 5G Box subscribers, and Free Mobile subscribers. Available in Metropolitan France, on the Free 4K TV Player, the Freebox Revolution TV Player and the Free Devialet TV Player, on compatible devices (by downloading the app from the App Store or Google Play), and on the YouTube website. Access limited to one connection. Connection costs from a mobile device included in the subscriber's data allowance and/or billed in accordance with the price list available at mobile.free.fr. Subscribers can sign up for the YouTube Premium add-on from their online Subscriber Area or the Free App. Acceptance of YouTube's terms and conditions of use required.
See https://support.google.com/youtube for further information.

[2] **First month free of charge:** Trial offer valid until **September 30, 2026** (if applicable), only available for new members or users who canceled their YouTube Premium, Music Premium or Premium Lite subscription at least six months prior to signing up to the offer. Only one trial offer allowed per 12-month period.

About YouTube

Launched in May 2005, YouTube is a video platform where billions of people come every day to discover, watch, and share original content. YouTube provides a space where people can connect, discover information and inspire other video makers across the world, and where content creators and advertisers of all sizes can reach audiences globally.
YouTube is part of Google.

Press contact: Marie Lestage – mlestage@google.com

About Free

Free – the inventor of the world's first triple-play box – is an Ultra-Fast Broadband and Mobile operator in France, standing out for its innovative, straightforward and attractive offerings. At end-March 2026, it had 23.3 million retail subscribers (15.7 million Mobile subscribers and 7.6 million Broadband subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and 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.

Press contact: presse@iliad.fr