

*free*

## PRESS RELEASE

---

Paris, June 16, 2020

*free*

The new economic and finance channel - **B SMART** -  
premieres on Freebox.



In these unprecedented times for economic news, B SMART is premiering **its new economic and finance TV channel on Freebox.**

Designed by business information specialists, B SMART is positioned as a new type of media - the bold choice of channel. It is aimed at decision-makers, as well as at all entrepreneurs and anyone interested in what the world of tomorrow should look like.

Covering sustainable development, mobility, small and mid-sized companies, regional businesses, the stock market, CSR, manufacturing & services, healthcare, employment, tech, start-ups, and many other topics, B SMART sheds light on all of the main economic issues affecting our daily lives, giving all of the players in these areas the chance to have their say.

*"In this era when it is vital for business and economic players to be at the ready, the media world needs a channel like B SMART more than ever. It is a time when everyone should be asking what they can do for their country, and we will be the melting pot for this energy",* explains Stéphane Soumier, Chairman of B SMART.

## **A channel focused on debate and discussion**

Designed as a space for reflection, analysis and expert input, B SMART will put the spotlight on businesses' creation of economic, social and environmental value. It will offer daily programs on these topics, including:

- SMART UP – a morning show for company executives to talk about business.
- SMART TECH – a daily program about tech and innovation.
- BE SMART – a daily program presented by Stéphane Soumier which gives entrepreneurs the chance to present their points of view.
- As well as programs dedicated to jobs (SMART JOB), CSR (SMART IMPACT) and debates.

Every month, the channel will also air original meet-ups, such as Michel Denisot's Le Grand Comex program, featuring CEOs and executive committees of large French corporations, as well as SMART SPORT.

B SMART will propose its programs in pre-play format – in other words they will be available digitally before being broadcast on TV .

This new channel is included in Freebox's basic package (i.e. available to all Freebox TV subscribers) on channel 327.

## **About Free**

Free – an Iliad Group subsidiary – is the inventor of the Freebox, the first multiservice box on ADSL. Free is behind numerous innovations in the Broadband and Ultra-Fast Broadband access segment. Since January 2012, Free has brought mobile phone usage within everyone's reach with straightforward offerings at very attractive prices. As at March 31, 2020, Free had nearly 20 million subscribers in France (6.5 million Broadband and Ultra-Fast Broadband subscribers and 13.3 million mobile subscribers). On May 29, 2018, the Group launched its mobile network in Italy under the Iliad brand, becoming the country's fourth operator, and had over 5.8 million subscribers at March 31, 2020.

*Freebox TV offer available subject to eligibility. See terms and conditions on [free.fr](http://free.fr)*