



TV5MONDE chooses Orange Media Delivery Boost to optimise the end-user mobile content experience for customers in Africa

Supporting demand for mobile content in the entertainment sector

The Orange Media Delivery Boost solution has been chosen by TV5MONDE to handle the safe and secure delivery of mobile content in the Africa region.

TV5MONDE is an international French-language television channel that has chosen Orange Media Delivery Boost to enhance the user experience of its TV5MONDE Afrique mobile App. The App provides access to a large catalogue of videos, with service currently available in Cameroon, Ivory Coast, Tunisia and the Democratic Republic of Congo.

Orange Media Delivery Boost solution optimises web content delivery for its customers' end users. By leveraging the state-of-the-art Orange Content Delivery Network infrastructure, the benefits of Media Delivery Boost include:

- Low latency within the MEA region
- End-to-end quality of experience with Orange as a single OTI Tier-1 Internet transit provider
- Single contract to use any Orange Content PoP
- High availability of each CDN node
- Bundling opportunities with Orange retail offers

Orange will support the development of TV5MONDE with the provision of new Content PoPs throughout 2019. Orange is committed to improving Content Delivery in Africa, and the signature of this agreement demonstrates its ambition to be a leading player in the content distribution sector across Africa.

Capacity needs are constantly growing in this region particularly with the development of content streaming services in the entertainment and media sector.

Orange is already committed to developing connectivity in Africa, and in November 2017 it opened [two very large-capacity IP and IPX Points of Presence](#) (PoP) in South Africa. The facilities, which are located in Cape Town and Johannesburg, were launched to enhance Internet and mobile connectivity in the region by offering faster connection speeds and improved reliability for wholesale customers. Following these investments and the development of its OTI Transit network, Orange is able to guarantee quality of service from the server, where content is stored, to the end-user who receives it via mobile, tablet or computer.

“Orange continues to augment its presence of Content PoPs network in Africa, and with our CDN offer "Media Delivery Boost", we can support content providers from all countries who wish to set up or accelerate their development in the region,” said Jean-Bernard Willem, Senior Vice President Marketing & Development, International Carriers, Orange.

“Intended for the African continent, the diaspora and all fans of Africa, the TV5MONDE Afrique digital offer is available via the afrique.tv5monde.com website and a free mobile application adapted to all Android and iOS devices. Using Orange's Media Delivery Boost solution for our mobile application allows us to guarantee an increased quality of service in these countries where we know the challenges that data accessibility can represent.” – David Gueye, Digital Deputy head of TV5MONDE

About Orange

Orange is one of the world's leading telecommunications operators with sales of 41 billion euros in 2017 and 150,000 employees worldwide at 30 September 2018, including 92,000 employees in France. The Group has a total customer base of 261 million customers worldwide at 30 September 2018, including 201 million mobile customers and 20 million fixed broadband customers. The Group is present in 28 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan “Essentials2020” which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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