



Bouygues Telecom adds the “Bouquet Presse” offer to its plans, which gives unlimited access to more than 1,000 press publications
To mark the enhancement of its mobile and fixed plans, the operator is unveiling its partnership with LeKiosk, the French digital newsstand leader

Paris, 22 May 2017 – Today, a majority of people in France read the press on digital media (56% according ACPM¹). Each month, more than 40 million people read at least one press publication on a PC, tablet or mobile phone, with most people (23%) enjoying the latter.

Bouygues Telecom wants to keep pace with the surge in uses by its customers and particularly with this new trend in reading the press on digital media, by adding the “**Bouquet Presse**”² offer to its mobile and fixed plans.

Bouygues Telecom has teamed up with LeKiosk, the benchmark digital newsstand player in France, to offer this new, high value-added service. Founded in 2007, LeKiosk offers the general public various different subscriptions and is already a household name with a recognized quality of service.

Millions of Bouygues Telecom customers on both mobile and fixed plans will gradually get unlimited access to more than 1,000 French and international daily newspapers and magazines on their smartphones, tablets and PCs from 29 May. From *Le Journal du Dimanche* to *Elle*, from *Paris Match* to *Public* and *Sud-Ouest*, there will be something to satisfy the tastes and curiosity of everybody.

The great diversity of publications available, as well as its simplicity and accessibility, make this service unique in France. This “**Bouquet Presse**” offer, via LeKiosk’s service, will expand press readership whilst falling into line with the digital strategies being implemented by the major press groups themselves.

This new digital press service forms part of the ongoing enhancement of Bouygues Telecom’s plans. A few weeks ago, the data allowances of mobile plans were boosted (from 5GB to 20GB, from 20GB to 50GB, and so forth). Bouygues Telecom is also unveiling on 29 May new and bigger roaming data allowances to enable its customers to continue browsing the internet in Europe and in French overseas departments without restriction.

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¹ Source ACPM: http://www.acpm.fr/Media/Files/CdP_ACPM_Audience_avril_20172

² **Valid for 12 months** (excluding Business plans and promotions) with Bbox Miami, Bbox in unbundled zones and the very-high-speed Bbox Sensation, and with B&You and Sensation mobile plans (only plans with data allowances of 20GB and above for new customers). For our current customers, the offer is valid with certain eligible offers. The list of publications (which may change) can be seen from 29/05/2017 on kiosk.fr

About Bouygues Telecom

As a full-service electronic communications operator, Bouygues Telecom stands out by providing its 16.6 million customers access to the best technology has to offer on a daily basis. The very high quality of its 4G mobile network and of its fixed and Cloud services provides customers with simple solutions, enabling them to fully enjoy their digital lives, regardless of their location. Bouygues Telecom is proud of the innovations it has offered to its customers over the last 20 years. It continues to pursue the same strategy of providing the best new technologies to as many people as possible.