



## Press release

Paris, 26 February 2014

# **Bouygues Telecom launches triple-play Internet - TV - Telephony home gateway for only €19.99 a month**

**With the launch of its triple-play Internet-TV-Telephony home gateway at €19.99 a month, Bouygues Telecom sets a new pricing benchmark with a home gateway that offers all the usual services.**

France's fixed telephony market is characterised by a race for innovation that only gives partial benefit to consumers, who still pay high prices. The market's headline offers, all priced at over €30, rival each other in terms of features and options, but do not necessarily offer consumers what they really want.

Bouygues Telecom's triple-play home gateway offering – which includes Internet, Television and Telephony for €19.99 a month – provides all the features that customers use and demand, and without a minimum-term contract.

The offer will be available from 3 March in all of France's major urban centres with more than 100,000 inhabitants on Bouygues Telecom's own unbundled network. This means it will be accessible to more than 12 million households.

### **An offer with no minimum term and no rental fee at only €19.99 a month:**

- Broadband Internet\*, with **cloud storage of 20GB**;
- Up to **165 TV channels**, a **40GB digital TV recorder**, access to a **VOD catalogue** and **catch-up TV**;
- Fixed telephony, including **unlimited calls to fixed lines in France and in 121 destinations worldwide**;
- Equipment supplied: an Internet modem and TV decoder;
- **Bouygues Telecom's full 7/7 customer support** from 8am to 10pm, with installation in the home by a technician if required.

**A further €6 a month gives access to “Sensation” optional extras:**

- **Unlimited calls to mobiles of all operators** in mainland France and overseas departments (excluding Mayotte and premium numbers);
- **Premium television**, with up to **170 channels** including **27 HD channels**, and additional premium channels like Eurosport and LCI, a **300GB** digital TV recorder, Bbox VOD, Bbox games, access to the **multi-screen feature via the B.tv app** for tablets and smartphones;
- Cloud storage space of **50GB**;
- Equipment supplied includes an Internet modem, a Sensation TV decoder, and a game controller for all new subscriptions to Bbox games.

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**About Bouygues Telecom - [www.bouyguetelecom.fr](http://www.bouyguetelecom.fr)**

Bouygues Telecom wants its 11.1 million mobile customers and 2 million fixed broadband customers (which include 1.5 million business customers) to get the most out of the latest digital technologies. In July 2011, Bouygues Telecom invented B&YOU, the first Sim-Only/Web-Only offering, which now has more than 1.7 million customers. In June 2012, Bouygues Telecom launched the Bbox Sensation home gateway, packed with the most innovative technologies on the market to transform the digital home experience, and, in November 2013, it launched a new B&YOU double-play service “la Box Internet”, which widens access to fixed broadband even further. In January 2014, Bouygues Telecom and SFR signed an agreement to share part of their mobile networks outside high population density areas in order to improve network coverage and the quality of the mobile experience for their respective customers.

For the benefit of the greatest number of people, our mobile network covers 99% of the population with 2G, 96% in 3G+ and 60% in H+. Bouygues Telecom is also committed to developing its very-high-speed mobile Internet structures and launched a nationwide 4G network on 1 October 2013 which covers 63% of the population, equating to 40 million people in France. Each day, more than 9,000 employees develop and build solutions aligned with our customers' expectations. 2,000 customer relations advisers in six call centres in France and 2,500 sales advisers in a network of stores ensure optimum customer service on a daily basis enthusiastically.

**Bouygues Telecom is a partner of TEDxParis 2014 and the project accelerator *l'Echappée volée*.**

**\*Speeds may vary according to the length of the line**

**The offer is available subject to eligibility in Bouygues Telecom's own unbundled network for all new subscriptions. Cancellation fees and deposit for TV decoder are €49 each. Unlimited private usage between two individuals (excluding short and premium numbers).**

TV transmission rate: at least 3.6 Mb/s. “Sensation” optional extras: calls to numbers allocated by French or French overseas department operators (excluding Mayotte). Calls to more than 129 different numbers per month are subject to an extra charge. VOD/Bbox games: this content is subject to an extra charge.

Multi-screen: subject to eligibility of content for multi-screen broadcast.

**Eligibility, list of TV channels and conditions on [bouyguetelecom.fr](http://bouyguetelecom.fr).**