



Press release

## Bouygues Telecom enhances Sensation plans for its customers with 4 bonus options

*Paris, 15 January 2015* – In line with its new positioning, Bouygues Telecom is enhancing its Sensation plans by offering customers a choice between Spotify, Gameloft, CanalPlay Start, and unlimited TV. By the end of March, all Bouygues Telecom customers on 3GB, 5GB, 10GB or 20GB Sensation<sup>1</sup> plans will be able to choose one of these services at no extra cost.

The partnerships with these major players are consistent with Bouygues Telecom's strategy to continually enhance the customer experience by expanding plans to include the best available services and content.

The quality and strength of Bouygues Telecom's 4G and 4G+<sup>2</sup> network will enable customers to use these services with more comfort than ever before:

**From 19 January: Spotify Premium, Gameloft, and CanalPlay Start on Sensation 5GB plans and above**  
**From 23 March: Spotify Premium, Gameloft, CanalPlay Start, and unlimited TV on Sensation 3GB plans and above**

### A choice between four bonuses for subscribers to Sensation 3GB plans and above

In order to benefit from the offer, customers need only to select and activate their bonus from their online customer spaces. Use of these services will be deducted from customers' internet data package (with the exception of the unlimited TV bonus), and, from the end of March, they will have the option to switch bonus each month.

**The Spotify Premium bonus:** the world leader in music streaming services, Spotify will provide unlimited smartphone, tablet or computer access to its Premium offer of more than 30 million titles, with the option to listen to music offline. The service will be available for 24 months.

**The Gameloft bonus** will offer unlimited access to the brand's game catalogue. Bouygues Telecom customers choosing this option will be able to download all available games to their Android smartphones for 24 months.

**The CanalPlay Start bonus** is an offshoot of the Canal+ Group's CanalPlay streaming service. Smartphone and tablet users will have unlimited access to a selection of films, series and cartoons, which will be updated each month, for 24 months.

**The unlimited TV bonus** will offer smartphone and tablet users more than 70 channels via the b.tv app for 24 months. Data use will not be deducted from the customer's internet data package.

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**About Bouygues Telecom** - [www.bouyguetelecom.fr](http://www.bouyguetelecom.fr) - Bouygues Telecom wants its 11 million mobile customers and 2.3 million fixed broadband customers to get the most out of the latest digital technologies. In June 2012, Bouygues Telecom launched the Bbox Sensation triple-play offer, packed with the most innovative technologies on the market to transform the digital home experience. In 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 quality of service for their respective customers. The Bbox Miami home gateway will be launched in 2015, bringing together the worlds of TV and Android to provide a rich, fluid and ground-breaking browsing experience. For the benefit of the greatest number of people, our mobile network covers 99% of the population with 2G, and 97% in 3G+. Bouygues Telecom also provides its customers with a nationwide 4G network which now covers 71% of the population, equating to 45 million people in France in more than 2,700 towns and cities. Each day, more than 8,800 employees develop and build solutions aligned with the expectations of our customers and with those of 1.6 million professional people and businesses who place their trust in us. Our 4,500 call centre, internet and in-store advisers ensure optimum customer service on a daily basis enthusiastically.

<sup>1</sup> Sensation plans with minimum terms of 24 months

<sup>2</sup> In mainland France with 4G+ compatible equipment. To see the areas where 4G+ is currently being rolled out, go to [bouyguetelecom.fr](http://bouyguetelecom.fr)