

Bouygues Telecom launches the innovative Bbox Smart TV, a new generation fixed triple-play¹ offer that replaces the box with a Connected TV

Paris, 28 May 2020 – Today, Bouygues Telecom is launching Bbox Smart TV, a new innovative triple-play offer concept that meets user expectations in terms of technology and simplicity. The TV decoder disappears and is replaced with an app called B.TV+, which is exclusively pre-installed in a Samsung Smart TV, giving access to a very large catalogue of audiovisual services.



This ground-breaking move in the market is due to customer demand for a simpler installation and user experience and for access to the ever-expanding content universe, especially the SVoD² services provided by current and future OTT³ players.

Since 2015 and the launch of Bbox Miami based on Android TV technology, Bouygues Telecom's customers have been able to customize their experience according to their desires thanks to multiple partnerships and by connecting their TV to the web before anyone else.

Today, getting rid of the TV box means fewer cables, fewer remote controls and more ease of use. These are the visible advantages of the Bbox Smart TV offer, but most of the improved experience comes from the B.TV+ app itself.

The app will be available on Tuesday 2 June 2020, the launch day of the Bbox Smart TV offer. It will be pre-installed and directly accessible on all 2019 and 2020 Samsung Smart TV models in service at that date. Bbox Smart TV customers will thus be able to enjoy the 151 TV

¹ Includes digital TV, broadband internet and telephony

² Subscription Video On Demand

³ Over the top

channels, 14 catch-up channels and 83 pay-TV channels offered by B.TV+ at launch, providing some of the most popular content in France⁴.

This bundled offer is unique on the market and will enable customers to buy a Smart 4K TV starting at only €49 and enjoy a wealth of TV and OTT content with ease, backed up by the power of fiber.

“We always aim to be attentive to our customers’ expectations, even if it involves pushing the boundaries to satisfy them,” says Benoît Torloting, Deputy CEO of Bouygues Telecom. “The TV continues to be main screen of the household and many consumers want a Smart TV to be able to easily access their preferred content live, in catch-up or in SVoD. Today marks the start of a new era in 3P offers by getting rid of the TV box and replacing it with a Smart TV for a simpler user experience and for access to an even larger universe of content services.”

“We share the same culture of innovation with Bouygues Telecom and are particularly proud to put the power of our Smart TV platform at the service of their customers so that they may enjoy the first triple-play offer with a virtual TV decoder in France,” says Guillaume Rault, Vice-president of the Consumer Electronics division at Samsung Electronics France. “Thanks to this partnership, they will have very easy access to the biggest offering of content and services on the market from one Samsung 4K UHD Smart TV available in large screen sizes.”

Available from Tuesday 2 June in Bouygues Telecom stores, on www.bouyguetelecom.fr and over the phone, the new fixed Bbox Smart TV offer breaks with well-established tradition in the triple-play segment in France. Subscribers to the offer will enjoy Bouygues Telecom fiber (up to 1 Gb/s download speed and up to 500 Mb/s upload speed) and one of the latest Samsung Smart TV 4K television sets, available in three sizes.

Subscription is €39.99 per month with a minimum term of 24 months*. The Smart 4K UHD TV costs €49 for the 43” model, €199 for the 55” model and €349 for the 65”** model.

Download the [visuals](#) for the new Bbox Smart TV offer.

*** Minimum term of 24 months. Offer valid for all new subscriptions from 2 June to 5 July 2020, subject to eligibility and connection to FTTH. Connection fee: €29; cancellation fee: €59 Theoretical maximum speeds: up to 1 Gb/s download and 500 Mb/s upload.**

Unlimited calls to fixed and mobile phones in France and French overseas departments and to fixed numbers in 110 other destinations, up to 199 different correspondents (calls beyond this limit are charged out of plan). Calls (excluding short code and special toll numbers) for private use between two individuals. TV via the BTV+ app (only compatible with 2019 and 2020 Samsung Smart TVs). The list of channels and call destinations at 2 June 2020 are subject to change. Additional charges may apply for certain content.

** The Bbox Smart TV offer gives you a discount on the price of a Smart TV from Samsung, while stocks last, on its dedicated website (selection proposed by the manufacturer), to be redeemed within two months of activating the Bbox Smart TV offer.

See conditions and eligibility of Bbox Smart TV at www.bouyguetelecom.fr

⁴Source: Médiamétrie

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About Bouygues Telecom

As a full-service electronic communications operator, Bouygues Telecom stands out by providing its 22 million customers access to the best technology has to offer on a daily basis. The very high quality of its 4G mobile network, which now covers 99% of the French population, and of its fixed and Cloud services provides customers with simple solutions enabling them to fully enjoy their personal and professional digital lives wherever they are. Bouygues Telecom's BtoB division supports a community of professionals and businesses as they migrate to very high speed fixed and mobile, and to new ways of using telecoms such as unified communications and business mobility solutions.

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