



Mobile Exposure 2010

UK Fast Facts

Overview

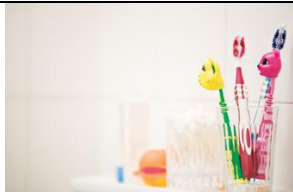

Orange Mobile Exposure 2010 is an annual, independent consumer study by TNS that examines the usage and habits of mobile media users across four European markets. The in-depth data powers the *Orange Mobile Targeting Monitor (OMTM)*, a new campaign-planning tool for advertisers that features unrivalled European market intelligence. Exclusive to the Orange Advertising Network, the OMTM is designed to help brands better understand and target mobile media users and ensure the best blend of digital and mobile media in brand and product campaigns.

Key Findings: UK

- 30% penetration based on UK mobile phone owners
- 55% are male, 59% are 16-34, 71% are working
- 70% of UK mobile media users pay monthly, 52% have an unlimited data package
- 61% own a smartphone, and 19% own an iPhone
- 7 out of 10 mobile media users choose to find information and content via a browser
- 59% of mobile media users who search the Internet via browser do it at home
- 70% of mobile media users who search the Internet via browser do it on the move
- Top pursuits at home are downloading music (82%) and accessing social networks (74%)
- Email is still the most popular mobile media activity – over social networks – but geolocation and video are gaining in popularity.
- 92% of users think it's important that the sites they access on their mobile are brands they know and trust

What does this mean for brands?

The data can be crunched in a number of ways by the Orange Advertising Network, giving critical insights into audiences with interests across a range of sectors. The information can then be used by brands and agencies to plan more effective campaigns, for example:

 <h3>Beauty Products</h3> <ul style="list-style-type: none"> • 72% tell others about a new product they have discovered (vs. 63% average) • More likely to engage in social media than average mobile media user (51% vs. 35% average) • 46% spend more time accessing mobile media at home (vs. 36% average) • More likely to use a short code to get information about a promotion (19% vs. 12% average) • Ad formats to consider: <ul style="list-style-type: none"> ○ More interested in picture and video messages (23% vs. 14% average) or text messages (24% vs. 16%) sent to the phone ○ 38% interested in receiving alerts about special promotions (vs. 24% average) 	 <h3>Cars and Automotive</h3> <ul style="list-style-type: none"> • 70% tell others about a new product they have discovered (vs. 63% average) • 38% spend more time accessing mobile media at work (vs. 26% average) • More likely to download: wallpapers or pictures (16% vs. 7% average) and picture MMS (46% vs. 34% average) • 46% interested in purchasing online via mobile phone (vs. 29% average) • 15% have used mobile to redeem something more than 5 times (vs. 8%) • Ad formats to consider: <ul style="list-style-type: none"> ○ 36% interested in ads for tickets and reservations (vs. 22%) ○ 31% would like to receive text message with a link to a brand's mobile site (vs. 20% average) ○ 36% interested in local area information sent as a text by an advertiser (vs. 25% average)
---	---



Mobile Exposure 2010

Mobile Media User Profile Comparison

Average Mobile Media User	Beauty & Care Product Users	Automotive Product Users
<ul style="list-style-type: none"> • 30% of UK mobile phone owners • Gender: Male 55% / Female 45% • Age <ul style="list-style-type: none"> ▪ 29% are 16-24 years old ▪ 30% are 25-34 years old ▪ 30% are 35-49 years old ▪ 11% are 50+ • Employment: 71% working 	<ul style="list-style-type: none"> • 26% of mobile media users (3.6M) • Gender: Male 18% / Female 82% • Age <ul style="list-style-type: none"> ▪ 51% are 16-24 years old ▪ 26% are 25-34 years old ▪ 20% are 35-49 years old ▪ 2% are 50+ • Employment: 48% working 	<ul style="list-style-type: none"> • 16% of mobile media users (2.2M) • Gender: Male 87% / Female 13% • Age <ul style="list-style-type: none"> ▪ 26% are 16-24 years old ▪ 28% are 25-34 years old ▪ 36% are 35-49 years old ▪ 10% are 50+ • Employment: 81% working

Methodology

Fieldwork conducted by TNS on behalf of Orange in UK, France, Spain and Poland. Calibration phase consisted of 2000 face-to-face interviews in each country. Main research conducted online with:

- UK: 1,000 mobile media users and 450 iPhone users
- France: 1,000 mobile media users and 450 iPhone users
- Spain: 1,000 mobile media users and 450 iPhone users
- Poland: 1,000 smartphone users

For more information visit: www.exposure2010.orangeadvertisingnetwork.co.uk

Ends.

About Orange

Orange is the flagship brand of France Telecom, a leading global telecommunications operator. It has over 131 million internet, TV and mobile customers in the majority of countries in which the Group is present. In 2009, the Group's turnover was 44.8 billion euros (22.1 billion euros in the first half of 2010) across all its activities. At 30 June 2010, the Group had 182 million customers in 32 countries, including 123.1 million mobile customers and 13.2 million ADSL customers worldwide. Orange is the third-largest mobile operator and the third-largest ADSL internet access provider in Europe, and one of the world leaders in telecommunications services to multinational companies via its Orange Business Services brand.

With "Conquest 2015", Orange is simultaneously addressing its employees and customers, and the broader society in which the company is evolving as it engages in positive action plans. These affect Group employees through its new vision of Human Resources; the networks, with the deployment of infrastructures for the future in which the Group will build its growth; customers, with the aim of offering the best experience of all operators, specifically through improvement of quality of service; and accelerated international development.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and the New York Stock Exchange.

For more information: www.orange.com, www.orange-business.com, www.orange-innovation.tv

Orange and any other Orange product or service names included in this material are trademarks of Orange Personal Communications Services Limited, Orange France or France Telecom.