

## **CANALSATELLITE Interactive Services 2003 Highlights**

(Paris – February 18, 2004) – CANALSATELLITE, France's leading digital TV package with 2.8 million subscriptions, successfully launched a large number of new and different services in 2003. Highlights of the year included:

- The launch of France's first SMS channels, LIVE 1 and TCHATCHE TV, as well as SMS chat rooms on SPORT +, Eurosport and the AB channels.
- The introduction of increasingly interactive content in children's programs, with The Cartoon Network and The Disney Channel adding interactive portals and Canal J enhancing its existing one.
- The popularity of the pay version of the weather channel, with 1.3 million connections between March and December.
- The launch of 24/7 interactive services on CANAL + and SPORT +, supporting more effective program promotion.
- The introduction of the first adult content games on Playcharme.
- The launch of the first services on the new generation Pilotime digital set-top boxes, with AlloCiné, CANAL +, La Chaîne Météo and MCM.
- The early 2004 debut of Universal For Mobile, the first TV service that allows users to download logos and ringtones to their cellphones.

Throughout the year, a large number of interactive events were organized with such channels as 13ème Rue, CinéCinemas, Cuisine TV, France 2, France 3, France 5, Mangas, Moteurs, Game One, Match TV, Planète, RTL9 and Télé Mélody, as well as during special programs like the Rugby World Cup, The Telethon and Star Academy.

In all, 2003 saw the continued success of games and betting on interactive TV, and a growing realization of how interactive services can add value to package channel programs by providing quality content and helping to retain subscribers.

### **Key Figures:**

- 1.7 million connections in 2003, or more than 1.3 million per month.
- 1.8 million SMSs generated by the LIVE 1 and TCHATCHE TV channels between June and December.
- 27.8 million contacts per month on the interactive services mosaic\*.
- 2.7 million contacts per month for CANALSAT Jeux\*.
- €250 million in bets placed via the interactive PMU service since April 2000.
- More than a quarter of subscribers use the interactive services every week.

\*Source: Médiacabsat, March-June 2003

### **Corporate Communication**

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