

For Immediate Release

## GlobeCast and FRANCE 24 to Lead HbbTV Experiment with Orange and SES

**PARIS — December 12, 2011 —** GlobeCast and FRANCE 24 announced today that they will launch an exploratory Hybrid Broadband Broadcast Television (HbbTV) service early 2012 with the support of Orange and SES. The service, to be offered to FRANCE 24 satellite viewers, initially in Western Europe, will add a layer of interactivity to satellite TV programming by harnessing the capability of connected TVs.

Throughout 2012, participating satellite TV viewers will use their connected televisions to interact with FRANCE 24's linear and non-linear programming via their broadband connection. No additional equipment or hardware will be required. This will be a robust test of HbbTV's ability to enhance the quality of DTH users' viewing experience. It should also provide valuable insight towards building broadcast offers that combine the power and reliability of traditional broadcast delivery with the new possibilities offered by the latest Content Delivery Networks (CDNs).

GlobeCast will use its broadcast experience and knowledge of connected television to lead this experiment. It will also provide ground services and uplink from its Paris technical operations center. The satellite feed will be delivered via the Astra satellite at 19.2°E – SES' leading orbital position in Western Europe. Orange will use the CDN expertise of its Smart Networks Program to drive the broadband delivery of this service. The result is an integrated solution that promises to deliver a robust experience for the end viewer.

Frank Melloul, head of strategy, development and public affairs at FRANCE 24 said "FRANCE 24 is present on five continents, reaching tens of millions of households around the world in three different languages. With this project, we've taken a step towards ensuring that all of these viewers have the same ability to interact with our programming."

Philippe Rouxel, CMO of GlobeCast said, "We're now finally seeing the convergence of broadcast and the internet. As a next-generation provider of broadcast services, GlobeCast will remain at the forefront of this movement. In this new 'connected' world, we are helping our broadcast clients offer an interactive, high-quality experience to their viewers worldwide, regardless of delivery method."

HbbTV is an industry standard providing an open and business-neutral technology platform that seamlessly combines TV services delivered via broadcast with services delivered via broadband and also enables access to Internet only services for consumers using connected TVs and set-top boxes.

**Press Contacts:**

Marguerite Clark: marguerite@wallstcom.com +33 6 84 75 63 37  
New York - Matthew Rosenstein: matthew.rosenstein@globecast.com +1 212 332 2178  
Singapore - Hani Sallim: haniati.sallim@globecast.com +65 6325 4222

**About FRANCE 24 (www.france24.com):**

FRANCE 24 is the first international news channel that offers a French perspective and sensibility on world events. It broadcasts worldwide on a 24/7 basis on three channels, in French, English and Arabic. FRANCE 24 can be accessed by cable, satellite, ADSL and mobile phone. The website [www.france24.com](http://www.france24.com) is available in 3 languages (English, French and Arabic).

**FRANCE 24 contacts:**

Nathalie Lenfant – Tel.: +33 (0)1 73 01 24 11 - [nlenfant@france24.com](mailto:nlenfant@france24.com)  
Damien Amadou – Tel.: +33 (0)1 73 01 24 31 - [damadou@france24.com](mailto:damadou@france24.com)  
Amal Hmimed – Tél. : +33 (0)1 73 01 24 14 – [ahmimed@france.com](mailto:ahmimed@france.com)

**About GlobeCast (www.globecast.com)**

A subsidiary of France Telecom/Orange, GlobeCast is a leading provider of media management and global content delivery services for broadcasters and content creators. With a secure fiber and satellite network connected to dozens of teleports, technical operations centers, and points-of-presence worldwide, GlobeCast manages and transports millions of hours of video and other rich media each year. An integrator of audiovisual technology and a full service provider, GlobeCast works with all the actors in the audiovisual chain from production companies to broadcasters, retail organizations, cinema chains, and more. The company provides on-site service from major news and sporting events for coverage in SD, HD, or even 3D. Present in Europe, the Americas, the Middle East, Asia, Africa, and Australia, GlobeCast is also an expert in international television markets, and works with new and established broadcasters to reach and secure distribution with leading pay-TV operators around the world.