



Press alert  
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## For the launch of its nationwide 4G network, Bouygues Telecom is offering three exclusive services to its 4G customers

Bouygues Telecom took a decisive step forward in the roll-out of 4G in France with the launch of its nationwide 4G network on 1 October (63% of the population covered, equating to 40 million people). In order to give tangible proof of the power of 4G, Bouygues Telecom has unveiled a number of partnerships that will provide customers with three exclusive 4G services.

### MyTF1 in 4G

For the opening of its 4G network, Bouygues Telecom has signed an advertising agreement with TF1, which is launching a brand new version of its MYTF1 app for smartphones and tablets with three innovative features, available only with Sensation 4G plans:

- Downloading: MYTF1 will let you temporarily download content available in replay\*. This innovation lets customers watch TF1 programmes at any time they wish, even when off-line\*\*.
- Timeshifting: The app allows users to go back to the beginning of a programme at any moment while it is airing.
- Broadband TV: 4G offers an unprecedented, high quality viewing experience on mobile devices.

*\*Eligible content only*

*\*\*Temporary downloads generally last for seven days after the initial airing of the programme*

### Asphalt 7 in 4G

4G is set to completely revolutionise multi-player video gaming thanks to its very low latency (ping) and very high speeds. Bouygues Telecom's very wide 4G nationwide network will help this format realise its full potential.

The operator has unveiled a new partnership with Gameloft, the leader in games for mobiles and tablets: **Asphalt 7: Heat is available free with Sensation 4G plans. The well-known motor racing game, has launched its multiplayer mode in 4G, exclusively for Bouygues Telecom customers (with compatible handsets).**

Up to six players can now play on-line, via Bouygues Telecom's 4G network, and race around tracks at top speed on a selection of 60 vehicles from all the leading carmakers such as Audi, Lamborghini and Aston Martin. Players can use Asphalt Tracker to find their friends, challenge them and compare statistics. The game creation system can help find players to race against on-line.

## Jook Video

**Bouygues Telecom is also offering its 4G subscribers access to Jook Video for one month, with no obligation**

Jook Video is a SVOD service that offers unlimited viewing of a catalogue of 10,000 videos, divided into a generous and eclectic range of eight themes - cinema, series, kids, mangas, documentaries, sport, music and live shows

## More than 50 HQ channels with the new B.TV app

In addition to these three exclusive partnerships, Bouygues Telecom **is launching a new "B.tv" application** so that customers can get the most out of TV on their 4G handsets.

4G subscribers will be able to watch more than 50 channels in High Quality via the "B.tv" app (Android and iPhone and coming soon on Windows Phone).

There will be all the DTT channels, plus premium ones such as Eurosport, Ushuaia TV, LCI, Disney Channel, Teva, Paris Première, TV Breizh, RTL9, TraceTV, MCM, etc.

A selection of more than 250 radio channels and podcasts will also be available, in addition to the TV offering.

Please do not hesitate to contact us for any further information.

Best regards,

Bouygues Telecom press office

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