

free

Free to propose
Apple TV 4K
to Freebox subscribers



Apple TV 4K

Press pack
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Thanks to Apple TV 4K and Free's ultra-fast Fiber, Freebox subscribers will now be able to get the best that television has to offer!

New Freebox Pop and Freebox Delta subscribers can now select Apple TV 4K as an option with their Freebox package. The box can be purchased for:



€ **2** /month
for 48 months*

Current Freebox mini 4K, Freebox Revolution, Freebox Pop, and Freebox Delta subscribers can also buy, at the same attractive rate, the Apple TV 4K by pre-ordering it in their subscriber space as part of the Multi-TV option.

With the Apple TV 4K box, subscribers will be able to exclusively enjoy:

- The Apple universe on their TVs: including Apple Originals on Apple TV+ with 3 months included for free (€4.99/month after free trial, no commitment).
- The OQEE by Free TV app pre-installed, with access to several hundred live channels as well as catch-up TV and advanced features such as start-over and resume-watching functions.

01.

Overview: Free to propose Apple TV 4K to Freebox subscribers

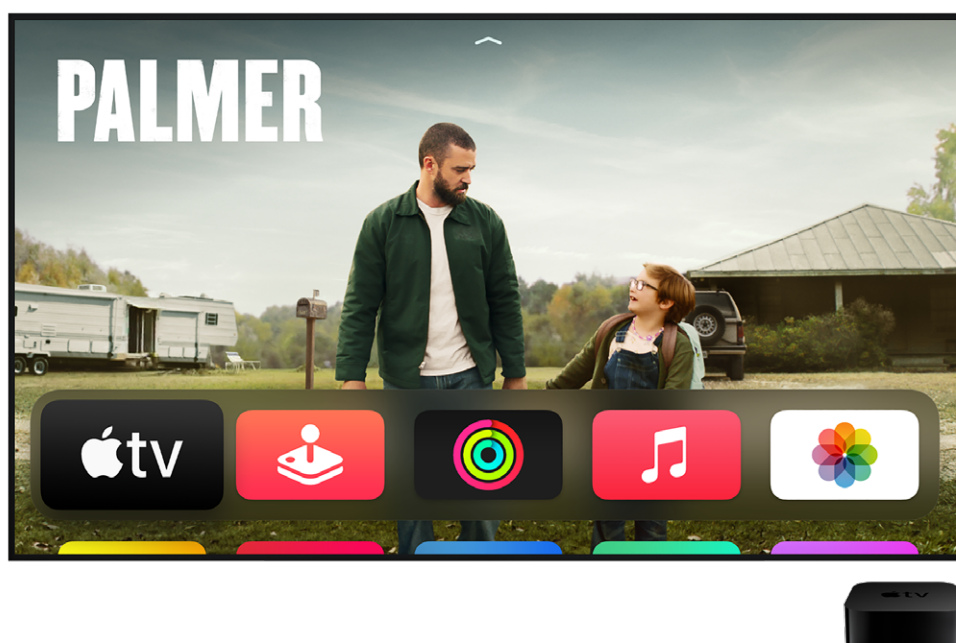
Free today announced that Freebox subscribers can now receive Apple's premium entertainment device, Apple TV 4K, as part of their monthly subscription plan to enjoy live TV and on-demand movies and shows through the OQEE by Free app.

Free will also offer its subscribers the powerful zero sign-on experience from Apple, which further simplifies signing in and getting subscribers to the content they love with ease. With zero sign-on, Apple TV 4K will automatically install the OQEE by Free app and sign them in — no need to enter a username and password.

Apple TV 4K delivers the highest quality cinematic experience of stunning 4K HDR visuals and immersive sound with Dolby Atmos. Since the OQEE by Free app is integrated with the Apple TV app, subscribers can access on-demand programs in the Watch Now section, and add shows and movies to Up Next, ensuring they never miss a new episode.

Freebox subscribers can also ask Siri to play live channels, movies, or TV shows available through the OQEE by Free app on Apple TV.

Freebox subscribers receiving Apple TV 4K also enjoy a limited time offer of **3 months of Apple TV+ included for free**, so they can watch Apple Originals from the world's greatest storytellers on the Apple TV app.*



*€4.99/month after free trial. One subscription per Family Sharing group. Offer valid for three months after eligible device activation. Plan automatically renews until cancelled. Restrictions and other terms apply. Visit apple.com/promo for more information.

02.

The Apple TV 4K experience

Incredible audio and image quality

Apple TV 4K delivers an immersive three-dimensional audio experience with a Dolby Atmos-compatible sound system, along with a truly unbeatable cinematic experience featuring stunning 4K HDR images.



The Apple TV app

With Apple TV 4K, subscribers can use the Apple TV app to watch shows and movies in one place, including shows and movies from Apple TV+ and Apple TV channels. They also have the opportunity to buy or rent thousands of newly released movies, classic favorites, and TV shows.

Apple Originals at your fingertips on Apple TV+

Apple TV+, Apple's video subscription service, offers award-winning original shows, movies, and documentaries from the world's most creative storytellers. Subscribers can enjoy Apple Originals, including series like "Ted Lasso", "The Morning Show", "For All Mankind", and "Servant", as well as movies like "Greyhound", "Palmer" and "Wolfwalkers". Freebox subscribers receiving Apple TV 4K can enjoy **a limited time offer of 3 months of Apple TV+ for free**, after which there is a monthly fee of €4.99/month, with no commitment.

Thousands of apps in the App Store

In addition to the thousands of apps available in the App Store, subscribers can access Apple Music, featuring 75 million songs, or play over 180 single or multiplayer games on Apple Arcade with more being added all the time.



Stayback
Omar Apollo

I can't help that you've
been on my mind

See you around, 'cause I
don't care anymore

See you around, 'cause I

The Apple TV 4K experience

Additional benefits of the Apple ecosystem

Share Apple TV with multiple users

Users can switch member profiles on Apple TV 4K to create a custom experience with their own Up Next lists, music, Game Center data, and content recommendations personalized for them.

Set up Apple TV as a home hub

Apple TV is set up automatically as a home hub, so users can run the custom home automations they create in the Home app or control their home even when they are away.

Audio Sharing

Thanks to Audio Sharing, subscribers with AirPods can directly pair them to Apple TV 4K to enjoy their favorite films and series without disturbing others in the room.

Color balance on Apple TV with iPhone

Through an innovative color balance process, Apple TV works with iPhone and its advanced sensors to improve a television's picture quality.



03.

TV, Replay and much more - OQEE by Free available on Apple TV 4K

The app that makes you want to watch TV

Subscribers can now get the OQEE by Free TV app, free of charge, auto-installed with zero sign-on on Apple TV 4K. This means that they can now easily access their favorite TV content live or on catch-up and enjoy many advanced features.



OQEE by Free offers access to **more than 550 live TV channels**, with over **220 channels included** in the basic package (280 included for Freebox Delta subscribers) along with a wide range of services.



TV, Replay and much more - OQEE by Free available on Apple TV 4K

A range of advanced features:



REPLAY⁴

Access to over 100 channels – 30 of which are included in the basic package – so users can watch programs they have missed.



LIVE PAUSE AND REWIND

Allowing users to pause or rewind live programs whenever they want.



START-OVER⁵

To re-start a program that is part way through in just one click, without having to pre-record it.



RESUME-WATCHING

Allowing users to pick up programs from where they left off, wherever they are.



RECORD⁶

100 hours included in the package (€0.02/hour/month after that).



CREATION OF PERSONALIZED PROFILES

Personal program recommendations for each member of the family to create a customized TV experience.

Subscribers can easily access OQEE by Free on Apple TV 4K and no sign-on is required if the TV is connected to the subscriber's Freebox Wi-Fi network.

Freebox Pop and Freebox Delta subscribers who already have Apple TV can also download the OQEE by Free app free of charge on their Apple TV.

The OQEE by Free app is also now available on iPhone/iPad.



⁴ Catch-up TV.

⁵ Subject to program and channel availability.

⁶ Subject to program and channel availability. Access to recorded programs withdrawn if the subscriber cancel their subscription.

04.

Content-rich Freebox offers

freebox pop.

the small but powerful Freebox



TV services **INCLUDED**



Optional add-on
TV services

NETFLIX



3 months included,
then €4.99/month
no commitment



6 months included,
then €8.99/month

F R E E B O X D E L T A

the premium Freebox offer



TV services **INCLUDED**

NETFLIX



**CANAL+
SERIES**
(12 months)

Optional add-on
TV services



3 months included,
then €4.99/month
no commitment



6 months included,
then €8.99/month

Netflix Basic is included in the Freebox Delta package and available as an optional add-on from €7.99/month for Freebox Pop subscribers. Amazon Prime is included in the Freebox Delta package and available as an optional add-on (€5.99/month) for Freebox Pop subscribers. Free trial of up to 30 days (no charge for the sign-up month).

Content-rich Freebox offers

Overview of the Freebox Pop and Freebox Delta offers:

Freebox **Pop**

**the small but
powerful Freebox**

Ultra-fast Fiber



€**29.99**
/month

For 1 year, then €39.99/month
No commitment

With a choice between:



The Pop Player

Included



**Purchasing the
Apple TV***

+€2/month
for 48 months*

Freebox **Delta**

the premium Freebox offer

The fastest Fiber

Netflix & Prime included, CANAL+
SERIES - 12 months included and
even more...



€**39.99**
/month

For 1 year, then €49.99/month
No commitment

With a choice between:



The Pop Player

Included



**Purchasing the
Apple TV***

+€2/month
for 48 months*



**Purchasing the
Devialet Player**

+€480

For more information free.fr/Freebox

05.

A customized remote

Freebox subscribers can enjoy a customized TV remote that gives them access to all TV content on OQEE by Free with just one click, thanks to the “Guide” button.

They can also easily find a movie, actor, or song by using the Siri button on the remote.



About Free – the iliad Group

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-March 2021, it had over 20 million BtoC subscribers (13.4 million Mobile subscribers and 6.8 million Fixed subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play brand. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

Offers subject to conditions and subject to eligibility in unbundled or fiber-optic areas (subject to a fiber connection). Valid for all new subscriptions and available only for customers who have not subscribed to a Freebox offer in the 30 days prior to this subscription. Freebox Delta package: Player required (Freebox Pop player included or Free Devialet player available for €480 or Apple TV 4K available for €2/month for 48 months, i.e. €96). Activation and termination fees: €49 each. See free.fr for full terms and conditions and eligibility.

Thank you.



free.fr - iliad.fr - presse@iliad.fr

Images online in our media library.