

Orange Channel Briefing

PAYM v1

September 2009

Issued 25th August 2009

Changes are highlighted in blue

Headlines

Priorities

1. a) Pay monthly talkplans – Panther 25 - 24 month tariff and Panther 30 - 18 month tariff added
b) BlackBerry bundles
c) Mobile internet bundles
d) Sat Nav with Orange Maps
e) Out of bundle rates
2. 36 month handset contracts
3. a) SIM Only – 30 Day
b) SIM Only – 18 Month
4. Roaming bundles – New World Traveller and Europe Traveller launched 1st September

What starts

1. Panther 25 (Blackberry Tariff only) – unlimited email and mobile browsing, plus 400 mins and 300 texts – from 1 September
2. New World Traveller and Europe Traveller bundles from 1 September

What Ends

1. Favourite Country roaming bundle and the old World Traveller bundle from 1 September.

For all other proposition support, please refer to <http://enable.orange.co.uk/hub>

1. a) Pay monthly talkplans

The pay monthly market has changed significantly in the past 18 months with strong growth on lower end talkplans and SIM Only. Whilst Orange is performing well from a volume point of view, this shift towards the low end is not sustainable and we will continue to face the following challenges throughout 2009:

- More commoditisation = less differentiation between brands
- Less 'currency' in minutes and texts – further investment at the low end will continue to drive down value, difficult to invest at the high end as customers can get what they need at a much lower price point, there is again less differentiation between brands
- Declining prices across the market = lower ARPU, we need to find new ways to drive revenue
- Challenging sales mix – we need to restore our mix away from the low end and back to £35+, an area where we used to dominate
- Following extensive research a new range of SIM Only, 24 and 18 month packages have been created. The research showed that customers are more engaged and interested in multimedia than ever before. Key elements have therefore been included throughout the refresh to help generate new revenue and create a point of differentiation from Orange. These are mobile internet browsing, Email with BlackBerry and Sat Nav (Orange Maps). The key changes are:
 - Enhancement of minutes and texts across selected price points
 - Removal of all Canary packages to streamline the range (connections to Canary have been very low)
 - Removal of high end benefits positioning of Panther – Panther is now positioned around its key benefit which becomes unlimited Email. This will only be available on BlackBerry's to begin with
 - 500MB anytime mobile internet browsing included on selected high tier packages
 - Positioning chargeable browsing bundles into the tariff structure
 - Sat Nav (Orange Maps) included with selected mid to high tier packages but will also be subject to handset compatibility.
 - Simplification of out of bundle rates
 - Stepped approach to aid up-sell and re-establishment of mix towards the higher end
 - These changes take effect from 2 April 2009 and will be the only consumer tariffs available to new and existing customers after this date.
 - Existing customers can and will continue on their existing talkplan until requesting any changes
 - They can migrate to a refreshed talkplan at point of upgrade or during their contract in line with standard migration rules
 - When migrating, customers may lose any benefits associated with their existing plan. This is particularly important with customers on existing Panther talkplans who won't necessarily keep benefits such as free Answer Phone when migrating to selected new Panther talkplans as Panther has now been repositioned.

a. 24 and 18 month tariffs

Example 24 month reference table displayed by all possible individual plans:

Segmented benefit	Unlimited Texts							Unlimited UK landline minutes						Unlimited Push Email				
Package	Dolphin							Racoon						Panther				
	15	20	25	30	35	40	70	20	25	30	35	40	70	25	30	35	40	70
Price	14.68	19.57	24.47	29.36	34.26	39.15	68.51	19.57	24.47	29.36	34.26	39.15	68.51	24.47	29.36	34.26	39.15	68.51
Minutes	100	200	400	600	900	1200	3000	200	400	600	900	1200	3000	400	600	900	1200	3000
Texts	Unlimited Texts							300	300	500	500	500	500	300	500	500	500	500
Segmented benefit	Unlimited Texts							Unlimited UK landline minutes						Unlimited Push Email				
Mobile Internet	500MB for 4.89 a month		500MB included				500MB for 4.89 a month		500MB included				500MB included					
Inclusive Sat Nav	(excluded)		Handset Specific				(excluded)		Handset Specific				(excluded)	Handset Specific				
Additional benefit	(excluded)				Dedicated CS, Itemised Billing and Answer phone			(excluded)			Dedicated CS, Itemised Billing and Answer phone		(excluded)	Dedicated CS, Itemised Billing and Answer phone				

Notes on all 24 month tariffs:

- Only Dolphin is available on all plans from 15 upwards (unlimited texts)
- Racoon becomes available from 20 plans upwards (unlimited UK landline calls)
- On 25 plans upwards Panther is available (unlimited email only available on BlackBerry's, and Orange Maps included subject to device)
- On 30 plans upwards 500MB of anytime mobile internet browsing is inclusive and customers will also benefit from free Answer Phone, free itemised billing and dedicated customer services line
- We are positioning the £4.89 chargeable bundle of 500MB of anytime mobile internet browsing as an option on all plans 15 – 25
- All new Dolphin and Racoon customers who join on plans £35 and below who do not take up the £4.89 chargeable option will have 2 months free unlimited evening and weekend browsing automatically applied to their account. After the trial period this will continue at £4.89 per month unless they opt out. This is also available to upgrading customers on an eligible plan who have not previously had a 2 month trial
- Talkplans will be positioned as 24 months. We will highlight that 18 month plans are available at an extra cost of £4.89 per month (except Dolphin 15 which is only available on 24 months)

Example 18 month reference table displayed by all possible individual plans:

Package	Dolphin						Racoon						Panther				
	25	30	35	40	45	75	25	30	35	40	45	75	30	35	40	45	75
Price	24.47	29.36	34.26	39.15	44.04	73.40	24.47	29.36	34.26	39.15	44.04	73.40	29.36	34.26	39.15	44.04	73.40
Minutes	200	400	600	900	1200	3000	200	400	600	900	1200	3000	400	600	900	1200	3000
Texts	Unlimited Texts						300	300	500	500	500	500	300	500	500	500	500
Segmented benefit	Unlimited Texts						Unlimited UK landline minutes						Unlimited Push Email				
Mobile Internet	500MB for £4.89 a month			500MB included			500MB for £4.89 a month			500MB Included			500MB Included				
Inclusive Sat Nav	(excluded)	Handset Specific					(excluded)	Handset Specific					(excluded)	Handset Specific			
Additional benefit	(excluded)				Dedicated CS, Itemised Billing and Answer phone		(excluded)				Dedicated CS, Itemised Billing and Answer phone		(excluded)			Dedicated CS, Itemised Billing and Answer phone	

Notes on all 18 month tariffs:

- Dolphin (unlimited texts) and Racoon (unlimited UK landline calls) available from 25 plans upwards
- On 30 plans upwards Panther is available (unlimited email only available on BlackBerry's and selected Nokia handsets and Orange Maps included subject to device)
- On 45 plans upwards 500MB of anytime mobile internet browsing is inclusive and customers will also benefit from free Answer Phone, free itemised billing and dedicated customer services line
- We are positioning the £4.89 chargeable bundle of 500MB of anytime mobile internet browsing as an option on all plans 25 – 40
- All new Dolphin and Racoon customers who join on 25 – 40 plans who do not take up the £4.89 chargeable option will have 2 months free unlimited evening and weekend browsing automatically applied to their account. After the trial period this will continue at £4.89 per month unless they opt out. This is also available to upgrading customers on an eligible plan who have not previously had a 2 month trial.

Example 12 month reference table displayed by all possible individual plans:

Package	Dolphin				Racoon			
	30	35	40	45	30	35	40	45
Price	£29.36	£34.26	£39.15	£44.04	£29.36	£34.26	£39.15	£44.04
Minutes	200	400	600	900	200	400	600	900
Texts	300	300	500	500	300	300	500	500
Segmented benefit	200 Extra Texts (To be added to texts listed above)				200 UK Landline Minutes			
Mobile internet	500MB for £4.89 a month				500MB for £4.89 a month			

Notes on all 12 month tariffs:

- 12 month packages have been simplified and streamlined
- Dolphin (200 extra texts) and Racoon (200 extra UK landline minutes) available across all plans 30 - 45
- We are positioning the £4.89 chargeable bundle of 500MB of anytime mobile internet browsing as an option on all plans 30 – 45
- All new Dolphin and Racoon customers who join on 30 – 45 plans who do not take up the £4.89 chargeable option will have 2 months free unlimited evening and weekend browsing automatically applied to their account. After the trial period this will continue at £4.89 per month unless they opt out. This is also available to upgrading customers on an eligible plan who have not previously had a 2 month trial.
- Sat Nav with Orange maps and talk with BlackBerry (email) bundles are still available on a chargeable basis

1. b) BlackBerry bundles

BlackBerry bundles

Panther has been repositioned from 2 April and now contains an unlimited email benefit. This is currently BlackBerry email only and effectively just positions the existing 'BIS Talk with BlackBerry' bundle as part of the tariff structure.

- The unlimited email has a fair usage policy of 500MB and is for UK use only
- The only real change is in how this is being positioned. From a process point of view the unlimited email will be automatically applied when customers connect to Panther plans.
- Selected Panther plans are also being positioned with inclusive anytime mobile internet browsing. In reality this will not be an additional bundle as the BIS Talk with BlackBerry bundle can be used for both email and browsing.

Customers who wish to use their BlackBerry device for email who *do not* want to connect to a Panther plan can continue to select a Talk or Email with BlackBerry bundle in addition to their talkplan:

- Talk with BlackBerry can be added in addition to the customers talkplan allowing them to use their device for Email alongside the inclusive elements of their talkplan
- Email with BlackBerry can be selected as a standalone product for customers who just want to use their device for Email. They will not be able to make and receive calls with this option
- Fair usage browsing of 500mb

BlackBerry Plan	Monthly Cost			Data allowance
	12 month contract	18 month contract	24 month contract	
Talk with BlackBerry	£4.89 (£5)			unlimited
Email with BlackBerry (no talk)	£14.39 (£14.70)	£11.94 (£12.20)	£10.47 (£10.70)	unlimited

- When using a BlackBerry device abroad roaming costs £2.94 (£3.00) per MB Europe and £8.00 per MB in the rest of the world. Customers can deactivate the data element directly on their device if they do not want to receive emails whilst abroad as this will incur charges, but will allow them to continue to use the other relevant features such as calls and texts.

1. c) Mobile internet browsing

A range of mobile internet browsing options, bundles and offers, some of which are being positioned as part of the tariff refresh. All pay monthly customers will benefit from:

- Free personalised home page – highlighting new services with include links relevant to them
- Usage cap – customers browsing outside of an inclusive amount or bundle will never be charged more than £1.47 (£1.50) per day
- Free download area – customers can browse this area for free, data charges for the download will be free and customers will be clearly informed how much the download item itself will cost before any download commences
- Communication of free areas – all the free pages are clearly indicated to customers so they are aware when they will have to pay for browsing
- Free search tool and free music area

Internet browsing (500MB cap) will be available for all customers signing

a) Inclusive anytime mobile internet browsing

- **Between 1 July and 31 August, anytime up to a £30+ 24 month contract only. Anytime internet browsing remains available at £45+ on 18 month plans.**
- Selected 24, 18 and SIM Only talkplans will have anytime mobile internet browsing included.
- This will be capped at 500MB per month with out of bundle use charged at 97.9p (£1) per MB
- This will be automatically applied when customers join or migrate to one of the eligible.
- Not available to any customers who opt for a talk with BlackBerry or Email with BlackBerry bundle

b) Anytime mobile internet browsing for £4.89 (£5) per month

- This will be capped at 500MB per month with out of bundle use charged at 97.9p (£1) per MB
- This bundle is only available at point of connection or upgrade and should not be sold in life
- Whilst not technically enforceable, this bundle should be positioned to customers as a commitment for the length of their minimum term contract (e.g., 12, 18 or 24 months)
- Not available to customers on Panther or SIM Only
- Not available to customers who have a talk with BlackBerry or Email with BlackBerry bundle

c) Unlimited evening and weekend browsing for £4.89 (£5) per month with 2 months free

- This bundle gives customers unlimited evening and weekend browsing for £4.89 (£5) per month, subject to a fair usage policy of 1000MB per month.
- Evenings are 7pm to 7am Monday to Friday; weekends are 7pm Friday to 7am Monday.
- This bundle is free for the first 2 months as TRY product and will be automatically applied for all new customers connecting to any Dolphin or Racoon 12, 18 or 24 month talkplan.
- Existing customers can add the bundle at any time in life or at point of upgrade and if they have not previously had this as a TRY product they will also benefit from the 2 months free.
- After the first 2 months, the bundle will automatically roll onto the chargeable £4.89 (£5) bundle; customers will need to opt out if they do not want this which they can do at any time.
- Not available to customers who have a talk with BlackBerry or Email with BlackBerry bundle

c) Anytime browsing for £7.34 (£7.50) per month

- This is a monthly bundle which gives customers anytime mobile internet browsing for £7.34 (£7.50) per month
- It is capped at 250MB per month, out of bundle usage charged at 92p (94p) per MB
- Available to all new Dolphin and Racoon customers and existing customers on eligible talkplans at any time during their contract
- Although usage allowance is lower than the £4.89 (£5) 500mb bundle, this is because this bundle is a monthly recurring bundle which customers can cancel after 1 month. This bundle is also available in life.
- Not available to customers who have a talk with BlackBerry or Email with BlackBerry bundle
- Not available on SIM Only

Please note:

- New and existing customers are now provisioned with a flat rate tariff for out of bundle browsing which is £2.94 (£3) per mb
- Roaming is charged at £8 per mb in roaming zones 3-7 and £2.94 (£3) in zones 1 & 2 – see www.orange.co.uk/abroad
- The £1.47 (£1.50) daily cap applies to UK usage only

1. d) Sat Nav by Orange Maps

Orange Maps is a service that allows customers to enjoy the benefits of Sat Nav on their mobile phone with low monthly subscriptions. There are 2 bundles to choose from – Orange Maps Basic and Orange Maps premium. The basic package will be inclusive with selected 24 and 18 month talkplans for customers with a compatible device.

Sat Nav by Orange Maps includes:

- Constantly updated maps with up to date information
- Turn by turn GPS guidance with 3D maps and voice instruction
- Pedestrian optimised navigation for when you're on foot
- Local search of thousands of locations including restaurants and petrol stations
- Information you need to call various points of interest
- Send locations to your contacts via text message

Orange Maps Basic – inclusive with selected talkplans or £4.89 (£5) per month including European coverage

Orange Maps Professional - £7.34 (£7.50) per month, also includes live traffic updates and speed camera alerts

This is available to all new and existing pay monthly customers, subject to handset compatibility. The range of compatible handsets is always updated – see www.orange.co.uk/orangemaps

The application will be embedded on some of the available devices. For all other applicable devices customer should download the application for free by visiting www.orange.co.uk/orangemaps to start using the service.

Business Rules

- Unlimited use applies to Orange Maps in the UK only and not other data usage
- Standard data roaming charges apply outside the UK
- European coverage is available in the following countries – Republic of Ireland & Channels Islands, Albania, Andorra, Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Italy, Liechtenstein, Luxembourg, Monaco, Netherlands, Norway, Portugal, San Marino, Slovakia, Spain, Sweden, Switzerland, Vatican City.
- All Orange Maps Professional features are available in the UK but may not all be available in every European country listed above.

1. e) Out of bundle rates

UK Out of bundle rates for Orange to Orange, cross network and landline calls have been simplified and from April 2nd a 19.6p (20p) per minute flat rate will apply to out of bundle calls of this type. All other out of bundle rates are unchanged

UK Calls per minute	Charge @ 15% VAT	Charge @ 17.5% VAT
Non Geographic numbers (0845 & 0870)	19.6p	20p
Freephone numbers* (0800/0808/050)	14.7p	15p
Standard UK landlines (01/02/03)	19.6p	20p
Orange to Orange	19.6p	20p
Answerphone	11.7p	12p
Orange to other UK networks	19.6p	20p
07 call forwarding services	maximum of 19.6p	maximum of 20p
070	maximum of 53.8p	maximum of 55p
08	maximum of 53.8p	maximum of 55p
09	maximum of £1.66 per min or per call	maximum of £1.70 per min or per call
Minimum call duration/charge	4.9p	5p
Text Messages	11.7p	12p
SMS delivery receipts	1p	1p

*Charity lines supported by the Telephone Helpline association will remain free

Please note that customers who connect on or before 1 April 2009 will continue to pay the previous out of bundle rates for calls to UK landline, Orange numbers and other UK networks

- Standard UK Landlines – 11.7p (12p) per minute
- Orange to Orange calls – 11.7p (12p) per minute
- Orange to other UK networks – 34.3p (35p) per minute

2. 36 month handset contracts

What is it?

Our new range of low end 36 month contracts are now available on pay monthly. By signing up for one of our new tariffs, the customer will get a handset upon connection and will also be entitled to an in-life upgrade 18 months in to contract by calling CS. This offers only a limited range of handsets. There are 3 price points ranging between £4.89 (£5) and £14.68 (£15). We are currently first to the market with a £5 pay monthly tariff.

Package	36 Month		
	£5	£10	£15
Price	£4.89	£9.79	£14.68
Minutes	50	100	200
Texts	50	300	1000*

*Note reduction in texts on Orange 15 from unlimited to 1000 from 1 July 2009

Who can have it?

Available to all new customer and those upgrading.

When is it available

From 1 June 2009, on-going.

Business Rules

- Mid contract upgrade must be claimed through CS
- Minimum call charge of 25p
- Customer is not eligible for Magic Numbers
- Buybacks are not available with 36 month contracts
- Discounted broadband is not available with 36 month contracts
- Customers are not eligible for TRY
- The out of bundle charges are as follows:

	Out of bundle 36 month contracts	Price including VAT reduction
UK calls (per min)	25p	24.5p
Voicemail (per min)	25p	24.5p
Minimum call charge	25p	24.5p
Texts (per text)	15p	14.7p

3. a) SIM Only 30 Day

Our SIM Only plans have also been updated in line with the tariff refresh. They will continue to be available on a 30 day rolling contract. As we are not giving away a new handset, we have been able to reduce the level of credit check for SIMO packages. If a customer fails a handset credit check, they can be re-credit checked for SIM Only.

Example SIM Only reference table displayed by individual plan:

Package	Dolphin				Racoon			
	15	20	25	30	15	20	25	30
Price	£14.68	£19.57	£24.47	£29.36	£14.68	£19.57	£24.47	£29.36
Minutes	200	600	700	1200	300	600	700	1200
Texts	Unlimited Texts				100	100	100	500
Segmented benefit	Unlimited Texts				Unlimited UK Landline Calls			
Mobile internet	(excluded)			500MB Included	(excluded)			500MB Included

- SIM Only is available to new customers and those moving from Orange PAYG
- Customers who wish to migrate from a standard talk plan to SIMO can do so once they are out of contract by calling CS
- Orange pay monthly customers cannot upgrade to SIM Only in store - they need to call 150 and upgrade through retentions.
- 10% line rental discount offers are not applicable with SIM Only (as only available on minimum 18 month contracts)
- SIM Only is not available with any other offers or promotions; this includes Magic Numbers, gift with purchase and Buyback
- Please be aware that the reduced SIM Only credit check (available since 8 October 2008) will not guarantee acceptance to all customers and any customers wanting a combination of SIM Only and standard contracts must be credit checked using the highest value talkplan requested, as per normal business rules.

From 1 June, the out of bundle rates have been updated for SIMO contracts. The following prices are different to handset connections.

	Out of bundle SIMO	Price including VAT reduction
UK calls (per min)	25p	24.5p
Voicemail (per min)	25p	24.5p
Minimum call charge	25p	24.5p
Texts (per text)	15p	14.7

3. b) SIMO 18 month contracts

What is it?

Our SIM Only plans have been extended to include a range of 18 month SIM Only plans. Price points will start from £9.79 (£10) up to £29.36 (£30).

18 Month plan				
Dolphin				
Package	10	15	20	30
Price	£9.79	£14.68	£19.57	£29.36
Minutes	100	300	800	1600
Texts	500	Unlimited text		
Segmented Benefit	None	Unlimited text		
Mobile Internet	(excluded)			500MB Included

- Please note that the level of credit check will currently be in line with pay monthly h/set credit check, not the SIMO 30 day contract.
- Customers taking this offer will also be eligible for Magic Numbers

Who can have it?

The new tariffs will be available for all new connections and upgrades.

When is it available?

The £10 tariff is available from 2 May 2009. All others price points are available from 1 June 2009, these are on-going.

Business rules

- Broadband discount is not available with 18 month SIMO contracts.
- Talk with Blackberry is not available with SIMO 18 month.
- Not available with buybacks
- Customers of SIMO are not eligible for TRY
- Out of bundle rates are aligned to 30 day SIMO as follows:

	Out of bundle SIMO (18m)	Price including VAT reduction
UK calls (per min)	25p	24.5p
Voicemail (per min)	25p	24.5p
Minimum call charge	25p	24.5p
Texts (per text)	15p	14.7

4. Roaming Bundle Refresh

The launch of the new world traveller and Europe traveller bundles will replace our existing Favourite Countries and World Traveller offers.

1. Europe Traveller

- Europe Traveller provides new customers with up to 1000 minutes of discounted calls and up to 1000 minutes to receive calls for free in any country in Europe (zones 1 & 2).
- Europe Traveller replaces Favourite Countries which was limited to 5 countries (France, Belgium, Spain, Ireland and Greece) or all 5 countries as one bundle.
- Europe Traveller give discounts on calls in all countries in Europe (Islands & Channel Islands zone & Europe 1)

The bundle can be bought for 30 days (one off) or on a monthly recurring basis.

Europe Traveller – Get 25% off standard rates in Europe	30 day – holiday bundle	Monthly – frequent traveller
Cost	£4.89 (£5) as a one off fee	£9.79 (£10) per month
Allowance	200 Mins @28p/min to make calls 200 Mins to receive calls for free	1000 Mins @ 28p to make calls 1000 Mins to receive calls for free

2. World Traveller

- Provides customers with unlimited discounts on calls & texts in international destinations around the world.
- The existing World Traveller will be replaced with the new World Traveller offer.
- The new offer provides customers with unlimited discounts on calls & texts in any international destination.
- The offer also provides customers with a discount in Europe, so is ideal for customers who are frequent travellers in many destinations.
- The bundle is available on a monthly recurring basis only.

World Traveller	Monthly
Cost	£4.89
Allowance	Unlimited discounts on calls & texts 10% in Europe 30% in USA & Canada 20% in Rest of World destinations

Normal Roaming Charges vs. World Traveller Discount (per min)									
Zone	Making a call			Receiving a call			Sending a text		
	WTD	Standard	% discount	WTD	Standard	% discount	WTD	standard	% discount
Ireland and channel Islands	£0.34	£0.38	10%	£0.17	£0.19	10%	£0.10	£0.11	10%
Europe 1	£0.34	£0.38	10%	£0.17	£0.19	10%	£0.10	£0.11	10%
Europe 2	£0.91	£1.30	30%	£0.49	£0.70	30%	£0.28	£0.40	30%
Australia	£0.60	£0.85	30%	£0.49	£0.70	30%	£0.28	£0.40	30%
USA & Canada	£0.77	£1.10	30%	£0.49	£0.70	30%	£0.28	£0.40	30%
Rest of world 1	£1.16	£1.45	20%	£0.72	£0.90	20%	£0.40	£0.50	20%
Rest of world 2	£1.40	£1.75	20%	£0.80	£1.00	20%	£0.40	£0.50	20%

Who can get it?

All PAYM customers who are roaming enabled.

When?

1 September 2009

Business Rules:

- Europe Traveller includes discounts on MOC & free MTC for All countries in Zones 1 & 2 (EU Countries)
- Call charges stated apply for calls made to and received from UK, in country and Europe 1 and 2
- All calls are charged in 60 second increments
- Standard rates will apply once bundle allowance has been used (Europe Traveller only)
- Any unused minutes cannot be converted into domestic minutes or rolled over to the next month
- The World Traveller bundle provides unlimited discounts on all calls & texts in all zones (1-7)
- Standard provisioning timescales apply, i.e. the bundle can take <24hours to commence, except for business customers on CADM talk plans.
- Available to PAYM consumer customers

- Customers on a talk share tariff cannot share the bundle across users, the bundles only work for single subscriptions
- A customer can purchase the bundle at any time and if this is not on the bill date then the charge and number of minutes in the bundle will be portioned until the next bill date
- World Traveller and Europe traveller are not compatible. A customer can not have both bundles on their account at the same time
- The 30 day & the monthly recurring Europe Traveller bundles are not compatible – a customer cannot have both bundles on their account at the same time.
- A customer cannot have 2 instances of the same bundle at any time
- With the monthly recurring bundle, the offer will continue to apply until the customer chooses to opt out by calling Orange Customer Services
- With the 30d bundle, the offer is valid until midnight of the 30th day after which the bundle was activated.
- A customer can cancel after the minimum term has expired by contacting Orange Customer Services.
- Cancellation can only occur on the bill date.
- The minimum term is 1 month for the recurring bundle options.
- A customer cannot cancel a 30d bundle as this is the same as the minimum term
- After a customer has requested termination, the bundle will expire at the next bill date and the customer will be charged for the bundle up to this date.
- A customer can change their nominated bundle by contacting Orange Customer Services on the bill date, without having to purchase additional bundles. This does not apply to the 30 day bundle.

5. Magic Numbers

What is it?

PAYM customers who sign up for a minimum contract of 18 months can nominate another Orange mobile number or landline number connected to the home broadband package, which they can make unlimited calls for the life of their contract. The customer can then add another Magic Number every 6 months after, which will continue even when they are out of contract

Who can have it?

- Customers joining or upgrading on 18 or 24 month contracts

When is it available?

- On-going

How do they get it?

- Customers can register by calling CS, using the Magic Numbers IVR, calling 150 from their handset or register online at orange.co.uk/youraccount.
- Customers on existing legacy talk plans can now have Magic Numbers as a loyalty promotion when they upgrade. With a phone on 18 month contracts or without a phone on 12 month contracts.
- If customers who are on the legacy 'pay for a minute' Magic Numbers proposition complain about not having the new proposition then they can switch to the new offering through customer services. However once they start the unlimited offering they will lose any accrued Magic Numbers and will start with one new Magic Number.

Comms messages:

Following a ruling by the ASA, Magic Numbers positioning needs to be updated with immediate effect. The ASA felt our positioning was wrong because Magic Numbers is not "free" per se, but only free when received as part of an eligible talkplan. So we revised the positioning statement, verified it with Brand and with Legal. The ASA recently responded to us and have accepted this revised positioning:

"Pick an Orange number and enjoy unlimited calls as part of your plan. Add another number every six months, for as long as you stay on an eligible tariff."

Please incorporate this revised wording and the sentiment it catches.

Magic Numbers are available to new and existing customers signing an 18 month contract. A Magic Number can include any Orange UK mobile number or landline number connected to the home broadband package.

6. Sky Sports 24-7

What is it?

The Sky Sports 24-7 Football bundle is a monthly subscription of £4.89 (£5) that will give customers access to all the best football action straight to their mobile. The bundle includes:

- See goals whilst matches are still underway
- Game highlights after the final whistle
- Previews, roundups and archive footage
- Breaking news clips from Sky Sports News
- Daily bulletins, interviews and post match reactions
- Download your favourite Soccerettes
- Best of the jokes and sketches from Soccer AM

The bundle is £4.89 (£5) per month or 50p per clip. When a customer subscribes they will receive their first month free of charge.

Who can have it?

This offer is available to all new and upgrading customers with a 2G/3G video enabled phone.

When is it available?

1 August 2009 – on-going

First month free from 1 August 2009

How do they get it?

At the end of the free period customers will need to opt-in to continue receiving the benefits at the standard cost of £5 per month otherwise it will just come off the customers account. This free period will allow customers to enjoy the benefits before they decide they want it. All other customers can get the bundle for the normal price of £5 per month by visiting the 24-7 Football pages of Orange World in the 'Sport' section.

If they want to continue to receive it, they should reply to the email they're sent closer to the end of their free period or call Customer Services.