

Beat: Sports

## **ORANGE JOINS UEFA EURO 2016 AS GLOBAL SPONSOR WITH EXCLUSIVE WORLDWIDE RIGHTS**

### **AND TELECOMMUNICATIONS SERVICE PROVIDER**

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**USPA NEWS** - Orange announced today being officially joining UEFA EURO 2016's commercial programme as a global sponsor with exclusive worldwide rights, and will also be the Official Telecommunications Service Provider for the tournament...

Orange announced today being officially joining UEFA EURO 2016's commercial programme as a global sponsor with exclusive worldwide rights, and will also be the Official Telecommunications Service Provider for the tournament. This will mark the second time that Orange is collaborating with UEFA to deliver Europe's premier footballing event and the 3rd biggest sporting event worldwide

As Official Telecommunications Service Provider, Orange will be providing all fixed and wireless communications services for the tournament. This includes the responsibility for delivering live match signals from the 10 stadiums in France to broadcasters and fans around the world, as well as providing staff, officials, media, referees and volunteers with connectivity through approximately 25,000 access points and mobile services throughout the tournament.

In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Source : UEFA

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