



Picture and sound quality increase Orange user engagement, tripling their content consumption.

Orange bets on Dolby technologies to build customer loyalty with premium offering.

In its quest for excellence in user experience, Orange is bringing a new premium service to its customers. The offer will feature content in Dolby Vision® and Dolby Atmos® and be integrated into Infinity HomeBox, a home entertainment centre offering the most popular films, series, video games and music. Their customers will now be able to enjoy their favorite content in the best audio and video quality, thanks to these technologies.





Ana López Zamarreño Head of TV Product

The Spanish telecommunications market is one of the most competitive in Europe. With a very broad offer, in which five major players lead the market, basic telephony and Internet services have almost become a standard product. So much so that PayTV services, which provide access to premium content, have become one of the decisive purchasing factors for consumers when deciding which operator to choose.

According to data from the Comisión Nacional del Mercado de la Competencia (CNMC), almost half of Spanish households have a PayTV service, encouraged by the search for content such as films, series, and sporting events, and by the possibility of watching content any time, anywhere.

It is a trend that continues to rise, driven in part by the success of streaming platforms, which offer everything from original productions to classic titles and blockbusters.

The increasing popularity of streaming platforms has had a significant impact on the entertainment industry in Spain and have even become competition for operators who have been forced to incorporate them into their services.

Faced with this challenge it was clear to Orange, the second largest operator in Spain, that it had to differentiate itself from other players by giving consumers the best content offer, not only based on the diversity and quality of the productions, but also by prioritising the user experience for its customers.

In the words of Ana López Zamarreño, Head of TV Product at Orange Spain, the company's objective is to position itself in the most premium segment of the market through a strategy based on "offering differentiating television through the aggregation of those content services most in demand by the market". A quick glance at the operator's catalogue shows how Orange has incorporated

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Netflix, Amazon Prime Video, DAZN and Disney Plus as part of this distinctive offer.

It is not just a question of extending the offer, but of how the user can experience it. Therefore, Orange's strategy involves incorporating the latest innovation, implementing the best technologies to its multi-device service, with a clearly defined goal in mind namely : that "all our customers have a unique experience, regardless of the device on which they consume our service", López Zamarreño adds.

Infinity HomeBox, a home entertainment centre

With this objective in mind, Orange has focused on its new Infinity HomeBox service. This service includes a new decoder or set-top box with new functions that allow users to enjoy the channels and content while also incorporating 24-hour expert support to resolve any queries.

This is where Orange's commitment to differentiate itself from its competitors goes beyond the quantitative offer. The Infinity HomeBox service reinforces Orange's premium positioning, offering a unique and improved experience in football, cinema, series, music, games and even video conferences thanks to its new premium set-top box with Wi-Fi 6, the latest connectivity. In addition to the decoder or set-top box, Orange has developed applications that allow users to enjoy the latest content on their mobile phones.

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The new TV app is available for various platforms, both for Android and iOS, as well as for Smart TVs. "We are committed to making the user experience as accessible and understandable as possible," explains the Head of TV Product at Orange.

The fact that customers can access content from multiple devices poses a challenge for Orange when it comes to guaranteeing the same user experience on all of them. "In the set-top box we have 100% control, but we have to ensure that the experience is the best in terms of usability and when it comes to enjoying content, both video and audio, on any device", said López Zamarreño before adding: "and the only way to ensure this was for our new service to include Dolby technologies, a benchmark in audio and video quality, even for people who don't understand technology".



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A premium entertainment experience

In order to make the experience of watching and listening to the content offered through its television offer unbeatable, Orange has not hesitated to resort once again to its alliance with Dolby, giving it a boost in quality, by equipping its new set-top box with the cutting-edge HDR imaging of Dolby Vision and the immersive sound of Dolby Atmos.

According to the operator, there is a before and after in the decision to include Dolby technologies in its premium offering. "We wanted to launch a device that really makes a difference. It is a device that is aimed at customers who are on high value tariffs and who are enjoying the best content. The most relevant platforms offer these technologies and our goal is to enable customers to take full advantage of these technological conditions".

For this reason, there was no doubt that Orange should embrace Dolby. "We needed the best technologies, both in video and audio," she says.

The immediate consequence? That users watch content enabled with Dolby Vision and Dolby Atmos for longer when they access them through the Orange decoder. So much so that, in some cases, consumption time triples. Ana López Zamarreño believes that "once you enjoy content with Dolby technologies there is no turning back. Its benefits are undeniable, spatial and immersive audio, subtle but full of nuances, and images with vibrant colours and sharper contrasts are features that you don't want to give up". Especially when it is possible to do so in practically all brands of Smart TVs that already offer models compatible with these technologies at affordable prices (in Spain, 65.5% of households have a Smart TV).

"Compared to other set-top boxes, the consumption, satisfaction and time spent by our customers consuming quality content is multiplied." - Ana López Zamarreño - Head of TV Product

Of course, this is also positive for the operator who experiences greater customer engagement, strengthens its relationship with customers, and therefore, their long-term loyalty. Although Orange launched the premium device on the market less than five months ago, the company points out that the sales figures speak for themselves. "Customers are absolutely delighted," says López Zamarreño, who believes that one of the operator's challenges is being met: to change the focus from traditional TV to what Orange calls an "entertainment centre".

This service opens up many possibilities that would previously have been unfeasible in a traditional encoder, offering customers a plan that goes beyond video content and will allow them to enjoy music, gaming, lifestyle, and home applications. The best example of these new uses of this device is its function as a soundbar, through its Audio by Bang & Olufsen system with Dolby Atmos, which allows users to experience the highest quality of sound at home and to access their favourite music via streaming platforms like Amazon Music.



Ana López Zamarreño is clear: "Compared to other set-top boxes, consumption, satisfaction and the time our customers spend consuming quality content is multiplied. These are all benefits, and not only for the customer, but also for our sales channel, which has seen in recent months how this premium service has been prescribed with much more assiduity. Now our offer is more than ever differential".