

2008 data

Investments in content made by Vivendi

2.5 billion euros

Impact and audience

Activision Blizzard	More than 11.5 million subscribers to <i>World of Warcraft</i> ; four of the world's top 10 video games
Universal Music Group	More than one out of every four CDs sold in the world; more than one out of every three CDs sold in the United States
SFR	19.7 million mobile customers; 3.9 million broadband Internet customers; 5.9 million 3G/3G+ customers; more than 2.1 million subscribers to the mobile TV-video offering
Maroc Telecom	14.5 million mobile customers in Morocco (close to 2.6 million in Mauritania, Burkina Faso and Gabon via the subsidiaries); 1.3 million fixed lines in Morocco (227,000 in Mauritania, Burkina Faso and Gabon); nearly 0.5 million Internet lines in Morocco (40,000 in Mauritania, Burkina Faso and Gabon); more than 10,000 TV via ADSL customers and nearly 30,000 3G+ broadband mobile customers in Morocco
Canal+ Group	10.6 million subscriptions; more than 10 million orders via CanalPlay in just over three years; close to 1 million subscriptions to Canal Overseas (Overseas Territories and Departments and Africa); 1.4 million subscribers to Cyfra+ in Poland

Protecting youth

Code of professional ethics	Vivendi	Data and Content Protection Charter / adopted in the business units (see pages 79-80)
	Activision Blizzard	√ (see pages 82-83)
	SFR	√ (see page 83)
Tools for parental control	Maroc Telecom	The TV offering comprises only those channels aimed at all audiences
	Canal+ Group	√ (see www.vivendi.com site > Sustainable development section)
	Activision Blizzard	√ (see page 81)
	UMG	√ (see page 81)
Awareness-raising actions	SFR	√ (see pages 81-83)
	Maroc Telecom	√ (see page 81)
	Canal+ Group	√ (see page 81)

Promoting cultural diversity

Musical diversity	UMG	More than 50 music labels; 60% of physical sales by local artists within a scope including 48 countries; breakdown of total revenues from physical sales by music genre (see page 85)
	SFR	The No.1 mobile-music platform in France with more than 10 million titles downloaded; SFR Jeunes Talents Music: 14,000 artists registered, 24,000 songs uploaded (see www.sfrjeunestalents.fr site)
Audiovisual diversity	Canal+ Group	Financing of 66% of the French-initiative films approved by the CNC; financing of 41 first films; more than 6,000 items of content accessible via CanalPlay (see pages 86-87)
	SFR	SFR Jeunes Talents Photo&Graphic: 4,900 artists registered, 65,000 photos uploaded; SFR Jeunes Talents Vidcast (see site www.sfrjeunestalents.fr)
	Activision Blizzard	8 languages available in <i>World of Warcraft</i> ; 5 languages available in <i>Guitar Hero: World Tour</i>
	UMG France	35 languages sung by artists signed to UMG France
Promotion of languages	SFR	SFR Jeunes Talents Text (see www.sfrjeunestalents.fr site)
	Maroc Telecom	2 languages (Arabic and French) offered by Menara, the Telecom Internet portal; Tamazight alphabet available in the Maroc Telecom mobile offering
	Canal+ Group	16 languages used by Studio Canal for subtitling films; 5 satellite platforms operated by Canal Overseas (Africa, Caribbean, Indian Ocean, Pacific, Maghreb) enabling promotion of the French language outside of Metropolitan France

Sharing knowledge

Access to new technologies

Mobile coverage	SFR	Nearly 99% of the French population; more than 92% of the territory in GSM/GPRS; 72% of the French population in 3G/3G+
	Maroc Telecom	More than 97% of Morocco's population
Internet coverage	SFR	21.9% of the fixed-line broadband Internet market
	Maroc Telecom	More than 98% of ADSL Internet access; more than 50 million Internet users and 175 million pages read on Menara, the Maroc Telecom Internet portal (see page 90)
Fiber optics and reduction of the digital gap	SFR	50,000 km of fiber-optic cable deployed (including 7,500 in partnership with local government); investment of 150 million euros for the "Out-of-coverage areas" program (end 2008: 97% of municipalities covered) (see pages 72-73)
	Maroc Telecom	Morocco: responsibility for 80% of the Pacte universal service program (coverage of 7,338 localities by 2011) (see page 72) Mauritania (Mauritel): in 2008, deployment of 500 km of fiber-optic cable for coverage of 1.03 million inhabitants; coverage of 10 highways, 16 cities and 18 rural localities; Burkina Faso (Onatel): as of the end of 2008, deployment of Internet access within a radius of 15 km around 42 rural localities and 9 urban localities