



press release

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Orange Business Services' Real Times goes digital

Orange Business Services are taking Real Times, their quarterly publication aimed at CEOs and senior directors, online.

The development of the digital presence has been masterminded by their incumbent agency, Semaphore, who developed the original concept of the Real Times newspaper-style publication in 2004 and refreshed and doubled its content last year. Real Times is the authoritative voice on major trends and issues and emerging markets in technology as well as providing news from Orange Business Services.

Until now a print only version of Real Times has been mailed out to c.15,000 leaders of top global companies.

But over the past 12 months Orange Business Services has been looking to move Real Times onto the next level, offering subscribers of the printed version a complementary digital partner with a supporting website.

James Knight, Account Director at Semaphore, said the advantages of the change are many:

Knight commented:

“We have been working with Orange Business Services to broaden the readership and this move to offer Real Times in digital format as

well as a print version means subscribers can access real-time articles to their BlackBerries and it also introduces a social aspect via Twitter, LinkedIn, Delicious and other networking platforms.

“This also gives readers the opportunity to change their subscription from print to digital format, cutting down on paper, and it enables Orange Business Services to enter into dialogue with customers to get input into solutions, through online opinion polls, blogs and feedback.”

Bill Douglas, Head of International Customer Communications at Orange Business Services, said:

“We are very excited by this new move, which means we can offer the mix of independent articles and bite-sized information to more global decision-makers such as CEOs, senior executives and senior IT and technology specialists than we have so far. Like the printed version of Real Times, the digital product will be high level, focusing on business issues and solutions as opposed to technical details.

We have a long-standing, strong relationship with Semaphore and once again we are delighted with their handling of this new project.”