

Rabat, December, 3rd 2010

Maroc Telecom is launching the Universal Music Plan

Maroc Telecom is launching a new mobile plan to young people. At MAD 99 per month, this plan is offering 60 minutes communication, 300 SMS/MMS, exclusive and unlimited access to a rich and original music videos catalog from Universal Music and 4 MTV's channels.

The Universal Music Plan is a partnership between Maroc Telecom, Universal Music, world's leading music company and the pioneer in digital music retailing, and MTV, TV channels specialized in music videos broadcasting.

Watch on their mobile streaming music videos ceaselessly renewed and enriched from the catalog of Universal Music, access to the 4 MTV channels, keep in touch with close persons through 60 minutes of communications to all domestic and International** destinations and 300 SMS/MMS to all national operators: Maroc Telecom is offering all this at the same time to young people in one plan, for only MAD 99.

To enable them to fully benefit from the Universal Music Mobile Plan, Maroc Telecom makes available a wide range of handsets from MAD 0*. They will also participate in dedicated activities and contests and benefit, free of charge, from mobile money transfer services; Mobicash.

The Universal Music Plan, built on complementary know-how, reflects the Maroc Telecom willingness to satisfy better the expectations of young customers, eager for new contents and communication but anxious to control their budget.

* With a 24 months contract

** International landlines calls in area 1 for the same price as national calls



Universal Music is the world's leading music company and the pioneer in digital music retailing. This subsidiary of Vivendi offers the largest recorded music catalog in the world with international groups of artists and big stars like Louis Armstrong, Alain Bashung, James Brown, Eric Clapton, Elvis Costello, Frank Sinatra, Serge Gainsbourg, Bob Marley, Nirvana, Luciano Pavarotti, Edith Piaf, Michael Jackson, The Police, The Rolling Stones, Caetano Veloso, Herbert von Karajan, U2 and artists of the moment like Amy Winehouse, Rihanna, Lady Gaga, Justin Bieber, Enrique Iglesias, Eminem, Mylène Farmer.



MTV (Music Television) is an American television channel specializing in music videos broadcasting. MTV broadcasts music videos of greatest artists through its 4 channels. MTV channels are now broadcasted in 171 countries; they are considered the most popular channels in France. Its shows like Dismissed, Room Raiders, MTV Made, MTV Cribs, Jackass, Famous face or Pimp My Ride (a very popular car tuning show) attract a young audience, with an average age of 20.



A full-service telecommunications operator, Maroc Telecom is the domestic market leader in all its business activities. Maroc Telecom was listed on the Casablanca and Paris stock exchanges in December 2004 and its main shareholders are Vivendi (53%) and the Kingdom of Morocco (30%).

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