

## In Brief: Orange offers free U.K. broadband

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Wireless provider Orange will reportedly offer free broadband to its British customers when its merger with ISP Wanadoo goes into effect next week.

The Guardian reported Thursday that the offer would be available to wireless subscribers and would also include a bundle of low-cost fixed-line calls.

The move is an attempt to prevent rival Carphone Warehouse from luring away customers with its TalkTalk residential phone service. TalkTalk's similar free broadband offer requires an 18-month commitment, while Orange will ask for a two-year contract.

The Guardian said the plan was awaiting approval from Orange's parent company, France Telecom, but there was already a major U.K. advertising campaign waiting in the wings.

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