

Dailymotion and TubeMogul Partner for Global Expansion

World's largest independent video sharing site inks strategic partnership with Berkeley startup for leading online video distribution and analytics technology.

Berkeley, CA and Paris, France (PRWEB) September 19, 2007 -- TubeMogul, the leading online video distribution and analytics company, today announced a strategic partnership with Dailymotion, the world's largest independent video sharing site.

Under the partnership, Dailymotion will be added as a distribution option in TubeMogul's popular Load & Track service that allows video creators, advertisers and marketers to upload videos once and have them automatically deployed to multiple top video sharing sites. Dailymotion users will also be offered free access to the Load & Track integrated analytics. This functionality will allow users uploading content to Dailymotion's worldwide network of localized video entertainment sites to track visitor statistics on a regional basis.

"We see TubeMogul's Load & Track distribution tool as a great opportunity for U.S. growth, and believe that our expertise in Europe and elsewhere will be a great benefit to TubeMogul," said Joy Marcus, Dailymotion general manager for the US.

Added Brett Wilson, TubeMogul's co-founder and CEO, "Size aside, Dailymotion is known for its cutting edge technology, and that alone makes it an invaluable partner in our efforts to enable video creators and advertisers around the world."

About TubeMogul

TubeMogul is an online video analytics and distribution company serving video creators large and small who need independent information about video performance on the Internet and an easy way to deploy their work to the Web's top video sharing sites. TubeMogul's analytic technology aggregates video-viewing data from multiple sources to give creators improved understanding of when, where and how often their videos are watched, track and compare what's hot and what's not, measure the impact of marketing campaigns, gather competitive intelligence, and share the data with colleagues or friends. www.tubemogul.com.

About Dailymotion

A top 50 website worldwide (source: Alexa), Dailymotion is the world's largest independent provider of premium user generated and licensed online video entertainment. Every day, 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites, where a programming team turns the user generated and licensed content into a high quality, entertainment experience for the 3 million daily visitors. Using the most advanced technology for both users and content creators, Dailymotion provides a high quality video in a fast, easy to use Web site that also automatically filters infringing material (soon to be released). Dailymotion's mission is to provide the best possible entertainment experience for users and the best business experience for content owners. For more information, visit www.dailymotion.com.

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