

Dailymotion Launches Largest Independent Online Video Entertainment Site in the US

- *Dailymotion recruits executive team from MTV Networks and Time Warner to lead US and international efforts*
- *Team brings programming and management experience to Dailymotion*
- *Dailymotion's programming team creates site specifically tailored to US audience*

NEW YORK – (July 10, 2007) – Dailymotion, the world's largest independent video sharing site, today launches a US version of the popular site. The localized US portal to Dailymotion delivers the highest-quality online video entertainment experience, with premium-level programming and superior video streaming and viewing technology. The US site also launches with the MotionMaker program that identifies and rewards outstanding contributors to the Dailymotion creative community.

Dailymotion's US launch is accompanied by planned implementation of monetization strategies for both content partners and for Dailymotion. These monetization programs for content partners, which will include banner and innovative forms of in-video advertising, enable even the most global of advertisers to reach consumers at the most local level. Advertisers will be able to reach one of the largest online audiences through the use of contextual in-stream ads as well as via niche and behavioral targeting through channels. Revenue sharing agreements are available to media companies as well as individual content creators through the MotionMaker program.

Dailymotion's US and global expansion is being led by an expanded media industry executive team. Catherine Mullen, former General Manager of MTV UK and Ireland and executive vice president of fuse, will be leading international content acquisition and development initiatives. Joy Marcus, former senior vice president of global marketing at Time Warner, will be heading Dailymotion's US expansion, the site's biggest market outside of France. Mullen and Marcus, along with distribution and German head Werner Brell, previously worked together at MTV Networks. The International management team is rounded out in the UK by Michelle Goff, who will be in charge of talent partnerships and sponsorships.

In addition to the new media industry senior management team, Dailymotion has recruited a specialized creative and programming team. Danny Passman, formerly of MTV Networks and a development executive at fuse and VH1, is leading one of the first teams in the role of senior creative director. Passman's team will be working with existing content, the MotionMaker program and the professional community to turn user-generated content into high-quality video entertainment.

"Dailymotion's mission is to create an online video entertainment and distribution company that will bring substantial revenues to content owners while still protecting the rights of creators," said Benjamin Bejbaum, Co-founder and CEO of Dailymotion. "At the same time, we will be taking the lead in nurturing an independent online creative community through our Motionmaker Program. We welcome the online community to join the creative revolution with us."

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.

www.dailymotion.com.