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## **Dailymotion Provides Equal Time for Election 2008 by Donating One Full Day Each to Obama/Biden and McCain/Palin Videos**

*Several million viewers expected to see candidate related videos on October 28th (McCain/Palin) and October 29th (Obama/Biden)*

*Dailymotion home page will be dedicated exclusively to candidate related video*

*Channels – from Politics to Family to Animals – will feature candidate videos*

New York, NY – October 27, 2008 – Dailymotion, one of the world's largest independent video entertainment websites, today announced two special days of video programming that will allow users to express themselves in the face of the upcoming US presidential elections.

On two separate days, Dailymotion's homepage will be dedicated exclusively to the major-party candidates. Starting with John McCain and Sarah Palin on October 28th and continuing with Barack Obama and Joe Biden on October 29th, Dailymotion's US homepage will feature only videos relating to the respective candidates.

To upload or view videos, users can visit Dailymotion's Politics Schmolitics group at <http://www.dailymotion.com/group/politicsschmolitics>. All videos uploaded by users will be considered through Dailymotion's Motionmaker program by the programming team for the equal time days. Users uploading videos can apply to the Motionmaker program at <http://www.dailymotion.com/profile/motionmaker>.

Following Dailymotion's curated approach, the site's programming team will select videos from among a multitude of contributors including professional studios as well as individual users. Users are invited to contribute original videos or to provide suggestions, via comments in Dailymotion's already active Politics Schmolitics group.

"Dailymotion has always strived to feature the highest quality political content, whatever the source and mode of expression—from the most serious analysis to the most irreverent satire," commented Joy Marcus, Dailymotion's general manager, US. "As one of the world's largest video sites, political expression is in our DNA, and we're raising the bar by dedicating our site on two separate days to the upcoming election."

### **About Dailymotion**

A top 50 website worldwide, Dailymotion is one of the world's largest independent video entertainment website and the second largest video website overall (source: comScore, June 2008). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites. In June 2008, 38.8 million unique users streamed over 855 million videos including curated content from premium and Motionmaker creative contributors (source: comScore, June 2008). Using the most advanced technology for both users and content creators, Dailymotion provides high-quality and HD video in a fast, easy-to-use website that also automatically filters infringing material. Dailymotion's mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection. For more information, please visit <http://www.dailymotion.com>.

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