



## **Dailymotion and Hulu Announce Strategic Distribution Partnership**

*Deal with Hulu adds content from major television and film studios to one of the fastest-growing Web video sites in the U.S.*

New York, NY -- March 2, 2009 -- Dailymotion, one of the world's largest independent video sharing sites, today announced a distribution agreement with Hulu, an online video service that offers hit TV shows, movies and clips at Hulu.com and other online destination sites -- all for free, anytime in the U.S. The deal with Hulu follows Dailymotion's strategy of delivering the highest-quality online video entertainment experience, with premium-level programming and superior video streaming and viewing technology.

The agreement with Hulu will give Dailymotion's audience access to an additional 40,000 premium videos from Hulu's extensive online video library, including full-length episodes from major television studios, full-length feature films from major film studios, as well as news and other content from more than 130 content providers.

Following Dailymotion's curated approach, the additional videos from Hulu will be programmed in channels including Funny, Film & TV, Music and Sports & Extreme along-side the site's library of licensed professional and Motionmaker independently produced content. Using tools including Dailymotion's Videowall, Videozap or Jukebox, viewers will also be able to program Hulu content into their own channels and playlists and share it with friends.

"Dailymotion is delighted to partner with Hulu to bring some of the best in Web video entertainment to our audience," said Joy Marcus, General Manager of Dailymotion US. "We're confident that our audience will benefit not only from the addition of such an impressive line-up of content, but also from the premium entertainment experience offered by Dailymotion's advanced technology. In addition to the shows they already know and love, we'll help them find new favorites through our programmed-channel approach."

### **About Dailymotion**

A top 50 website worldwide, Dailymotion attracts over 44.2 million unique monthly viewers worldwide (source: comScore, January 2009). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of 18 localized video entertainment sites. In January 2009, Dailymotion delivered over 914 million videos to users including curated content from premium and Motionmaker creative contributors. 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 notified by content owners. 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 [www.dailymotion.com](http://www.dailymotion.com).