



# Dailymotion

## ***Dailymotion Türkiye Launches in Partnership with MCD Digital***

### ***Partnership Extends Dailymotion's Reach and Content Offering in the Turkish Market***

*Istanbul – April 14, 2009* - Dailymotion, one of the world's largest video entertainment site partners with MCD Digital to start its local operation in Turkey with expanded local content presented in a localized Turkish site. The site is accessible to all at [www.dailymotion.com.tr](http://www.dailymotion.com.tr) or [dailymotion.com/tr](http://dailymotion.com/tr). The Dailymotion Türkiye launch will further extend the site's reach, local content volume and interaction with the Turkish audience.

The Turkish version of Dailymotion will deliver the highest-quality online video entertainment experience, with premium-level local and international programming through a rich video technology. As with Dailymotion's other localized sites, the Turkish homepage will be programmed by dedicated MCD Digital editorial professionals to specifically promote the content that is most relevant to local viewers.

The new localized site will follow Dailymotion's approach, whereby licensed content and creative contributions from the Motionmaker program are programmed together in channels that reflect viewers' interest areas. This highly-curated approach provides the best entertainment experience to viewers.

Thanks to MCD Digital's local partnerships with Content Providers and Media Companies, the video site will offer series of new programming and premium content for the Turkish users. Turkish visitors, for example, will have direct access to quality premium content including MTV Türkiye local programming, Sony Music videos.

"Not only we will be adding fresh premium content such as special Oscar red carpet scenes, live performances and flash news videos, we will also continuously promote creatives content from Turkish talents and benefit from Dailymotion's global footprint to give them increased visibility" said Cenk Oflaz, CEO of MCD Digital.

"This partnership with MCD Digital will strengthen our position in Turkey, the 7th largest Internet market in Europe. We are delighted as it will provide Turkish users with a richer and more relevant experience. It will also bring Dailymotion closer to local advertisers interested in reaching heavily engaged users through innovative formats", commented Luc Dumont, Dailymotion's Vice President of International Expansion.

### ***About Dailymotion***

A top 50 website worldwide, Dailymotion Network attracts over 47,9 million unique monthly visitors worldwide (source: comScore, February 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).

### ***About MCD Digital***

One of the leading online media network in Turkey, MCD DIGITAL owns, operates, licenses, online services and carries out certain activities in digital media including but not limited to content production, sales, marketing, licencing and/or distribution of digital content.

MCD Digital Network consist of the best brands and sites of its category. Out of 6M broadband subscribers in Türkiye, MCD Digital Network today reaches 3.5M Unique Users every month in Türkiye and doing this only with quality content. MCD Digital meanwhile giving turn key advertisement and marketing solutions for advertisers and works with top brands in the Territory. MCD Digital's mission is to bring always the most creative, entertaining and quality content for Turkish internet users and for advertisers to be the always the network in terms of return of investment.