



Dailymotion Launches Multiple Video-Based Advertising Formats

Advertisers and marketers to benefit from the broadest range of in-video ad formats

Options now including Toaster, Home Theater and Companion Logo ads

New York, NY – January 4, 2008 – Dailymotion, the world's largest independent video entertainment website (source: comScore, November 2007), today announced the addition of multiple innovative video-based advertising options, augmenting the company's existing menu of ad formats and integrated branding opportunities. This announcement confirms Dailymotion's format-agnostic approach of delivering a range of options to allow advertisers to pick the format that best fits their communication needs.

Dailymotion's new advertising options include:

- **Toaster ad:** Advertisers have the ability to inject an animated flash mini-commercial overlay into Dailymotion's library of professional videos. Mini commercials, which appear at the bottom portion of a video, are mostly transparent, and disappear after 10 seconds. When the "toaster" ad appears onscreen, the viewer has the option to watch more about the commercial and is then taken to a "player within the player," where he or she is encouraged to interact with the advertiser's content. The video then continues to play after the user is finished viewing the ad. The Toaster ad is always accompanied by a synchronized 300x250 display ad unit at the right end of the video player.
- **Home theater ad (video skin):** The Home Theater ad unit wraps around the video programming and can click-thru to the URL of the advertiser's choice. Professional videos only are included in this advertising program.
- **Companion Logo ad:** A dynamic and clickable 3D logo appears in the left corner of a video 10 seconds into the viewing of the video, and disappears after 10 seconds. If the viewer clicks on the 3D logo, a small window opens with a dedicated advertising message and offers the opportunity to interact with the brand. The Companion Logo ad is always accompanied by a synchronized 300x250 display ad unit at the right end of the video player. Professional videos only are included into this ad program.

These new media opportunities are adding up to the stable of Dailymotion's already existing formats and products, including the 300x250 display ad unit, home page and thematic channel brandings, a buzz/virality package, call for uploads, as well as pre-rolls and post-rolls. In the coming weeks, Dailymotion will introduce a revolutionary HD advertising product, specifically targeted to marketers in the entertainment category.

"Dailymotion realizes that different marketing campaigns require different formats. We've remained ad platform agnostic in order to provide an array of approaches that can be catered to the specific needs of each advertiser," commented Frederic Bellier, Senior Vice President, Global Media Sales for Dailymotion. "Our full suite of solutions gives marketers the greatest opportunity to select the best choice for each campaign. This better enables them to achieve the maximum impact and the highest investment return."

About Dailymotion:

A top 50 website worldwide, Dailymotion is the world's largest independent video entertainment website (source: comScore, November 2007). Every day, over 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 its 32.3 million monthly

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unique users (source: comScore World Metrix, November 2007). In November 2007, Dailymotion registered 667 million video views across its global network. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality video in a fast, easy-to-use Web site 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>.