



Dailymotion to Deliver UGC Web Video in High Definition

High definition video upload available for both Professional and MotionMaker UGC content contributors

Users to automatically enjoy HD viewing

New York, NY – February 19, 2008 – Dailymotion, the world's largest independent video sharing site, today announced the launch of a high-definition video player. Representing Dailymotion's drive to deliver the highest quality web video entertainment, the new player enables High Definition (HD) upload and playback. Users in Dailymotion's MotionMaker program for the most creative UGC and all of Dailymotion's professional content partners will be able to upload videos in HD.

Effective immediately, Dailymotion's users will also be able to view these videos in HD quality playback. The Dailymotion system will automatically detect and deliver HD quality video to users with the appropriate bandwidth. All other users will continue to view high quality video in Dailymotion's standard High Quality (HQ) resolution.

Dailymotion is the first major web video sharing and entertainment site that has ventured into HD. The new video player incorporates HD while still retaining all functionality for sharing, embedding and navigation.

"Dailymotion consistently strives to provide the best possible experience to our viewers, contributors and advertisers," said Mark Zaleski, CEO of Dailymotion. "The debut of our high-definition player reinforces our commitment to delivering both the best content and the most advanced technology. These factors have been fundamental to our rapid growth and success worldwide, and we look forward to bringing more improvements and features to the site in the near future."

About Dailymotion:

A top 30 website worldwide (source: Alexa), Dailymotion is the world's largest independent video entertainment website (source: Alexa; comScore, December 2007). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites, where the site's creative directors turn the user-generated and licensed content into high-quality entertainment for its 40-plus million monthly unique users. In December 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>.