



## **Dailymotion Adds New Channels to Programmed Line-up**

*New channels include Latino, Gay & Lesbian, Life & Style and College*

*Line-up expands video entertainment site's reach to target major consumer segments*

**NEW YORK, NY – March 18, 2008** – Dailymotion, the world's largest independent video sharing site, today announced the addition of several new selections to the site's growing list of popular channels. The new channels, Latino, Gay & Lesbian, Life & Style and College, will provide additional user-friendly destinations for Dailymotion's growing audience to locate the most relevant and entertaining content.

Dailymotion is one of the first major video entertainment sites to launch a channel specifically catering to the gay and lesbian community, who, along with the Latino community, comprise some of the site's most active users. The Gay & Lesbian and Latino channels will explore these unique cultures through programming including music videos, lifestyle vlogs, sketch comedy and stand-up videos, film trailers, travel videos, web originals and Hollywood TV programs.

As with Dailymotion's existing thematically-categorized channels such as Funny, Music, News & Politics and Sports & Extreme, the new channels will be specially programmed by Dailymotion's creative managers to feature videos from both professional content producers as well as from Dailymotion's Motionmaker program for its most creative users."

"Dailymotion's strategy of programming professionally produced, licensed videos alongside user-generated videos allows us to deliver a comprehensive selection of content while also making it easier for our audience to discover, view and share the videos they love," commented Joy Marcus, Dailymotion's US general manager.

"Dailymotion recognizes our most active communities, and we're happy to provide them with specialized areas on our site to make it easier for them to search for content or to upload their own creative work," said Danny Passman, Dailymotion's senior creative director. "We also look forward to reaching a host of new users and we are confident that our user-friendly interface and high-quality viewing experience will allow Dailymotion to become their preferred online video destination."

### **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 50-plus million monthly unique users. In January 2008, Dailymotion registered approximately 800 million video views across its global network. The site's Motionmaker program is designed to identify and encourage the most creative users on Dailymotion. 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>.

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