



## **Dailymotion Launches "The Truth About Dailymotion Videostars" Program for its Motionmaker Community**

*Dailymotion creative contributors get opportunity to receive Pop-Up Video treatment by the original creator of VH1's popular program*

New York, NY - June 27, 2008 - Dailymotion, the world's largest independent video sharing site, in conjunction with Tad Low, creator of VH1's popular Pop-Up Video program, today announced the launch of "The Truth About Dailymotion Videostars." An innovative opportunity for the site's Motionmakers contributors, the new program will enable original content producers to submit videos for consideration to receive pop-up video treatment as in the classic music video show.

By joining Dailymotion's Truth About Dailymotion Videostars group, accessible at <http://www.dailymotion.com/group/TheTruthAbout>, Motionmaker creative content contributors can elect to have their videos included among the "popped-up" selections. As with the original VH1 videos, bubbles called "info nuggets" will appear approximately every 5-10 seconds throughout each selected video. Written by original series' creator Tad Low, the pop-ups will contain the same kinds of trivia, witticisms and random information that enabled the VH1 program to become a veritable cultural phenomenon.

"We at Dailymotion are awestruck and inspired every day by the superior quality and high entertainment value of the videos uploaded to our site by the creative community through our Motionmaker program," stated Joy Marcus, Dailymotion's general manager, US. "We're delighted to team up with another creative genius, Tad Low, for this project, and we look forward to the amazing and hilarious videos that are sure to result."

"Dailymotion's online videos are just as fertile ground for popping as any Mariah Carey music video," added Pop-Up Video Creator Tad Low. "We can't wait to aim our well-honed bubbles on Dailymotion's crop of creative Motionmakers."

### **About Dailymotion**

A top 50 website worldwide (source: Alexa), Dailymotion is the world's largest independent video entertainment website (source: comScore, May 2008). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites. Every month, over 37 million unique users (source: comScore, April 2008) stream over 900 million videos 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 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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