



PRESS RELEASE

Strategic alliance between Dailymotion and TV France International for a professional VOD service

Cannes, 7th April 2008

Dailymotion, the number 1 worldwide independent video sharing website, and TV France International, the association of French TV program exporters, today unveils an agreement to offer international buyers a service allowing them to screen French programs distributed in the international market in their entirety and on demand.

Hosted on a private section of the Dailymotion website, the programs will only be accessible from the TV France International website (www.tvfrance-intl.com) to international buyers duly accredited by TV France International. The Rendez-Vous 2007 video library (around 800 titles) is already available. Other videos will be put on line progressively by TV France International members.

« This partnership offers a unique tool to foreign professionals in order to access what the French have to offer at any time or any place » says Mathieu Béjot, Executive Director of TV France International. *« Our objective is to reach 4000 titles for autumn , before Mipcom 2008».*

At the same time, Dailymotion will offer TV France International a branded space in the public section of the website where member companies of TV France International could put on line trailers or whole programs, which certain companies will wish to exploit in this way, as per the agreement model recently signed by Dailymotion and USPA.

« This agreement confirms the multiple facets the cooperation of Dailymotion can offer the cultural sector. We are particularly proud to help the international penetration of the French TV industry through this innovative partnership » says Martin Rogard, Director France of Dailymotion. *« Whether it be in a private or a public section, Dailymotion represents an ideal means of exposure for creators ».*

About TV France International

The association of French TV program exporters includes 140 companies in the industry - producers, distributors, distribution departments of French channels – which together represent 90% of export revenues for the sector. The TV France website presents more than 20,000 program references available on the international market. The next Rendez-Vous, the French program market organised by TV France International, will take place in Biarritz from 8th to 12th September. More than 800 recent programs will be available for screening to around 220 buyers coming from over forty countries. For further information: www.tvfrance-intl.com

Contact TV France International

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About Dailymotion

Number 1 worldwide independent video sharing website, Dailymotion offers the best content, whether it is conceived by users or coming from partnerships. Always central to the website, independent creation is celebrated, notably with the exclusive program Motionmaker, which helps and spotlights 4,000 of the website's most creative users (February 2008). Classified as one of the 60 most visited websites worldwide (source : comScore World Metrix, February 2008), Dailymotion presents six variations of its home page (France, Great Britain, Germany, Spain, Italy, USA) offering distinctive local content. In February 2008, the website welcomed 34.7 million visitors (source : comScore World Metrix) and recorded 1.5 billion pages viewed (source : Xiti, mesure site-centric). For further information: <http://www.dailymotion.com>.

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