“While it will clearly be very difficult for any video site to replicate what YouTube has accomplished, Dailymotion.com is stating the strongest case at the moment, both domestically and internationally.”

(ERIN HUNTER, COMSCORE’S EVP OF MEDIA AND ENTERTAINMENT SOLUTIONS, JUNE 2007)

The Largest Independent Video Sharing Site Worldwide

Unique Visitors per Month
33,100,000

Video Views per Month
600,000,000

Page views per month
1,066,764,763
Our users are engaged and attractive

- Three-quarters under age 44
- 56% Male; 44% Female

Dailymotion has millions of users who are more than just casual video viewers

7.5 Million
Registered Members
15K new members per day

250,000 motionmaker videos
70mm motionmaker views to date
Compared to ISPs, video sharing sites overall have a far higher degree of user engagement

**Time Spent Per Visit (France)**

- **YouTube**
- **Dailymotion**
- **AlloCine**
- **Google Video**
- **France Televisions VOD**
- **Lyco Europe Movie**
- **Premiere.fr**
- **L Internaute Movies**

*Source: Médiamétrie/NetRatings, June 2007

**Dailymotion** is about **community** where **users** watch, share, produce and interact everyday.

**Dailymotion** is about **content**
We bring to our community the best of user-created and premium video content

**Dailymotion** is also about **quality**
We engage in a close relationship with our most talented users, helping them get public recognition and a financial reward for their work

**Dailymotion** is a **mass-media** with **collective intelligence**
Dailymotion is a multi-media device service

Development highlights

• Growth driven by:
  – *Market dynamics*
  – *Superior product*
  – *Localization strategy*

• Strong focus on:
  – *Creative content*
  – Creating marketing opportunities around that community
Growth driven by **market dynamics**

- **Market dynamics**
  - Increasing levels of high-speed internet access driving video usage

Growth driven by **superior product**

- **Superior product**
  - One of the easiest-to-use and most viral video platforms on the web, with increasingly strong social networking services
  - Proven and scaleable technical infrastructure in place to handle significant levels of traffic
Growth driven by *localization strategy*

- *Localization strategy*
  - Offices in Paris, New York, London and Berlin… and more to come
  - 6 local home pages and 14 languages available on the site

Creating a Community of Creative Users

- Strong editorial focus
  - Regional teams of creative agents looking for quality content and creative users
- MotionMaker program allows:
  - Our best creative users upload unlimited size videos, and we give them strong visibility
- A huge success:
  - 250,000 MotionMaker videos, with over 70 million views
  - Program implemented in US, FR, UK and Germany

MotionMakers’ creations are featured on the home page as “video stars” to create exposure and buzz
Creating marketing opportunities around that community

Customize the header of the 300x250 hosting your video content

Your embedded video content in 300x250 ROS on the Dailymotion Network

Guaranteed number of videos viewed

Benefit from Dailymotion’s community features to generate buzz inside and outside the Dailymotion Network

*Offer subject to the following conditions:
- Video content must NOT include TV commercials
- Minimum requirement of 3 different videos
- Length of individual videos: 60” minimum

The embedded video redirects the user towards a Player Page or dedicated Branded Space

November 2, 2007

Columbia Institute for Tele-Information – November 2007