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## **Dailymotion strengthens its protected video detection system with Ina's "Signature" technology**

**Ina, the world's largest digitalised image bank, and Dailymotion, the leading worldwide independent video sharing site, today announced the signing of a partnership agreement. Its aim is the more effective protection of videos which are covered by copyright on the Dailymotion platform by the use of Ina's "Signature" technology.**

Developed by Ina research teams, the technology will soon be introduced on six localised Dailymotion sites in the 13 languages currently available. This solution will enable more effective **detection of protected videos as they arrive at the video sharing platform**. If content is first signed and protected by a producer or a broadcaster using "Signature" technology, it can be automatically detected, and thus rejected, before being put online. The solution will thus enable Dailymotion to bolster its global system for the detection of content protected by copyright, and to focus instead on content supplied by its media partners, or produced by site users thanks to its exclusive MotionMaker programme (1,800 creators to date).

Ina's innovative technology is based on a signature, or digital fingerprint, which constitutes a unique genetic code for a sequence of images.

Canal+ announced in mid-July 2007 that it was intending to use this technology to protect its content. Other broadcasters and producers are expected to shortly announce their adoption of this technology to sign their audiovisual content, and thereby prevent any unauthorised use.

The new agreement reflects Dailymotion's repeatedly asserted determination to collaborate with copyright holders. This is why the company is setting up a comprehensive system to combat copyright violations. After introducing a hashing system to block videos which have already been rejected, and an audio fingerprinting solution, Dailymotion is once again demonstrating its commitment to the cultural community by choosing highly efficient Ina video fingerprinting technology which has gained widespread recognition.

"This agreement shows that Ina has become a major player in the digital revolution, not only in the field of archives and archive exploitation, but also in research and protection. A trailblazer in all these key areas for the future, Ina is clearly asserting its international ambitions", said Emmanuel Hoog, Ina President and Director General.

*"Dailymotion's policy has always been to develop active and harmonious collaboration with its content-producing partners,"* said Martin Rogard, Head of Content at Dailymotion. He added: *"With this agreement, and the introduction on the platform of this technology, which is becoming an industry standard, Dailymotion is taking a decisive step forward, strengthening its status as an ideal space for encounters between creators and internautes".*

Encouraged by this first stage of collaboration, the two companies mean to develop their partnership. Discussions are continuing on issues such as making Ina's vast catalogue available to Dailymotion users in the near future.

### **About Ina:**

*Since February 2004, Ina has been providing professionals with a unique service worldwide at inamedia.com, the first global bank of digitalised audiovisual archives available online. Ina is also a research laboratory and the number one European centre for training in the audiovisual and multimedia professions.*

*Since April 2006, the general public has been provided with direct access, for consultation or downloading, to more than 100,000 television and radio programmes on ina.fr. This offering is to be expanded by a further 50,000 programmes a year, and in October will be extended into the field of teaching with Apprendre, an online audiovisual educational system.*

### **About Dailymotion:**

*Founded in February 2005 by Benjamin Bejbaum and Olivier Poitrey, Dailymotion is the world's leading independent site for sharing videos created by its users (MotionMaker programme) and videos covered by its partnership agreements. Dailymotion's site offers 6 local versions of its home page, translated into 14 languages. One of the 50 most visited sites in the world, Dailymotion saw visits increase by more than 75% in the second half of 2007 (Source: Alexa). In August 2007, the site received more than 37 million visits, with more than 1.3 billion pages viewed per month. Further information available at: [www.dailymotion.com](http://www.dailymotion.com).*

contacts

**Ina**  
Martine Tomasso  
+33 (0)1 49 83 22 11  
mtomasso@ina.fr  
[www.ina.fr](http://www.ina.fr)

**Ballou PR for Dailymotion**  
Jérôme Richard/Stéphanie Bonnet  
+33 (0)1 42 22 94 44  
jerome@balloupr.com/stephanie@balloupr.com