



Dailymotion announces global implementation of Ina's video fingerprinting system

- *Ina's "Signature" technology to provide detection of videos covered by copyright*
- *Copyrighted content can be detected and rejected before being put online*
- *System to be fully implemented by early 2008*

October 17, 2007: Ina, the world's largest digitized image bank, and Dailymotion, the largest independent video sharing site, today announced the signing of a partnership agreement to protect copyrighted video content on the Dailymotion platform using Ina's "Signature" technology. Ina's innovative technology is based on a signature, or digital fingerprint, which constitutes a genetic code representing a sequence of images.

The Ina technology is being implemented across all localized Dailymotion sites and in all 14 languages currently available. If content is protected by a producer or a broadcaster using "Signature" technology, it can be automatically detected and rejected. 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 program.

"With this agreement, and the introduction on our platform of this technology, Dailymotion is taking a decisive step forward, strengthening our status as a leader in copyright protection," said Joy Marcus, Dailymotion's General Manager for the US. *"We continue to collaborate closely with all of our content partners to provide the best environment for their content and the best experience for our users."*

"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's President and Director General.

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 protect their audiovisual content, and thereby prevent any unauthorized use.

About Ina

Since February 2004, Ina has been providing professionals with a unique service worldwide at inamedia.com, the first global bank of digitized 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 programs on ina.fr. This offering is to be expanded by a further 50,000 programs a year, and in October will be extended into the field of teaching with “Apprendre,” an online audiovisual educational system.

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About Dailymotion

A top 50 website worldwide (source: Alexa), Dailymotion is the world's largest independent provider of premium user generated and licensed online video entertainment. Every day, 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites, where a programming team turns the user generated and licensed content into a high quality, entertainment experience for the 3 million daily visitors. Using the most advanced technology for both users and content creators, Dailymotion provides a high quality video in a fast, easy to use Web site that also automatically filters infringing material (soon to be released). Dailymotion's mission is to provide the best possible entertainment experience for users and the best business experience for content owners. For more information, visit www.dailymotion.com.

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