



Dailymotion Announces Full Implementation of INA Technology for Detection of Copyrighted Video

Paris, France and New York, NY – February 25, 2008 – Dailymotion, the world's largest independent video sharing site, today announced full implementation of INA's "Signature" technology across all localized and local language Dailymotion sites. Dailymotion's use of video filtering technology follows several other copyrighted material protection initiatives throughout the site, including a hashing system, blocking videos that have already been removed from the site and use of an audio fingerprinting solution. In addition, Dailymotion is an original signatory to the UGC Copyright Principles <<http://www.ugcprinciples.com/>>. Implementation of INA video fingerprinting technology reinforces Dailymotion's leadership position in providing the most advanced copyright protection system for content owners.

INA's innovative image-based technology is based on a signature, or digital fingerprint, which constitutes a genetic code representing a sequence of images. Content that has been protected by a producer or a broadcaster using this technology will be automatically detected and will either be rejected or managed according to agreements before it is placed online. This solution thus enables Dailymotion to bolster its global system for detecting copyrighted content and to further focus on providing professionally produced content through media partnerships as well as user-generated content created by site users through the exclusive MotionMaker program.

"Dailymotion is proud to have completed the implementation of "Signature" within the aggressive time-frame we intended," commented Mark Zaleski, chief executive officer of Dailymotion. "We believe our partnership with INA will prove fruitful, opening the door to new relationships with additional content owners, who we invite to adopt Signature in their fight against digital piracy."

"We invite all producers, majors and independent, to register Signatures for the content they want to protect," adds Jean-Marc Bordes, COO of INA. "Registering content in the main INA database is an extremely simple operation with the powerful ability to drastically improve copyright holders' ability to protect their content."

About Dailymotion

A top 30 website worldwide (source: Alexa, January 2008), Dailymotion is the world's largest independent video entertainment website (source: Alexa; comScore, December 2007). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites, where the site's creative directors turn the user-generated and licensed content into high-quality entertainment for its almost 50 million monthly unique users. In January 2008, Dailymotion registered over 800 million video views across its global network. The first UGC powered video entertainment site to provide HD, Dailymotion provides high-quality video in a fast, easy-to-use Web site. 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>

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

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expanded by a further 50,000 programs a year, and in October was extended into the field of teaching with "Apprendre," an online audiovisual educational system.