

Dailymotion partners with Olive Media

Toronto ON – May 2, 2011 - Today, Dailymotion.com, the 2nd largest online video site and 30th most visited site worldwide with 92.9 million unique visitors globally (comScore Feb 2011), announced that Olive Media, one of Canada's leading online advertising sales solutions companies, will take over exclusive sales representation in the Canadian market.

Online video site Dailymotion features 32 localized versions of the sites, available in over 15 languages, and sees over 1 billion video views monthly (internal statistics, Visual Sciences). The site also boasts a high level of engagement with its visitors, with time spent topping 15 minutes per user on a monthly basis.

“Quality video content is in high demand from brand advertisers,” says Theresa Smith, VP, Product, Olive Media. “Dailymotion delivers great categorized content, terrific user engagement, and a wide variety of custom execution opportunities. It's exactly the type of content our advertisers are asking for.”

In Canada, Dailymotion sees 30 million video streams each month (internal statistics, Visual Sciences), with more than 2.6 million unique monthly Canadian visitors (ComScore Canada, Feb 2011). Advertising opportunities include standard IAB ad units, and extensive pre-roll and in-stream video opportunities, as well as an exciting range of high-impact , custom executions, including live event broadcasts, interactive flash overlays and customized players. The site also features a strong mobile offering, featuring rich media and video opportunities. The site is available in Canada in both English and French language.

“We are thrilled to be working with Olive Media in Canada,” says Luc Dumont, VP International Development, Dailymotion. “We are convinced that their strength in solution selling will result in some exciting executions from top brands on Dailymotion. We're looking forward to a highly innovative year.”

Dailymotion's content includes community video, shared between peers, and official video, featuring feeds from partners such as RDI, Paramount Pictures, and Warner Music. The site also features its own videographer development programme, called “Motionmakers”. This content stream gives a voice to emerging content creators, connecting them with an engaged audience eager to discover and share new creative content. Content categories on the site include music, television and film, sports, comedy and news. The site's core demographic is adults 25-54, with a skew toward men aged 25-44.

Olive Media will take over exclusive representation of the site as of April 1. Any questions related to advertising opportunities can be directed to Kristie Painting, VP Sales and Marketing, Olive Media.

About Olive Media: www.olivemedia.ca

Olive Media is a leader in the online advertising market in Canada and has the ability to reach

over 17.3 million unique Canadian visitors monthly* on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including nytimes.com, CNET.com, thestar.com, toronto.com, cyberpresse.ca and Allrecipes.ca.

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc., a subsidiary of Power Corporation of Canada.

*ComScore Media Metrix Canada (February 2010)

About Dailymotion

Dailymotion is one of the leading video-sharing sites with 92.9 million individual visitors to its network (source: ComScore, Feb 2011) and a billion videos watched per month. Dailymotion offers the best in content, whether it's designed by its users or the result of its partnerships and its Motionmaker programme. By bringing the most sophisticated technologies to users such as content creators, Dailymotion provides access to HD and high quality videos through a fast, friendly service that automatically filters out unauthorised content reported by its rightful owners. Dailymotion, therefore offers the best possible experience to its users while respecting content protection.

Dailymotion, accessible in all countries, offers 32 versions of its home page with special local content. For more detailed information, visit www.dailymotion.com.