



## **Dailymotion Strengthens Independent Film Leadership with Cinetic Partnership**

New York, NY, March 4, 2009 -- Dailymotion, one of the world's largest web video sites, and Cinetic Rights Management, a leading aggregator of independent content, announced today a strategic partnership that will bring exclusive independent film content to Dailymotion. Under the terms of the deal, each quarter Dailymotion will have an exclusive online window during which one of Cinetic's high-quality, full-length feature films will be available on the Dailymotion site.

The relationship kicked off last week with the Independent Spirit Award-winning film, "The Order of the Myths," which Dailymotion streamed over the Oscar weekend. The film's director, Margaret Brown, won the "Truer than Fiction Award" at the Independent Spirit Awards ceremony on that Saturday.

The partnership with Cinetic strengthens Dailymotion's position as the premiere online source for quality video content from independent filmmakers and production studios. Consistent with its curated approach to helping users discover new content, Dailymotion will be programming content from Cinetic alongside creative UGC videos from Motionmaker contributors as well as with premium content from additional partners including Hulu, MTV Networks, Warner Bros and Universal Music Group.

Over the last year, Dailymotion has announced a number of independent film programs designed to bring new content to users as well as to provide opportunities for independent filmmakers to increase the audiences for their work. In April of 2008, Dailymotion and Indiepix launched Cinema Dailymotion, an online screening series that enables audiences to enjoy streaming feature-length films and documentaries. In September, Dailymotion and Raindance launched an independent film competition in conjunction with the Short Circuit Film Festival, for which Michael Winterbottom led the jury in selecting one aspiring director to present his entry at the Cannes Film Festival.

"We are delighted to work with Cinetic, who share our commitment to exposing new filmmakers to broader audiences," said Joy Marcus, General Manager of Dailymotion US. "Our users will certainly benefit as they discover some of the highest-quality filmmaking around."

### **About Dailymotion**

A top 50 website worldwide, Dailymotion attracts over 44.2 million unique monthly viewers worldwide (source: comScore, January 2009). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of 18 localized video entertainment sites. In January 2009, Dailymotion delivered over 914 million videos to users including curated content from premium and Motionmaker creative contributors. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality and HD video in a fast, easy-to-use website that also automatically filters infringing material notified by content owners. 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 [www.dailymotion.com](http://www.dailymotion.com).

### **About Cinetic Rights Management**

Formed in 2007, Cinetic Rights Management provides comprehensive film sales representation for digital media. Cinetic has become the industry gold standard through aggressive sales and innovative dealmaking. That reputation now extends to digital platforms through CRM. CRM is dedicated to assessing the universe of licensing opportunities in order to maximize revenue on behalf of filmmakers. We maintain up-to-the-minute relationships with and knowledge of all digital retailers, from the large portals serving the broadest audiences to the small sites serving deep niche interests. CRM provides clients with a fully-integrated digital rights management service.