



## **DAILYMOTION REINFORCES WORLDWIDE VIDEO ADVERTISING PARTNERSHIP WITH AOL PLATFORMS**

*Expanded agreement allows advertisers to purchase Dailymotion's global, multi-screen, in-stream inventory directly through ONE by AOL*

**London – 15 December 2015** – Today, AOL Platforms and Dailymotion, one of the leading video platforms in the world with 3.5bn videos viewed per month\*, announced a strategic reinforcement of their partnership. The move allows advertisers from around the world to purchase Dailymotion's in-stream inventory directly through ONE by AOL, the first cross-screen programmatic advertising platform optimizing campaigns from web to TV.

Dailymotion Exchange (DMX), Dailymotion Advertising's global and premium video marketplace, has worked on an **OpenRTB** integration with ONE by AOL, enabling demand-side partners to access DMX's premium video inventory across desktop, mobile, tablet, game console, and connected TV all over the world.

The OpenRTB integration will allow clients using ONE by AOL to benefit from **fast and secure access to DMX's inventory**, powered by a server-to-server integration. Buyers can either **bid on the open auction or create private marketplace deals when buying in real time on DMX**.

The new integration with ONE by AOL also provides advertisers with granular and accurate targeting capabilities thanks to contextual, socio-demographic and behavioral insight enabled by DMX's first party data.

**This partnership builds on the agreement signed by the companies in 2012.** This focused on the supply side element of ONE by AOL, but also granted selected buyers access to some of Dailymotion Exchange private marketplaces.

Damien Pigasse, Chief Revenue Officer at Dailymotion, explains: "Providing demand-side partners with expanded advertising opportunities and solutions is a current priority for Dailymotion. This is reflected in the expanded agreement with AOL Platforms, which makes the complete DMX inventory and audience available to all buyers using ONE by AOL. This new phase in the partnership between AOL Platforms and Dailymotion aims to foster programmatic growth and, above all, fulfill advertisers' growing need for premium video inventory at scale."

Phil Duffield, Senior Head of Advertising at AOL International, comments: "Expanding the amount of premium inventory available to advertisers working with AOL is always high on our agenda. The expanded agreement with Dailymotion, already a trusted partner, is therefore a key move, not least because the data available via DMX supports highly-targeted campaigns."

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## **About AOL**

*AOL is a media technology company with a mission to simplify the internet for consumers and creators by unleashing the world's best builders of culture and code. As one of the largest online properties with approximately 500 million monthly global consumers of its premium brands and combined Microsoft inventory, AOL is at the center of disruption of how content is being produced, distributed, consumed and monetized by connecting publishers with advertisers on its global, programmatic content and advertising platforms. AOL's opportunity lies in shaping the future of the digitally connected world for decades to come. AOL is a subsidiary of Verizon.*

## **About Dailymotion Advertising**

Dailymotion Advertising is the saleshouse of Dailymotion, one of the biggest video platforms in the world with 3.5 billion videos viewed\* and 300 million unique viewers\* each month.

Dailymotion offers an international catalogue of tens of millions of HD videos across all digital devices, and thanks to its partnerships from all over the world, provides free access to premium and live content such as cultural events, sport competitions or breaking news as it happens. Dailymotion is available around the world in 19 different languages and 35 localized versions featuring local home pages and local content.

As a pioneer in digital advertising since 2007, Dailymotion Advertising markets a powerful multiscreen in-stream offer (computers, mobile devices, tablets and connected TVs), with a wide range of consumer targets. The saleshouse not only offers sponsorships of exclusive premium contents, but also provides ideas and technologies for custom video and web production dedicated to brands.

Dailymotion Advertising is based in New York, Palo Alto and Paris (France), and has partners in local major saleshouses across more than 15 countries worldwide. Dailymotion Exchange, the Dailymotion marketplace launched in 2014, enables local and international trading desks (agencies and advertisers) to build programmatic campaigns for highly targeted audiences.

*\*Adobe Site Catalyst, June 2015, personal computer, mobile and tablet devices*

*\*Source Comscore Videometrix, June 2015 (desktop only)*