



## **Dailymotion Exchange announces global video advertising partnership with Adform**

*Advertisers from all over the world can now purchase Dailymotion's in-stream inventory across its premium private exchange directly through the dedicated interface of one more major Demand Side Platform: Adform.*

**London – 13 January 2015** - Today, **Adform**, the premier ad tech partner for media agencies, trading desks, advertisers and publishers, with **Dailymotion**, one of the largest video platforms in the world with 3.5bn videos viewed per month\*, announced a global partnership that allows advertisers to conveniently purchase Dailymotion's in-stream inventory and to access the video platform's worldwide audience.

**Dailymotion Exchange (DMX), Dailymotion Advertising's global and premium video marketplace, has finalized an OpenRTB integration with one more Demand Side Platform (DSP): Adform. This move enables Adform's global clients to access the second largest source of video advertising in the world.** DMX's premium video inventory is offered across desktop, mobile, tablet, game console, and connected TV in more than 180 countries.

The OpenRTB integration will allow Adform's clients to benefit from fast and secure access to DMX's in-stream inventory with enhanced targeting options. **Buyers will be able to bid on the open auction and create customized, private deals tailored to their business objectives**

"Our recent partnership with Adform strengthens our efforts in establishing DMX as one of the leading in-stream inventory supplier in Europe and aims at reinforcing our position in Nordic countries" **said Damien Pigasse, Chief Revenue Officer, Dailymotion.** "Providing buyers with granular targeting solutions to deliver their campaigns within a premium environment is our main goal. Therefore, we have released a large portfolio of targeting packages per country, directly within Adform's interface so that buyers have instant access to them through deal IDs."

"We have a very close relationship with Dailymotion, and are delighted with the integration of their exchange into our Advertiser Edge buying platform. We believe that this move will enable both Dailymotion and Adform to provide market leading programmatic video advertising solutions to our clients worldwide, strengthening our unique platform even further." - **Jesper Urban, Product Director, Adform**

**Global clients of Adform's demand side platform can now login and get a full overview of the DMX offer, access Dailymotion's premium video inventory and start reaching audiences at scale.**

### **About Adform**

Adform is a media agnostic tech vendor for media agencies, trading desks, advertisers and publishers that offers the world's only programmatic brand-led media platform supporting all aspects of multi-screen brand advertising. The Adform tech stack includes demand and supply side platforms, automated guaranteed, a third party ad server, data management platform, private marketplace, programmatic publisher ad server and a market-leading creative suite.

Established in Denmark in 2002, Adform now has offices in 15 countries including the United States, the United Kingdom, Germany, Sweden, Denmark, Norway, Finland, Spain, Italy, Netherlands, Belgium, the Czech Republic, Poland, Lithuania and Belarus.

Visit <http://www.adform.com> for more information, or follow us on Twitter -@AdformInsider

### **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)*