



Dailymotion boosts its video monetization through global partnership with mobile advertising company AdMaxim

Advertisers from all over the world can now purchase Dailymotion's mobile in-stream inventory, thanks to one more Demand Side Partner (DSP), directly through AdMaxim's dedicated interface.

New-York – 29 January 2016 - Today, **Dailymotion**, one of the largest video platforms in the world with 3.5bn videos viewed per month*, and **AdMaxim**, a fast-growing mobile advertising solution for brands and media agencies, announced a global strategic partnership that allows advertisers to **directly purchase the mobile in-stream inventory** of Dailymotion and to **reach its worldwide audience** through AdMaxim's interface.

For this first collaboration, Dailymotion's sales house, **Dailymotion Advertising**, has implemented an **OpenRTB** integration between its global private ad exchange, **Dailymotion Exchange (DMX)**, and **AdMaxim's** demand side platform (DSP), enabling AdMaxim's clients to benefit from **instant and secure access to DMX's** mobile in-stream inventory (including mobile web and in-app inventory, on smartphones and tablets)

The OpenRTB integration also grants **enhanced targeting opportunities** to advertisers, with an expanded portfolio of contextual, socio-demographic and behavioral criteria.

Buyers will be able to bid on the open auction and create customized private deals, tailored to their business goals.

*"Mobile has become a major device on which Dailymotion viewers watch videos and our ad inventory has thus been growing at a very rapid pace over the last two years. We definitely think mobile first now" says **Damien Pigasse, Chief Revenue Officer at Dailymotion.** "Consequently, we strive to enable advertisers to make the most of our audience potential on smartphones and tablets and helping them engage viewers, on a global scale and through granular targeting options. We are convinced that AdMaxim is a key partner that will help us achieve our goals."*

Dailymotion's premium video catalogue includes thematic such as music, sports, gaming, cinema and comedy, and AdMaxim has been building a strong relationship and expertise with entertainment-oriented brands. Therefore, this partnership comes in coherence with **both companies' background within the entertainment industry** and is an opportunity for them to develop even more synergies.

Advertisers across the world can now login to their AdMaxim interface, and start accessing Dailymotion's premium mobile video inventory and global viewership.

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 the first European video website in the world** and 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, November 2015, personal computer, mobile and tablet devices*

***Comscore Videometrix, November 2015*

About Dailymotion Exchange

Dailymotion Exchange (DMX) is Dailymotion Advertising's global and premium video ad exchange, enabling local and international trading desks (agencies and advertisers) to build programmatic campaigns for highly targeted audiences.

Based on real-time bidding (RTB), DMX allows buyers to bid on available video advertising inventory as well as the ability to create private deals.

DMX is interfaced with most global DSPs (“Demand Side Platforms”). This gives agencies and advertiser trading desks access to over 1.7 billion monthly impressions*.

There are more than 20 people operating the platform spanning from Paris, New York to Palo Alto.

More information : exchange.dailymotion.com

**Source LiveRail, November 2015*

About AdMaxim

AdMaxim is the first mobile marketing platform to deliver a complete, through-the-line range of mobile marketing options combined with a powerful real-time optimisation and precision audience targeting system.

Based in Silicon Valley, California (USA) and London (UK), we provide agencies and advertisers with a complete end-to-end, global mobile campaign management system combined with real-time optimisation technology enabling research, planning, creative development, delivery and optimisation in one straightforward system.

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