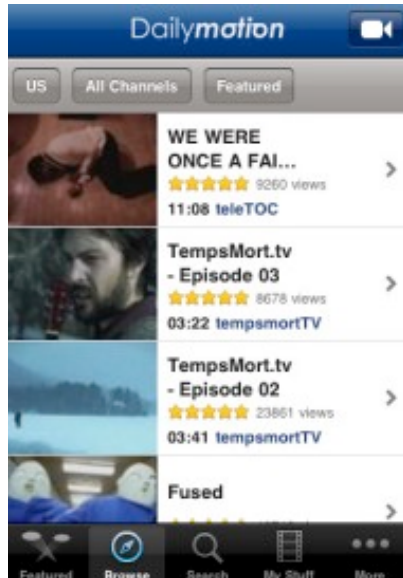




Dailymotion lands on iPhone

On TechCrunch by **Steve O'Hear** on December 21, 2009



Paris-based video sharing site **Dailymotion** has released an iPhone app. In fact, two versions exist. A free to download version ([iTunes link](#)) that is supported by ads and a premium ad-free version that costs €4.99, which seems a little on the high side, although that depends on how intrusive those ads are to you.

Like the plethora of competing iPhone video offerings, Dailymotion, which as been called the French YouTube but has much wider reach across continental Europe and elsewhere, is at a significant disadvantage compared to the Google-owned video sharing site, which comes pre-installed on the iPhone. That said, the functionality provided by Dailymotion's iPhone app at least matches YouTube's offering.

iPhone users can search for videos on Dailymotion, view featured and the most popular (viral) videos of the day, browse channels and access their Dailymotion account. iPhone 3GS owners can also record and upload videos to the site.

Dailymotion has always tried to distinguish itself from competing online video offerings by providing a mixture of user-generated content and advertiser-friendly professional video, such as independent films, a distinction that has become less and less relevant these days as rivals, including YouTube, adopt a similar strategy. Unlike YouTube, however (although Google doesn't break out the numbers), Dailymotion **claims** to be profitable and says that revenue is increasing at a faster rate than bandwidth and other infrastructure outgoings, which account for 25% of the company's operating costs.

In October, Dailymotion raised another €15 million in financing, bringing its total funding to just over €40 million. The company is backed by Atlas Venture, Partech International, Advent Venture Partners, AGF Private Equity and Fonds Stratégique d'investissement.