



Dailymotion wins EMI video content in ad-supported deal

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MI is to deliver its premium music videos onto the platforms run by **DailyMotion**, the French-based 'European YouTube'.

Content will go onto the main site, mobile, **iPhone app** and the DailyMotion channel on Internet-connected TVs. The deal covers all EMI's labels, and the labels represented by EMI Label Services and EMI's Caroline Distribution unit.

Artists featured from April will include Coldplay, Katy Perry, Robbie Williams and David Guetta. Dailymotion will deliver ads against the videos to all three screens.

Paris-based Dailymotion has over 65 million unique monthly visitors, according to comScore. It raised **another** €15 million in financing late last year. The venture recently turned profitable, but that additional investment was required to fund its steep growth. It expects a 50% increase in turnover in 2009 and 2010. DailyMotion says it currently serves 1 billion video views per month.

EMI has licensed content to **Vevo** (only available in the US), the joint venture video service from YouTube/Google, Universal Music Group and Sony Music Entertainment. It also signed a video and live exclusives content deal last year with Hulu.

DailyMotion's TV outlets now extend to partnerships with Sony, Yahoo TV widgets, IPTV in France, Vudu, Divx in addition to the web. It has ads running on all these platforms and will also use the new ad formats for broadband TV that were **announced at CES**.