

VidaPrimo Adds Dailymotion Via Syndication Deal

New Platform To Promote Artists/Engage New Fans

[VidaPrimo](#), one of the world's most viewed multi-platform music networks, will begin distributing its music videos and related content onto leading online video platform Dailymotion. Dailymotion is the latest syndication platform for VidaPrimo's #3 comScore rated network. The announcement was made by VidaPrimo Chairman Jason Peterson. Peterson's GoDigital Media Group purchased VidaPrimo last year in a \$3.5 million deal.

VidaPrimo is fast becoming one of the best ways for advertisers to reach Latin Millennials and for music artists to engage fans. The partnership with Dailymotion allows VidaPrimo to share branded, original and exclusive content of over 100 Latin artists such as Arcangel, Jowell y Randy, Nengo Flow, El Mayor Clasico and Messiah. Dailymotion will now host and distribute the hottest music, lyric and audio videos to millions of fans in the U.S. and Latin America.

New Partnership, New Channels

"Music is vital to our strategy here at Dailymotion and as important to the Hispanic culture. We're extremely excited to partner with VidaPrimo and bring amazing artists with their great content to our growing Latino audience," said Eric A. Frias, Head of U.S. Hispanic at Dailymotion. Added VidaPrimo CEO Jason Peterson, "We're excited about the prospects." He says, "We net new revenue for our clients, while not having too much overlap with our YouTube audiences. Dailymotion is fast becoming known as a video destination site, and our syndication deal gives us another customer facing site, better share of ad revenues and a business partner that has instantly made us their #1 Latin music client. The downstream benefits for VidaPrimo clients are many."

About Dailymotion

Dailymotion is part of Vivendi, the international media and content group. It attracts 300 million users who watch 3.5 billion videos on its player each month.

Dailymotion offers the best content from users, independent content creators and premium partners in the media and entertainment industries all over the world. Dailymotion also provides free access to live content such as cultural events, sport competitions around the world or breaking news as it happens, and allows its users to watch free or on-demand movies, series or creative and exclusive programs from an international catalogue of tens of millions of videos.

Dailymotion is available around the world in 18 different languages and 35 localized versions featuring local home pages and local content. For further information, please visit: www.dailymotion.com. To download a Dailymotion logo please visit: http://press.dailymotion.com/?page_id=346 See more at: <http://press.dailymotion.com>.

About VidaPrimo

VidaPrimo is a global media company that provides advertisers access to an exploding marketplace of US and Latin American Millennials as they consume the hottest content in the young Hispanic culture. Through contracts with 100 of the hottest Latin Rhythm artists, VidaPrimo is one of the largest Latin Music Multi-Platform Networks with presence across YouTube and VidaPrimo.com. With 60mm+ monthly views in the US and over 400mm across Latin America, VidaPrimo reaches 25% of US based Hispanic Millennials and an



average of 20% of Millennials in Latin American countries. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials and connects them with brands through high quality in-stream video opportunities in front of premium content. Additionally, VidaPrimo offers display, creative product integration, and custom video/ activation opportunities.

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