

DAILYMOTION PRO SUPPORTS BRUT IN ACCELERATING VIDEO GROWTH AND OPTIMIZING CONTENT MONETIZATION



Brut. x **DAILYMOTION** **PRO**

Paris, April 30, 2025 - [Dailymotion Pro](#), the comprehensive video solution from Dailymotion designed to help brands, media, and organizations manage, distribute, and monetize their video content, announces a partnership with [Brut](#), the leading digital media platform among younger generations.

In a landscape where control over distribution and monetization is essential, Brut has chosen to rely on Dailymotion Pro's technological expertise to drive its advertising growth ambitions and strengthen the performance of its video revenues.

Through this collaboration, Brut now benefits from an optimized infrastructure to improve the management, distribution, and audience engagement around its video content. Dailymotion Pro's support ensures high-quality broadcasting and a seamless user experience. This partnership enables Brut to continue innovating with new formats while maintaining full control over its video distribution and monetization strategies.

"We are very proud to collaborate with Brut, an iconic media outlet that represents a new way of informing and engaging audiences, fully aligned with the expectations of younger generations. This partnership brings together two French players committed to developing responsible, high-performance, and sovereign technological solutions for content creators and media publishers."

Rémi Leclancher, SVP Global Supply & Enterprise Sales at Dailymotion Pro

A shared vision driven by innovation, trust, and sovereignty

This partnership is built on a shared commitment to working with trusted partners who promote a responsible technological vision and are sensitive to digital sovereignty issues. Brut was particularly drawn to Dailymotion Pro's innovative capabilities, especially in the fields of AI-powered advertising and video recommendation, two strategic areas for its teams.

"This partnership with Dailymotion Pro is aligned with a clear ambition: to strengthen our advertising performance while maintaining full control over our distribution. Their technological suite provides us with performance, autonomy, and flexibility in managing our video content. It's a key growth lever to accelerate our development."

Vivien Garros, Head of Business at Brut France

About Dailymotion Pro

Dailymotion Pro is Dailymotion's complete video solution, designed to help brands, media, and organizations manage, distribute, and monetize their video content. With over 400 million active users per month and a network of 5,000 partners, Dailymotion Pro offers a high-performing, immersive video experience. Today, 9 out of 10 internet users in France are exposed to the Dailymotion video player, and 95% of French publishers use its technology. Thanks to a responsible hosting infrastructure based in Europe, and advanced tools for customization, analytics, and monetization, Dailymotion Pro gives clients full control over their video experience. Its 24/7 technical support ensures personalized assistance.

To learn more about Dailymotion Pro: <https://pro.dailymotion.com/fr>

About Brut

Brut is a French social media-based news outlet founded in November 2016 by Renaud Le Van Kim, Guillaume Lacroix, Laurent Lucas, and Roger Coste. Brut remains the leading news media on social networks in France, reaching 100% of the 15-34 age group. The company is also experiencing strong international growth, particularly in Africa, the United States, and India. Brut generates over 10 billion video views and reaches 350 million users every year.

Press Contacts – Ballou:

Thomas Duporge, Astrid Amegran, Mohammed Ali Keraoui: dailymotionadvertising@balloupr.com