

Press release  
Paris, November 6, 2025

## **DAILYMOTION ADVERTISING UNVEILS RAY, ITS ALL-IN-ONE AGENTIC\* PLATFORM DEDICATED TO VIDEO MARKETING**

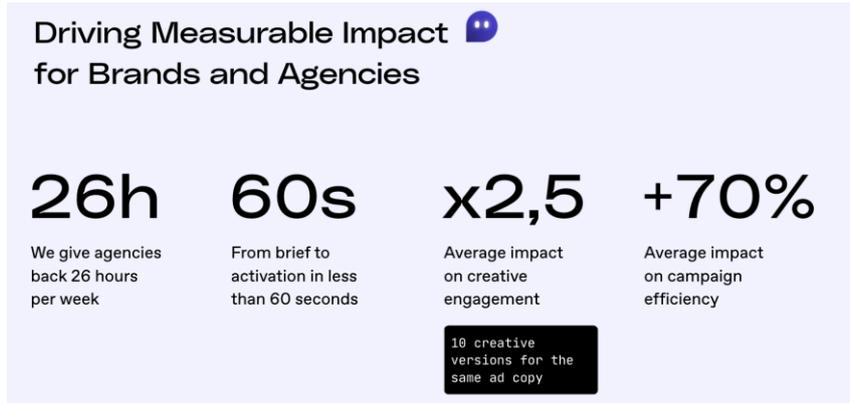
- **A unified platform** that brings together the entire video marketing journey, powered by structured and actionable proprietary data, linking audience understanding to measurable impact.
- **Ray is built on four AI pillars**—Predict AI, Engage AI, Activate AI, and Measure AI—that bring precision, speed, and transparency to every step of the process.
- **A responsible vision of AI**, placing creativity and transparency at the heart of performance and the relationship between brands and their audiences, with the conviction that AI is only valuable when it relies on reliable, measurable, and controlled data.



Dailymotion Advertising, the video marketing suite developed by Dailymotion, today announces the launch of Ray, its new agentic video marketing platform, designed to transform a simple brief into an actionable plan in minutes. Ray embodies the vision of smarter, more transparent, and human-centric advertising, at a time when the industry seeks to combine efficiency and explainability in the use of artificial intelligence.

Founded on the principle that artificial intelligence is only relevant when based on reliable, measurable, and controlled data, Ray relies on a proprietary data infrastructure from the Dailymotion video universe, analyzing hundreds of thousands of thematic and attentional signals each month. This depth of data, protected and continuously enriched, allows Ray's AI models to generate reliable, explainable, and impact-oriented recommendations. Without this data foundation, no decision could be made with confidence.

**Thanks to Ray, brands and agencies benefit from a platform designed to generate measurable and immediate impact.**



## A new generation platform for performance and clarity

In an environment where video marketing is becoming more complex – between tool fragmentation, creative fatigue, and pressure on performance—brands and agencies are looking for solutions that combine precision, speed, and transparency. Ray addresses these challenges by uniting the entire marketing journey within a single interface, from audience understanding to performance measurement, and transforms a simple brief into a complete action plan in minutes.

The platform is built on a technological architecture based on four complementary pillars:

- **Predict AI** instantly designs personalized media plans from real audience signals and over seven hundred thousand video topics analyzed each month.
- **Engage AI** analyzes and optimizes creatives using data from attention and neuroscience to guarantee their impact before broadcast.
- **Activate AI** automates the launch and optimization of campaigns, seeking a balance between precision, reach, and efficiency.
- **Measure AI** provides narrative and explanatory reports that help understand results and identify levers for improvement.

*"With Ray, Dailymotion is not just evolving; we are redefining the future of video marketing. We are merging the power of AI with media requirements, based on absolute transparency. Ray's power lies in our proprietary data. Backed by 20 years of Dailymotion's experience in analyzing video consumption behaviors, this granular data is the foundation of a reliable, explainable technological environment tailored for brands and agencies. Our conviction is simple: innovation is only meaningful if it allows us to better understand, act with precision, and build sustainable, measurable value for brands. Ray is this conviction in action."*

### **Bichoï Bastha, CEO Dailymotion Advertising**

Thanks to this unified approach, Ray eliminates complexity, ensures the traceability of every decision, and leverages Dailymotion's proprietary video data to offer an unparalleled precision in audience understanding. By combining rigor, creativity, and transparency, the platform redefines the standards of modern video marketing and places artificial intelligence at the service of clarity and performance.

## **An innovation aligned with Dailymotion's values and strategic vision**

Ray is not limited to a technology platform. It reflects the philosophy and values guiding Dailymotion in its transformation. Innovation is expressed through explainable artificial intelligence, founded on data reliability and decision transparency. Each recommendation is based on measurable and verified signals, accompanied by a confidence level that ensures responsible and controlled use of technology. Ray's reliability is built on proprietary, privacy-compliant data from a video ecosystem entirely controlled by Dailymotion, thus ensuring total integrity in collection and analysis. Ray places humans at the heart of the creative process and supports marketing professionals, analysts, production teams, and commercial partners in designing more effective and sustainable video strategies. Artificial intelligence plays a role of assistance and optimization, fostering creativity rather than replacing it.

*\* **Agentic platform:** An agentic AI platform is a technology based on Artificial Intelligence (AI) designed to create, deploy, and orchestrate autonomous agents capable of executing complex tasks, making decisions, and achieving goals without constant human intervention.*

## **DOWNLOAD [HERE](#) THE TEASER AND LOGOS OF RAY BY DAILYMOTION**

### **About Dailymotion**

Founded in 2005 in Paris, Dailymotion is a CANAL+ group company. An international platform for video content creation, distribution, and monetization, Dailymotion is present in 191 countries. It serves over 400 million monthly users, offering a transparent, secure, and privacy-compliant video experience on all screen types. With its cutting-edge proprietary technology in advertising and video streaming, Dailymotion asserts itself as a major player in the industry. The platform brings together a dynamic ecosystem of creators and more than 5,000 premium publishers who trust it to monetize their content. Dailymotion deploys two complementary solutions: *Dailymotion Advertising*, a sophisticated marketing suite allowing advertisers to maximize the impact of their large-scale video campaigns, and *Dailymotion Pro*, a turnkey offer for businesses and publishers seeking customizable and scalable video solutions.

### **About Dailymotion Advertising**

Dailymotion Advertising is the video marketing suite of Dailymotion, an independent video platform that connects over 400 million users monthly in 191 countries. For 20 years, Dailymotion has offered an open and responsible digital space, bringing together creators, publishers, brands, and users around news, entertainment, and cultural content. Relying on proprietary advertising technology and a video player, Dailymotion Advertising unites more than 5,000 professional content publishers who use its solutions to broadcast and monetize their videos. Dailymotion Advertising enables brands and agencies to deploy large-scale, high-impact video campaigns across all screens—mobile, tablet, desktop, and connected TV—within a transparent, brand-safe, and privacy-compliant ecosystem. Dailymotion reaches 9 out of 10 internet users in France (source Médiamétrie Internet Global - January 2025) and is present in 191 countries.

To learn more: [www.dailymotionadvertising.com](http://www.dailymotionadvertising.com)

### **Press Contact - Ballou Agency**

Thomas Duporge, Astrid Amegnran, Mohammed Ali Keraoui

[dailymotionadvertising@balloupr.com](mailto:dailymotionadvertising@balloupr.com)