



PRESS RELEASE

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DAILYMOTION LAUNCHES "DAYONE" TO ENDORSE THE NEXT GENERATION OF VIDEO CREATORS



With the DayOne program, Dailymotion wishes to find raw talent among content creators. The first session is open until the 20th of September, as a call for applications. A jury composed of prominent figures from the creative, media and audiovisual sectors will select the most promising projects that will be eligible for funding of up to 50,000 euros.

2 million euros on the 2026-2027 period to endorse the next generation of creators

While algorithms tend to codify content creation, Dailymotion launches DayOne, an unprecedented program to scout raw creative talent and endorse creators in the development of high-potential concepts.

With an annual budget of 2 million euros, DayOne reflects a simple ambition: to invest directly in French creation and give creators the resources to produce more ambitious projects.

Selected projects will be eligible for financial support ranging from 5,000 to 50,000 euros, advice from a jury of experts in content creation, and support from EICAR, a renowned school for cinema and audiovisual professions since 1972 and an official partner of the program. In total, three sessions will be held by the end of 2027.

Funding ideas and formats, not just giving them visibility

With DayOne, Dailymotion makes a concrete choice: funding creation to give a chance to content creators who are already active and have an initial subscriber base, but who do not yet necessarily have access to the production resources needed to take their work to the next level.

Completed projects can be posted on Dailymotion and benefit from the social media's exposure in France and worldwide. DayOne is part of Dailymotion's broader strategy to support creators, particularly following the acquisition of Mojo in 2025, its video creation app.

« Video creation is undergoing a deep transformation and much of the innovation today comes from creators. I'm convinced that in addition to visibility, we must give them the resources to produce. With DayOne, we are providing a concrete support for French content creation, by taking risks on new storytelling approaches and investing in talents and formats from the very beginning », says Guillaume Clément, CEO of Dailymotion.

4 talent scouts to find the new generation

For this first session, Dailymotion brings together 4 personalities from various fields of creation and media:

- **Anna Marsh**, CEO of STUDIOCANAL and Chief Content Officer of CANAL+, a prominent figure in the European audiovisual industry
- **Marco Thiollier**, founder of the cultural media outlet OnTime, known for his interview formats
- **Enora Hope**, a director and actress who has left her mark on digital fiction and is now developing projects for cinema
- **Théo Juice**, an artist, actor, creator and entrepreneur, known for his music and his content that combines humor, music and fashion.

Their mission will not be limited to selecting among the applications. They will serve as DayOne's talent scouts: identifying profiles, ideas and formats that are worth investing in today. Each will bring their own perspective and expertise to spot those about whom one might say tomorrow, "We saw them at DayOne".

At the same time, Dailymotion and OnTime are teaming up to launch a new editorial series dedicated to the Creator Economy: DayTime. In this video podcast published on Dailymotion, Marco Thiollier interviews content creators and professionals from the industry to understand creative journeys and take a behind-the-scene look at this thriving economy.

How is DayOne working?

DayOne will consist of several calls for projects organized throughout the year, open to content creators living in France. For this first session, creators can apply until September 20 via the DayOne landing page. 20 projects will be preselected and presented to the talent scouts.

At the end of this selection, at least 10 projects will be eligible for

- a financial support ranging from 5,000 to 50,000 euros ;
- editorial and professional guidance ;
- resources to produce and develop their project ;
- the opportunity to have their work posted and promoted on Dailymotion.

As part of the partnership with the EICAR school, some selected creators will also have access to the school's studios, equipment and resources to receive additional support.

« By giving Dailymotion creators access to the production facilities on EICAR campuses and to our educational resources, we are helping to improve the quality of their work. We are fostering an ecosystem that promotes sharing, innovation and excellence. These initiatives allow the EICAR students to live as closely as possible with the changes that are deeply transforming the professions for which we are training them" says Frédéric Sitterlé, CEO of EICAR.

Applications : <https://about.dailymotion.com/fr/day-one/>

The first selected projects will be unveiled in the fall of 2026.

About Dailymotion

Dailymotion is a Canal + company founded in Paris in 2005 and one of the top global platforms for the creation, distribution and monetization of video content.

Available in 191 countries and 35 languages, Dailymotion offers video content to over 400M monthly active users that represent 4 billion views. Thanks to its proprietary technology, including RAY, its data and AI solution launched in November 2025, Dailymotion guarantees a brand-safe and high-performing environment, designed for brands, media and institutions. Dailymotion offers advertisers access to this technology through two complementary offerings: Dailymotion Advertising and Dailymotion Pro.

Responsibility, inclusion and innovation are at the heart of our mission: Dailymotion is committed to more ethical, accessible, inclusive and respectful video content, by actively tackling misinformation and developing responsible technologies.

To see more : [About Dailymotion](#)

canalplusgroup.com/en/group/content-production-distribution-and-other

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