

# How Dailymotion Built Its Ad Platform

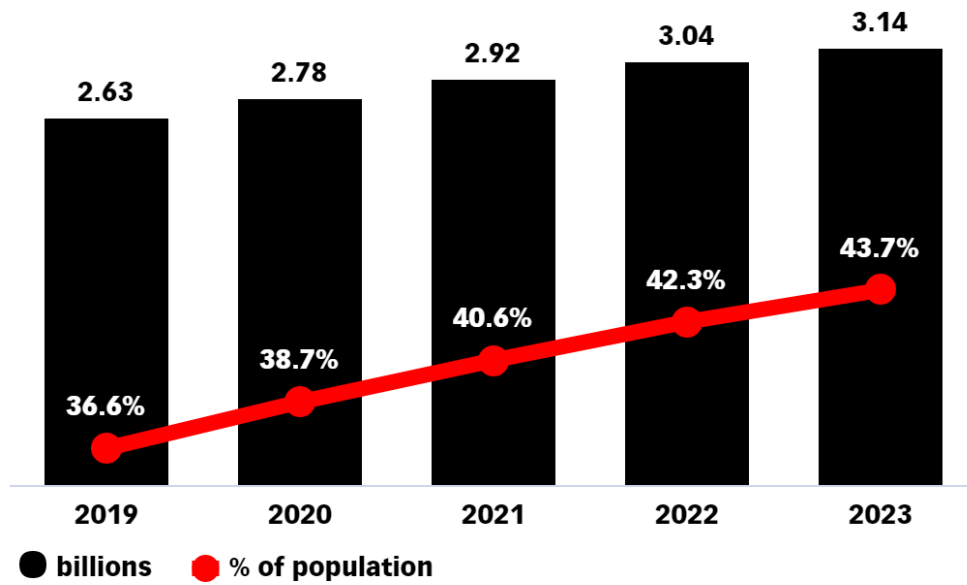
**AUDIO** |

## eMarketer Editors

Dailymotion vice president of product Justin Silberman and vice president of engineering Antoine Bonavita join eMarketer principal analyst Nicole Perrin to discuss how the video service, dubbed "the European YouTube," evolved its advertising platform.

## Digital Video Viewers

Worldwide, 2019-2023



Source: eMarketer, August 2019

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