

Whistle Sports Partners with Video Host Dailymotion

Millennial Focused Digital Sports Network Joins Video-Sharing Platform to Inspire Authentic Audience Engagement

New York – Whistle Sports, a digital social network built from the ground up that focuses on how the millennial generation engages with sports, has announced a partnership with the expansive video-sharing site, Dailymotion.

“At Dailymotion, we are absolutely thrilled to announce our partnership with Whistle Sports Network. For years, we have been focusing on distributing high-value sports content, including videos from the NBA, Tour de France, FC Barcelona, and competitions like sailing race Vendée Globe. Working with Whistle Sports Network and its roster of exceptional creators will not only give our current audience access to world-class original sports content, but also attract new viewers to Dailymotion,” said Martin Rogard, COO of Dailymotion.

The partnership between the two networks allows Whistle Sports to share its original video content to Dailymotion on 26 channels thus far. The channels include: [Air Japes](#), [Baller Bootcamp](#), [OfficialBarstarzz](#), [Daniel Cutting](#), [Dirty Mike](#), [DoubleAVideo](#), [f0rtress](#), [Freestyle Factory](#), [Harlem Globetrotters](#), [ILoveBasketball TV](#), [ImPossible Training](#), [Indi Cowie](#), [Me and My Golf](#), [Norwegian Crab Pots](#), [ProTips4U](#), [PWG Freestyle](#), [Stronger Team](#), [Team Flight Brothers](#), [The Courroons](#), [The Hockey Movement](#), [theFC](#), [The Lacrosse Network](#), [Top Speed Tennis](#), [Venom Trickshots](#) and [Whistle Sports](#).

“Today’s generation of fans is looking to get their sports differently than ever before. We, at Whistle Sports, are building a sports network from the ground up that is reaching over 130 million fans and followers,” said John West, founder and CEO of Whistle Sports. “With our partnership with Dailymotion, we are working with over 20 of our creators to develop channels on their social platform that we are excited to share with our community.”

Whistle Sports has been fostering a community among the one billion millennials by partnering with a diverse group of professional athletes, leagues, Olympic franchises and YouTube creators, to share original content that engages this new generation of sports fans. The network has a growing library of 35,000 videos, which range from professional leagues to sports partners.

“Whistle Sports began with the observation that millennials were moving away from traditional sports media,” West said. “Asking people under 30 to spend hours sitting back on a couch and be broadcast to, in a one-way format, seemed a huge stretch so that’s why we created this community. Now, we are excited to partner with Dailymotion and share our content with more and more millennials through their platform.” The network has built itself on the creation of short-form videos that dictate sports consumption surrounding live events, including trick shots, instructional videos and behind the scenes footage. The Whistle Sports

Network currently reaches 130 million fans and followers and is growing by over two million more each week.

“We are excited to be working with Dailymotion bringing Whistle Sports’ brand of fun and exciting sports videos to this platform. Dailymotion provides an ever wider audience for our creators. Equally, it opens up new commercial opportunities for our brand partners. We look forward to continue finding new ways to engage with audiences on social platforms.” said Jeff Nathenson, senior vice president, content and distribution, Whistle Sports.

Dailymotion is a video sharing platform where users can discover content they love from around the world, live or on demand. Viewers can follow, watch and share the events and the ideas that keep the world surprising and diverse as they happen. It is also a place where video-makers are free to share their world and connect with a passionate audience anywhere, anytime. Its focus is on offering all partners the right resources, the cutting edge technology, the flexibility and the visibility they need to inspire, inform and entertain.

About Dailymotion

Dailymotion is the video platform with best player to watch and share the events and the ideas that keep the world surprising and diverse: sports competitions, music festivals, comedy skits, political debates, fashion shows, gaming live-streams... Upload videos to connect with a passionate audience anywhere, anytime.

Dailymotion is part of Vivendi, the international media and content group. It attracts 300 million users who watch 3 billion videos on its player each month (Sitecatalyst, Jan 2015).

For more information, please visit www.dailymotion.com and press.dailymotion.com.

About Whistle Sports

Whistle Sports has been creating authentic social media content for a new generation of sports fans. In 2015, Whistle Sports was nominated by Sports Business Journal for the Best in Digital Sports Media award and named by Fast Company as one of the world’s 10 most innovative video companies. The network’s owners, investors and content partners include the NFL, PGA Tour, Major League Baseball, NASCAR, Major League Lacrosse, AVP (pro volleyball), and the Harlem Globetrotters, among others. Whistle Sports currently has studio offices in New York, Dallas, Los Angeles and London.