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Dailymotion Named Official Media Partner for the International Drone Racing Association (IDRA)'s 2018 Drone Racing Series and 2018 Challengers Cup

BELLEVILLE, Mich.—Jan. 18, 2018—The **International Drone Racing Association (IDRA)** has selected **Dailymotion**, the leading destination for video discovery and exploration, as its official media partner for the 2018 Drone Racing Series and 2018 Challengers Cup. Dailymotion, which offers a robust library of premium video content across sports, music, entertainment, and news, will promote IDRA race content to its community of more than 300 million unique monthly users.

View the 2018 IDRA schedule at: <https://www.idra.co/schedule/>.

To kick off the partnership, Dailymotion will have content rights to the 2017 Challengers Cup Finals at the South Point Hotel, Casino and Spa, in Las Vegas, on Jan. 19-20. Tickets are on sale now for \$20 and available through the South Point Box Office and [online](#). This semi-professional world championship will feature the Top 32 pilots, after 12 races around the world, competing for a \$50,000 purse.

Race content from the 2017 Challengers Cup Finals will be available on Dailymotion, via the platform's dedicated mobile app and on Dailymotion.com, on the following release dates: Jan. 31 (Promo); Feb. 12 (Episode 1); and Feb. 19 (Episode 2). Learn more at: <http://www.dailymotion.com/IDRA>

"We are excited to announce that Dailymotion is IDRA's official media partner for the 2018 season," said **Justin Haggerty**, President & CEO of IDRA. "As we continue to grow the largest spectator base in professional drone racing, which is expected to exceed 200,000 in 2018, this is an amazing opportunity to interact with the growing community through one of the largest online video platforms. Our partnership with Dailymotion is another valuable tool to help IDRA grow the international drone community."

UAS/Drone racing is a worldwide sport that utilizes Unmanned Aircraft Systems (UAS) and Virtual Reality (VR) technology to allow a new breed of innovators to compete on the international stage. There are roughly 100 drone competitions in the U.S. annually and 200 worldwide competitions, highlighted by races like 2016 World Drone Prix in Dubai and 2017 Dover Internationals at the Dover International Speedway with NASCAR.

"Our focus at Dailymotion is to drive the discovery of premium, trusted content through partners like the IDRA and we look forward to expanding the breadth of our sports content with them in the coming months," said **Jolie Roberts**, Head of U.S. Sports Partnerships and Content Development at Dailymotion.

About the International Drone Racing Association:

The International Drone Racing Association (IDRA) is a for-profit association founded on the belief that competition drives innovation, and that drone racing is the next evolution of motorsports. IDRA believes in growing this awesome new industry by organizing historic drone racing competitions like the semi-professional Challengers Cup and professional Drone Racing Series. The IDRA's core mission is to grow this amazing community of tinkerers, dreamers, and innovators. For more information, visit www.idra.co.

Contact: Justin Haggerty, President & CEO, info@idra.co

About Dailymotion:

Dailymotion is the video platform for discovering the events and ideas that keep the world surprising and diverse on four main topics: news, sports, music, and entertainment, as well as comedy skits, political debates, fashion shows, gaming live-streams and more. Launched in 2005, Dailymotion commands a global audience of 300 million entertainment-seekers who frequent the site and its dedicated mobile experience to surface the most relevant professional video content based on their unique tastes and interests. Dailymotion is owned by Vivendi, a Paris-based multinational media company. For more information, visit www.dailymotion.com.

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