



## **Dailymotion and One Laptop per Child Launch Search for the Best Video for Giving Campaign**

*Winning entry to be aired during the December holiday season*

New York, NY – November 19, 2008 – Dailymotion, one of the world's largest independent video entertainment websites, and One Laptop per Child (OLPC), a non-profit organization dedicated to improving education in the developing world, today announced a holiday contest to support OLPC's Give One, Get One campaign. The contest, which runs from November 17, 2008 to December 15, 2008, calls for Dailymotion users to upload original commercials for the Give One, Get One campaign. One winning commercial will be selected from among the submissions. Along with bringing greater attention to this important campaign, the winning commercial will be aired on a major network/cable TV channel during the period of December 15th to December 31st.

To enter the contest, participants should upload their video entries to the Give One, Get One group at <http://www.dailymotion.com/group/G1G1>.

The G1G1 program starts November 17, 2008. During this promotion, a kid-friendly laptop can be purchased for just \$399. Additionally, with each purchase a second laptop will be donated to a needy child somewhere in the world.

Dailymotion and OLPC recently partnered to launch a child-safe Web video portal for users of the OLPC's XO laptop. The site, [olpc.dailymotion.com](http://olpc.dailymotion.com), uses free and open video formats. Combined with the built-in video camera and software, this makes it easy for children using the XO laptop to find and share videos.

"We are excited to support OLPC in their vital goal of bringing the most underprivileged children of the world online and introducing them to the power of web video," said Joy Marcus, general manager of Dailymotion US. "This is also a wonderful opportunity for our most creative users, our Motionmakers, to 'give back' during the holiday season. We are also delighted to provide the winner with the opportunity to have their work be aired on a major network or cable TV channel."

"We are delighted with our continuing relationship with Dailymotion. Their OLPC video portal is a safe place for kids to watch educational videos on the internet by taking advantage of open video formats," said Samuel Klein, head of community development at One Laptop per Child. "This contest will be a valuable part of the G1G1 campaign, which last year provided almost 100,000 laptops to children in Mongolia, Rwanda, Ethiopia, and Afghanistan. With outreach efforts such as this contest, our contributors can expand our programs in the world's neediest regions."

### **About Dailymotion**

A top 50 website worldwide, Dailymotion is one of the world's largest independent video entertainment website and the second largest video website overall (source: comScore, June 2008). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites. In June 2008, 38.8 million unique users streamed over 855 million videos including curated content from premium and Motionmaker creative contributors (source: comScore, June 2008). Using the most advanced technology for both users and content creators, Dailymotion provides high-quality and HD video in a fast, easy-to-use website that also automatically filters infringing material. Dailymotion's mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection. For more information, please visit [www.dailymotion.com](http://www.dailymotion.com).



### **About One Laptop per Child**

One Laptop per Child (OLPC) is a non-profit organization founded to improve education and access to knowledge for every child in the world by designing, manufacturing, and distributing low-power, connected laptops. These laptops are sold to governments and NGOs and issued to schools of children on a basis of one laptop per child. These machines are rugged and energy efficient. Mesh networking will give many machines Internet access from one connection. The goal is to provide children around the world with a window into the world and a tool with which to think. The XO laptop is a wonderful way for children to learn learning through independent interaction and exploration. To participate in the Give 1 Get 1 program starting November 17, visit <http://laptop.org/xo>.

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