

NEW WEBSITE PUTS 2004 CAMPAIGN MEDIA IN THE PEOPLE'S HANDS

P2P-Politics.org lets friends and colleagues share political videos with just a click, thanks to Creative Commons copyright licensing

SAN FRANCISCO, CA, USA — October 17, 2004 — A new people-to-people website, P2P-Politics.org, today announced a free service for sharing political expression online. The site enables anyone to select from a menu of video clips the ones that best express their view of the U.S. presidential elections, and then email links to those clips, along with a personalized message, to friends, family, and colleagues. Like a cross between an online greeting-card service and a gallery of campaign advertisements, P2P-Politics.org makes everyday people broadcasters of political expression from across the spectrum.

The site launched today with 150 clips from MoveOn.org's "Bush-in-30-Seconds" contest. Because all entries to that contest are under Creative Commons "some rights reserved" copyright licenses, their reuse on P2P-Politics.org did not require the cumbersome process of rights-clearance.

The site invites anyone to upload their own video clip, and it has invited the Bush, Kerry, and Nader campaigns to contribute content to be shared. So far, only the Kerry campaign has responded favorably to the invitation, but organizers are optimistic that the other campaigns will participate as well.

"Political ads have one purpose," said Lawrence Lessig, chairman of Creative Commons. "That is to elect the candidate they support. With just over two weeks to go, we expect the campaigns will be eager to help their supporters get the message out."

The ads are hosted by the Internet Archive, which hosts and serves files of any size at no charge — provided they are under Creative Commons licenses. P2P-Politics will curate content to assure its appropriateness, and no content will be posted without the authority of its copyright owner.

The site was built by volunteers responding to a weblog post earlier this month. It was designed by J Christopher Garcia and Aaron Swartz. It will be supported through the election; afterwards, all content will remain at the Internet Archive.

<<http://p2p-politics.org>>

About Creative Commons

A 501(c)(3) nonprofit founded in early 2002, Creative Commons promotes the creative re-use of intellectual and artistic works – whether owned or in the public domain – by empowering authors and audiences. It is sustained by the generous support of the Center for the Public Domain, the John D. and Catherine T. MacArthur Foundation, the Omidyar Network Fund, and the Hewlett Foundation.

For general information, visit <<http://creativecommons.org>>.

About the Internet Archive

The Internet Archive is a 501(c)(3) public nonprofit that was founded to build an “Internet library,” with the purpose of offering permanent access for researchers, historians, and scholars to historical collections that exist in digital format. Founded in 1996 and located in the Presidio of San Francisco, the Archive has been receiving data donations from Alexa Internet and others. In late 1999, the organization started to grow to build more well rounded collections, like its Open Source Music and Open Source Movies catalogs.

For more information, visit <<http://archive.org>>.

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Press Kit

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