



## **UNDER STRICT EMBARGO – MONDAY 14 SEPTEMBER 0900 (UK)**

### **MTV and Dell Prepare for 2009 MTV Europe Music Awards By Asking UK, German Youth to Get their Singing Voices On**

Online community, [Amplichoir](#), launched to support Dell's sponsorship of MTV EMAs

Dell celebrates music by offering Limited Edition EMA-themed Laptop featuring artwork from renowned artist 'Filth'

**London, 14 September 2009:** MTV Networks International (MTVNI), owned by Viacom Inc (NYSE: VIA, VIA.B) today announced that [Dell](#)<sup>TM</sup> would be renewing its pan-European sponsorship of the 2009 MTV Europe Music Awards (EMA). Dell will join Sony Ericsson – also a repeat sponsor – at the event, which will take place on Thursday 5 November 2009 at the O2 Arena, Berlin. To celebrate this sponsorship, Dell will launch an online cultural community activity, which will engage UK and German youth in an attempt to build the world's largest online choir.

The 2009 MTV Europe Music Awards will be broadcast live on MTV at 9pm CET on 5 November 2009 across 212 million homes and more than 40 territories in Europe, the Middle East and Africa.

Building on the personal style theme of Dell's 2008 EMA sponsorship, this year's partnership will continue to showcase Dell's commitment to individual style through [Amplichoir](#), a tailor-made online community. With an emphasis on self-expression and personalisation, Amplichoir is a cultural initiative that aims to build the largest online choir.

Through Amplichoir, members of the public will be challenged to upload videos of themselves singing "Lollipop", the song featured in Dell's current on-air advertising campaign, "[Treats](#)". The singer with the most votes will win VIP tickets to attend the 2009 MTV Europe Music Awards, where they will be presented with an award on the Red Carpet.

Amplichoir will also give music fans the opportunity to build their own choirs, by choosing performers to form a unique choir that can be shared with friends through Facebook and other social media outlets. Amplichoir will go live on [www.amplichoir.com](http://www.amplichoir.com) from 14 September before integrating with the MTV Europe Music Awards' dedicated website [www.mtvema.com](http://www.mtvema.com) from 22 September 09.

In celebration of music, personal style and self expression, Dell will also launch an exclusive Limited Edition Laptop. Featuring a distinctive design created especially for this laptop by renowned artist, [Filth](#), this limited edition laptop also comes with a free album download from the [Dell Download Store](#). Available from a dedicated microsite, [www.Dell.co.uk/MTV](http://www.Dell.co.uk/MTV), the EMA 2009 Limited Edition Laptop retails for £479 incl. VAT and shipping.

The joint partnership will also feature logo branding across all on-air promos and billboards, incorporation into marketing, PR, web and WAP activity and on-the ground at the event itself.

Commented David Clifton, Director Consumer Marketing, Dell Europe: "Music enables total self expression, and can cross language and cultural boundaries. Personalisation and self expression are at the heart of Dell's product portfolio and through our partnership with MTV we're striving to give fans the opportunity to connect with others and express their individuality. This is at the core of Amplichoir; the experience is a fun and interactive way for people to merge technology and music to express their personal style."

Added Liz Nunn, Head of International Sales, Viacom Brand Solutions International: "Music and technology are central to our audiences' lives and Dell combines the two. By tapping into the creativity, credibility and star-power of the EMAs, Dell will give people

the opportunity to express themselves virally through Amplichoir, whilst giving music fans a once in a lifetime opportunity to attend the 2009 MTV Europe Music Awards.”

The 2009 MTV Europe Music Awards is one of the world’s most prestigious live music events. The 2008 Awards, which took place in Liverpool, featured host Katy Perry and performances by artists including Beyonce, P!nk, The Killers, Estelle, Kanye West and Kid Rock. Over 100 million votes were cast across 11 categories in 2008, and there were more than 4 million unique visitors to [www.mtvema.com](http://www.mtvema.com).

The 2009 MTV Europe Music Awards will be broadcast live on MTV at 9pm CET on 5 November 2009. News on EMA 2009 artists, performers and a further sponsor will be announced in due course.

-Ends-

For more information, please contact:

**Polly Stevens**  
Communications Director  
MTV Europe Music Awards  
[polly.stevens@mtvne.com](mailto:polly.stevens@mtvne.com)  
+44 207 478 6328

Ellen Murphy  
Dell, Inc.  
[Ellen\\_murphy@dell.com](mailto:Ellen_murphy@dell.com)  
+44 (0) 1344 378 523

#### **Notes to Editors**

##### **About the MTV Europe Music Awards**

The 2009 MTV Europe Music Awards will be broadcast live in the following countries : Armenia, Austria, Belarus, Belgium, Bosnia, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Former Yugoslav Republic of Macedonia, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Serbia & Montenegro, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.

##### **About MTV Networks International**

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, MTVNHD, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One, Neopets, GameTrailers, Shockwave, Addicting Games, Atom Films and Xfire. MTV Networks' brands are seen globally in 578 million households, in 162 countries and 33 languages via 168 locally programmed and operated TV channels and more than 400 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

**About Dell**

People worldwide can buy Dell [online](#), by phone and through more than 43,000 stores.