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Microsoft sign Sony BMG and MTV to MSN video

More free content for the kids

by Stuart Miles published on 5 February 2008

Microsoft has announced it has signed up Sony BMG and MTV to its free MSN video service.

Adding to current offerings from National Geographic and ITN, the content will offer clips from shows such as "Pimp My Ride" as well as music videos and interviews.

The company, who recently announced it was bidding for Yahoo, hopes that the new content will draw a younger audience looking to snack on video rather than watching longer episodic content.

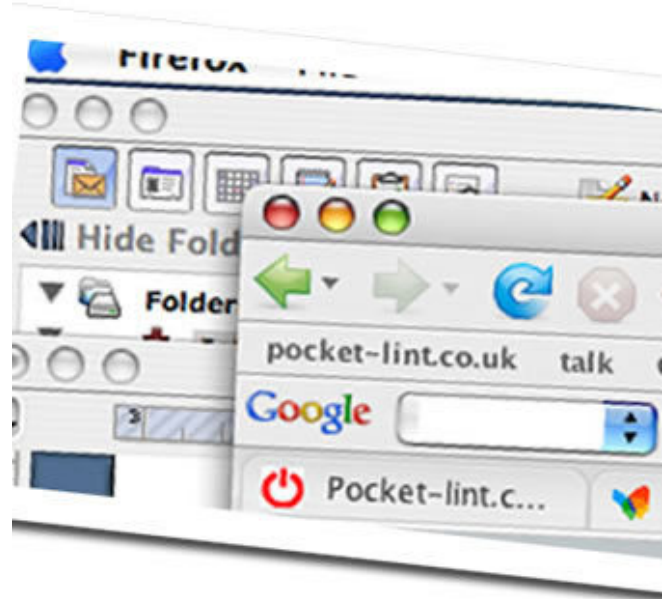
The Sony BMG deal will see users offered exclusive videos as well as backstage footage, interviews, artist biographies, tour information and photos.

"The music industry is facing tough challenges and it is all now about becoming a music entertainment company rather than just a record company", said Ulrich Jarkel, senior vice president, Digital and Business Development Sony BMG.

"The whole game has changed. We now have over 150 ways to access Justin Timberlake content for example."

The MTV networks deal follows recent content deals from the music channel with users getting access to clips from South Park, Pimp My Ride, Punk'd, Cribs and Soapbox.

"This is one of our most important partnerships", said Gideon Bierer, senior vice president, Digital Media, MT Networks before adding that the company "will be adding other MTV network brands in the future from channels such as Nickelodeon and Comedy Central".



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The service, which will be available in nine European countries including the UK, France, Germany, Spain, the Netherlands and Sweden.

Belgium, Denmark and Norway will launch later this year.

The company also announced that it will be launching Messenger TV in the UK later this year. Currently live in Italy, the app combines MSN video with the company's Live Messenger service and allows you to share video from MSN video with other contacts allowing you to comment on the show or clips as you watch it.