Microsoft, Fox, NBC to distribute online video to MSN consumers

by Bend_Weekly_News_Sources

Microsoft Corporation announced Thursday that the company is joining forces with a newly formed Fox/Newscorp and NBC/Universal joint venture to distribute a vast library of online video content to MSN consumers.

"This announcement is a great win for MSN's more than 460 million consumers and for online video more broadly. When launched, this new venture will provide free access to an unprecedented library of high-quality video content,â€• said Microsoftâ€™s Kevin Johnson, President of Platform and Services Division.

"Our investments in MSN Video and SoapBox over the past couple of years have shown us that video is an amazing driver of user engagement and excitement, both for consumers and for advertisers,â€• he said.

"Joining forces with Fox/Newscorp and NBC/Universal is completely in line with our strategy to offer our users easy access to the best video on the web in a way that is good for content owners, great for consumers, and provides compelling opportunities to advertisers,â€• said Johnson. â€œBuilding on the work we have done with MSN Video and SoapBox, we are taking another step toward realizing that vision.

"We were thrilled to be a part of these discussions from the start, and share with our colleagues in the content industry our vision for delivering easy access to great content for consumers while accommodating critical copyright and intellectual property protections. This partnership proves we can do both and serves as a great foundation for future collaboration.

"We look forward to the summer when the content library comes online, and MSN users can tune in and watch the videos they love," Johnson said.