

13 May 2008

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Windows Live
Messenger
Microsoft

Microsoft Evolves Windows Live Messenger, but Not to Version 9.0

Offers Messenger TV instead

Microsoft has evolved its instant messaging client, but the evolution does not involve the next version of Windows Live Messenger, labeled as 9.0 and released initially in November 2007, as a private Beta. In fact, there is still no word from Microsoft as to the future of the successor of **Windows Live Messenger 8.5, version 9.0** still being in the Beta development phase at this point in time. However, Microsoft did manage to take Windows Live Messenger one step further by introducing Premium Video on demand. "Online video has exploded in popularity over the last year, but to date it has been something people watch on their own. Messenger TV is set to change all that. Watching video online can now be a social experience, as people watch videos together, make comments and share reactions - all over Windows Live Messenger", revealed John Mangelaars, Vice-President, EMEA, Consumer and Online, Microsoft. Messenger TV, deemed by Microsoft as European innovation, aims to increase the Redmond company's share of the online video market, currently saturated by content from Google's YouTube, by leveraging the largest instant messaging community worldwide. In fact, Messenger TV is designed as a bridge between the immensely popular Windows Live Messenger and the obscure MSN Video. "In the past year, the emergence of online videos has exploded throughout Europe. In the UK alone, over 87% of the online population accounted for nearly 10 billion minutes", said Jack Flanagan, Executive Vice President, ComScore. "By bringing together the interactivity of messenger usage with the ability to view videos online with other people and interact while this occurs, creates a new best of breed application. The launch of Messenger TV harnesses the power of social connectivity and interaction into a new state of the art application that is likely to resonate very strongly in the online world for media companies, advertisers and consumers." Microsoft also informed, via comScore, that 84% of the Internet users in France and 81% in Germany are constantly watching online videos. And this is why the focus of Messenger TV falls on Europe, with additional countries such as Australia, Brazil and Canada. Messenger TV will be available via the list of activities in the instant messaging client. Windows Live Messenger will also permit users to browse the MSN Video library of content through their IM clients. At the same time as the launch of Messenger TV, Microsoft announced content partnerships with Channel 4 and EMI, but also advertising agreements with Twentieth Century Fox and Pepsi. "Our vision for MSN is to provide what we call the social portal, combining content that informs and entertains with Windows Live services such as Windows Live Messenger, which foster community and engagement. Video is a key part of this strategy and we continue to forge strong alliances with leading publishers and content owners", added John Mangelaars, Vice-President, EMEA, Consumer and Online, Microsoft. Windows Live Messenger 8.5 is available for download [here](#).