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## [Microsoft Mediaroom Comes to Russia](#)

*Via VimpelCom*



Beeline  
VimpelCom

Russia is about to start contributing to fattening up the millions of [Microsoft Mediaroom](#) around the world. VimpelCom Communications is gearing up to launch Beeline TV, essentially an IPTV service based on Microsoft Mediaroom for the Russian market. Still, Mediaroom has already enjoyed a presence in Russia. VimpelCom has been testing the Redmond company's IPTV platform with Corbina TV, but now the Russian-based provider of IPTV services is ready to step up its game and launch Beeline across the country, starting in Moscow.

"In delivering an IPTV service on the Microsoft Mediaroom platform we are able to offer our subscribers a more personal and connected TV experience. From launch, subscribers will enjoy a huge range of standard and HD channels as well as thousands of shows, films and cartoons on-demand. Combined with powerful DVR capabilities we believe Beeline TV gives consumers in Russia more choice and more control to watch what they want, when they want," explained Dmitry Malov, senior director, Regional Broadband Development, VimpelCom.

Beeline's over 800,000 Russian broadband subscribers will get three packages via Beeline. The first option involves 100 channels for 270 Rubles per month, the second 125 Channels for 495 rubles per month and the third involves the addition of on-demand content, with a price tag of 5 to 100 rubles per month. In total, Beeline will offer more than 3,000 on-demand programs and movies. Mediaroom already accounts for over 3 million subscribers worldwide.

"VimpelCom joins a family of the world's leading service providers delivering compelling TV services on the Mediaroom platform, including AT&T, BT, Deutsche Telekom, Swisscom and many more," added Andreas Mueller-Schubert, general manager, Microsoft TV, Video and Music Platform Business, Microsoft. "The success of each can be clearly seen in their growing subscriber numbers and the high levels of customer satisfaction. We are excited that Russian consumers can now join more than 3 million subscribers worldwide in experiencing connected TV powered by Mediaroom."