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[Rihanna - Good Girl Gone Bad Exclusively for Microsoft](#)

Love is in the air...



Rihanna
Microsoft

Love is in the air... or should I say that love transitioned online? Either way there is simply an intimate connection between Microsoft and Rihanna. Now, the truth of the matter is that the Redmond company has been "sleeping around" with an entire range of top of the line artists. But at the same time, it is not any less true the fact that Rihanna delivered the best performance. From "Introduction, Pon the Replay" to "Break it Off", from "Good Girl Gone Bad" to the ubiquitous "Umbrella" and finishing up with "Live in Concert", Rihanna has been nothing more than an irresistible eyeball magnet for Microsoft. "We love working with artists like Rihanna because they can deliver an electrifying performance that ignites the audience creating an explosive live experience that resonates with fans watching online at home. Control Room's mission is to bring artists of this caliber and exclusive live performances to a worldwide audience", said Aaron Grosky, president of Control Room. On MSN Music in Concert users everywhere have been able to access a variety of materials on the singer starting with photos and up until her live performance from the Bell Centre in Montreal, on September 24th, 2007. In this context, Microsoft has revealed that Rihanna is the most-streamed artist on [MSN Music in Concert for 2007](#). Fans have simply crowded to MSN Music in Concert in order to enjoy the materials offered by Microsoft, having the Grammy-nominated artist in the focus. The R&B start managed to deliver excellent numbers in terms of audience for Microsoft. According to the Redmond company, in excess of 1 million users streamed Rihanna's live performance just in the first week of the availability of the concert's online broadcast. In this manner, Rihanna managed to outperform similar offerings involving Jay-Z, Maroon 5, Avril Lavigne, The Smashing Pumpkins, The Pussycat Dolls and Fall Out Boy. "People are very enthusiastic about our Music in Concert series, and are particularly interested in mainstream artists like Rihanna. Control Room's excellent production values allow our online audience to experience the excitement of live performances by popular artists", added Reed Price, editor in chief, MSN Entertainment and Video.