

## **MYSPACE PARTNERS WITH INTEL, YAHOO, AND TOSHIBA TO BRING SOCIAL EXPERIENCE TO TV**

*Widget Channel Allows MySpace Community To Engage With Their Network of Friends Directly From Their TV*

**LAS VEGAS—January 8, 2009—**[MySpace](#), the world's premiere social network, today announced the launch of a MySpace Widget developed for TV, and powered by MySpaceID. The rich internet application is designed on the new TV application framework called the Widget Channel, co-developed by Intel and Yahoo!, and will be available on connected Consumer Electronic (CE) devices like the devices announced by Toshiba today. The MySpace Widget for TV allows users to interact with their MySpace network directly from their TV and receive dynamic updates of profile activity, helping to extend their MySpace experience beyond the browser and making the traditional TV experience more social. MySpace is the first social network to offer this functionality for its community and is using MySpaceID to create the TV Widget.

"We're giving our users an entirely new way to easily enjoy, share and access MySpace content through the new MySpace experience for TV," says Jason Oberfest, MySpace's vice president of business development and general manager of MySpaceID. "We believe in our open platform that delivers interactive, social applications, and by empowering our users to access their MySpace network while also enjoying TV, we continue to provide new and unique ways keep them engaged and connected."

With the MySpace Widget for TV, users will receive instant updates of profile activity directly to their TV screen, without having to refresh a browser or access a separate device. The new Widget will allow users to:

- Receive Friend Updates
- Read and respond to Messages
- Receive Friend Request notifications
- See friends' Status and Mood updates
- Publish personal Status and Mood updates
- Browse photos
- Browse profiles

"We believe bringing MySpace to the TV will transform the way people think about social networking and provide a seamless experience for users to enjoy MySpace while watching TV," said William O. Leszinske, Jr., general manager of Intel's Digital Home Group. "This effort is aimed at enhancing today's traditional TV watching with complementary Widgets that will bring rich Web content to the TV through internet connected CE devices based on the Intel® Media Processor CE 3100, the first in a family of purpose-built Systems on a Chip (SoC) designed specifically for the CE industry."

"Yahoo! is excited to bring the revolutionary experience of TV Widgets to millions of loyal MySpace users," said Patrick Barry, vice president, Connected TV, Yahoo!. "By combining the key attributes of the Internet, including openness, community, and personalization with the power of television, the MySpace Widget for TV users will be able to take new advantage of a device they are incredibly familiar with—the television--to access their important MySpace features and information."

Core functionality of the MySpace Widget for TV:

### **The MySpace Dock**

The Widget Channel offers a dock mode where users can quickly gain access to the MySpace Widget at the bottom of their TV screens. The MySpace dock is a place for users to keep updated on notifications, with links to “My Profile”, “Messages”, “Friend Requests” and “Status Updates.” Users can open the MySpace sidebar for more information when updates are received by clicking on an icon.

### **The MySpace Sidebar**

Once a user clicks on an icon in the MySpace dock, the MySpace sidebar is opened on their TV screen. The MySpace sidebar is an expanded interface where users can interact with MySpace in a richer environment. The MySpace sidebar allows users to navigate all functionality of the widget and is organized in a familiar, friendly way to MySpace users. The Widget lets users update their status and mood, view friend requests, read and respond to messages, receive friend updates, and browse profiles and photos.

This launch signifies the emergence of new markets for MySpaceID, from television, DVD players to set-top boxes to other internet enabled devices. As a social content portal, [MySpace](#) is dedicated to giving users new ways to interact with their MySpace network that fit their lifestyle.

The MySpace Widget for TV, powered by MySpaceID, will be available within the Widget Channel, via connected Consumer Electronic (CE) devices running on the Intel® Media Processor CE 3100. The MySpace widget for TV is available for demo at the Intel booth (Booth # 7153) and the Toshiba booth (Booth #12814) at CES, January 8 -11, 2009. The Widget will be available on internet connected CE devices, coming to market in 2009.

Developers looking for more information on how to use MySpaceID should visit the [MySpace Developer Site](#).

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### **About MySpace**

[MySpace](#), a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. MySpace has created a connected global community by integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums. MySpace's international network includes more than 30 localized community sites in the United States, Brazil, Canada, Latin America, Mexico, Austria, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Australia, India, Japan, and New Zealand. Fox Interactive Media is a division of News Corp. (NYSE:[NWS](#) - [News](#), [NWS.A](#) - [News](#); ASX:[NWS](#) - [News](#), [NWSLV](#) - [News](#)).

*Among the top 2000 domains comScore Media Metrix, November 2008. For more information on comScore Networks, please go to [www.comscore.com](http://www.comscore.com).*

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