

Briefs: MTV, Microsoft team on digital music

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Heavyweights Microsoft and MTV are teaming up to enter the digital-music market.

The new service is called URGE and debuts next year with an arsenal of some 2 million songs from major and smaller independent labels.

URGE will get a boost in the marketplace from Viacom, the MTV parent company that will promote the service on MTV and its VH1 and Country Music Television brands. Microsoft will integrate URGE in its next version of Windows Media Player.

URGE will make its official debut at the January Consumer Electronics show in Las Vegas.

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