

Microsoft acquires vid-ad company Massive

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Microsoft Corp. announced Thursday it would be acquiring Massive Inc., a creator of video-game advertising.

The company hopes this strategic move will attract broader consumer interest in interactive games and expand advertising interests starting with its products Xbox Live and MSN Games, Microsoft announced at the seventh annual MSN Strategic Account Summit.

"Advertisers are having a tough time connecting with the elusive 18- to 34-year-old male demographic because this group continues to spend less time watching TV and more time playing video games," said Joanne Bradford, Microsoft's corporate vice president of global sales and marketing and chief media revenue officer. "Massive and Microsoft can help lead with our shared vision of delivering more targeted, measurable and effective opportunities for advertisers to reach today's youth

audience in a largely untapped market."

"Joining forces with Microsoft will allow Massive to deliver even greater benefits for advertisers, game developers and gamers through one of the world's largest, most comprehensive online networks," said Massive Chief Executive Officer Mitchell Davis. "While our current business relationships will remain in place, with Microsoft we have the prospect of extending our technology into a vast array of new markets and online environments."

Financial details of the acquisition were not disclosed, but Massive employees will continue working in existing offices.

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