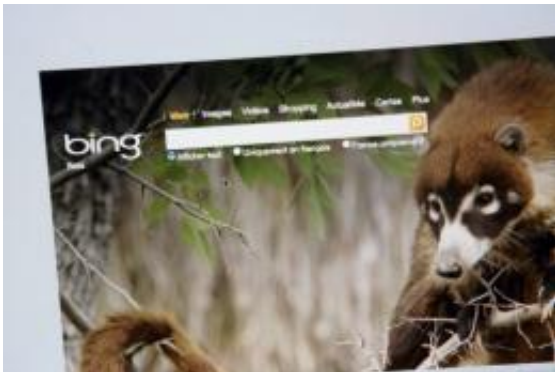


Bing spotlighting films, music, games and TV shows

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Microsoft is making its Bing search engine more entertaining by spotlighting music, films, games and television shows. The US technology giant late Tuesday added an array of features to make it easier for Bing users to find and play their favorite songs, movies, TV programs or online games.

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"In this release of Bing one of the biggest investments we are making is in the area of entertainment," Bing senior vice president Yusuf Mehdi said in a blog post.

"Bing is making a first step today to help make entertainment on the Web easy and fun, so you spend less time searching for entertainment and more time doing the stuff you love."

Bing software was modified to improve results to entertainment-related searches and a page devoted to the content was launched at www.bing.com/entertainment.

Microsoft tapped into its games divisions, which makes titles for the company's [Xbox 360 videogame](#) consoles, to arrange for people to be able to play scores of popular online games on Bing pages.

Bing users can search out song lyrics as well as get videos or concert tour dates of musicians and even sample tunes.

Bing offers new tools to get information about movies along with local restaurant, parking and other information "you need to get to the movie stress-free and have a great night out," according to Mehdi.

Microsoft is also tailoring Bing for television lovers.

"We've brought together a very comprehensive collection of full-length TV episodes and visually organized them so it's easy to find what you are looking for and start watching," Mehdi said.

"And if you are one of those people who watch TV on an actual TV, we're pulling in guide information to help you easily find what's on in your area from your [service provider](#)."

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