

# Microsoft buys Al Gore-backed video search engine

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Financial terms of the transaction were not disclosed but [Silicon Valley](#) technology blog TechCrunch put the purchase price at around \$70 million.

Microsoft said it will work VideoSurf's technology into its [Xbox Live](#) platform, the online environment for its Xbox 360 videogame console.

"VideoSurf's content analytics technology will enhance the search and discovery of entertainment content across our platform," said Alex Garden, director of Xbox Live for Microsoft's Interactive Entertainment Business.

"Over time, as we integrate VideoSurf's technology into our system, we are excited about the potential to have content tagged in real time to increase the speed and relevance of the search results," Garden said in a statement.

VideoSurf, which was founded in 2006 and is based in San Mateo, California, has developed technology that allows for fast discovery of video content on the Internet.

VideoSurf chief executive and co-founder Lior Delgo said he looked forward to "creating amazing consumer experiences and reinventing how consumers search, discover and enjoy content on their televisions."

Besides Gore, VideoSurf has received funding from Facebook chief operating officer Sheryl Sandberg and her husband, SurveyMonkey chief executive David Goldberg.

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