

# VEVO launches redesign with Facebook in mind

March 9 2012, By JAKE COYLE , AP Entertainment Writer

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With TV screens and social networking in mind, the music video site VEVO has launched a significant redesign.

The new VEVO features a bigger player, continuous playback of videos and personalized playlists synced with user iTunes libraries and Facebook pages.

VEVO, which is co-owned by Sony Music and Universal Music, debuted the new design Friday.

The Facebook integration will likely further stoke rumors that the social network is interested in purchasing VEVO. Michael Cerda, senior vice president of product at VEVO, declined to comment on those reports.

Cerda said the new VEVO was designed to transition the site from a "snackable" website to "a personalized, social and long form experience."

Cerda also said VEVO is planning to do "a lot" to migrate to TV screens, a prospect that will likely further comparisons of VEVO - in its focus on videos and live performance- to a young MTV. VEVO is currently piped to TVs via Boxee and [Google TV](#), but Cerda said VEVO will soon be connected to "other connected devices" like the [Nintendo Wii](#) and PlayStation.

In January, VEVO had about 717 million streams, according to

ComScore.

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