

Xbox 360 to Move Beyond Gaming?

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Microsoft announces more content will be available for Xbox 360 console users-- specifically TV content, as Microsoft wants to transform the device from console to A/V entertainment hub.



Nearly 40 TV and entertainment providers worldwide will offer content, including BBC (UK), Telefonica (Spain), ZDF (Germany) and MediaSet (Italy), with access to both live and on-demand programming via Xbox LIVE account.

The games console will also offer online video and music content from providers including DailyMotion, iHeartRadio, VEVO and Youtube.

The service will be Kinect-compatible-- meaning (in theory at least) users will be able to tell their Xbox what they want to watch or to switch between games and TV.

Microsoft will launch the service in more than 20 countries in the holiday season.

Go [Microsoft: Xbox 360 Teams Up With Entertainment Leaders to Transform TV](#)