

# Microsoft

## to Launch VideoSharing Soapbox

In answer to similar web-based offerings from Google and Yahoo, Microsoft plan to launch their own rival to the ever-popular YouTube. 'Soapbox' has already been available to a select group of beta-testers since last September and is expected to launch officially later this year



Soapbox, just like its main competitor YouTube, will allow users to upload their own video content in most of the popular digital formats. However, there will be some intrinsic features that will set it apart from its rival and offer potential users an incentive to give the system a try.

Is it likely that Microsoft Soapbox will compensate those users who generate content for the site. How this will be done is not yet clear at this stage, but it is expected to depend on the level of popularity of each particular video creator.

So the most active members of Soapbox – who publish the most creative and widely viewed videos – could share in the rewards generated from advertising revenue.

This is a model possibly inspired by the less well known video-sharing site Revver, which attaches advertising its to user-submitted video clips and shares all ad revenue 50/50 with the creators. Videos can be displayed, downloaded and shared across the web in just the same way as YouTube. Although Microsoft will not be featuring advertising on Soapbox when it is initially launched, it is considering ways of introducing advertising in the future.

Additionally, Soapbox users will have the ability to allow users to watch one video while searching for another (on the same screen), a feature not currently available on YouTube.

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