

Fox Taps MySpace to Stream MLB Games

Written by The Staff

Sunday, 08 October 2006 12:00

Fox is working the web to keep audiences in touch with the MLB playoffs. What is interesting, is that Fox is tapping MySpace.

As reported:

Last week the network, in conjunction with the Fox Television Stations Group, launched Fox on Demand, a new platform on the News Corp.-owned MySpace.com designed to allow viewers to stream ad-supported full-length episodes of a host of Fox's top prime-time shows.

Visitors to MySpace.com/fox, along with Fox's local owned-and-operated affiliate Web sites in 24 markets, are able to stream previously run episodes of the shows Bones, Prison Break, Standoff, Vanished, Talk Show With Spike Feresten, 'Til Death, The Loop and Justice.

The idea behind the new platform, says Fox, is to allow these shows' fans to stay connected with their favorite programs during the Major League Baseball playoffs, which hijack much of the network's schedule during the month of October. But it also also allows new fans to catch up on shows.

([MediaWeek](#))