

Joost seeks cable TV operator as buyer

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(AP) -- Online video site Joost is shopping itself around to different cable TV operators.

That's according to two people with knowledge of the talks. They both spoke on condition of anonymity because they were not authorized to comment on confidential negotiations.

The two say that Time Warner Cable Inc., the No. 2 cable company, has expressed interest. One of them says Comcast Corp., the nation's largest cable TV operator, has already rejected any acquisition of Joost.

Philadelphia-based Comcast already owns a competing site, Fancast, which also streams TV shows, movies, clips and other video.

New York-based Time Warner Cable, which just separated from parent Time Warner Inc., doesn't own an online video site and building one for itself isn't a simple endeavor.

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