

Yahoo! expands Web-connected TV push

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Web giant Yahoo! has announced partnerships with television and other device manufacturers as the Internet company joins others seeking to jump from the computer to the TV screen.

Yahoo! announced partnerships with television and other device manufacturers on Thursday as the Internet company joins others seeking to jump from the computer to the TV screen.

"Consumers are in love with their televisions, watching more TV, and demanding Internet connectivity to further enhance their viewing experience," said Arlo Rose, senior director of Yahoo! Connected TV.

Yahoo! said the online programs known as "widgets" for the increasing number of Web-capable televisions would be embedded in more models and include video on demand, social networks, games and online shopping.

One year after announcing partnerships with Samsung, [LG Electronics](#), Sony and Vizio, Yahoo! used the annual [Consumer Electronics Show](#) here to announce tie-ups with China's Hisense, ViewSonic, MIPS Technologies and Sigma Designs.

Yahoo! also announced it was releasing a widget development kit to allow developers to create their own TV widgets.

Vizio's upcoming HDTVs will incorporate Yahoo! widgets as will Web-connected TVs from Hisense and ViewSonic's VMP80 media player.

Yahoo! said the VMP80 media player will allow HDTV owners to view movies, TV shows, Web videos, and photos and go shopping and play games with TV widgets.

"Consumers can enjoy the greatest Internet content while simultaneously viewing their favorite programming," said ViewSonic Americas vice president Jeff Volpe.

MIPS will include the Yahoo! widget platform on digital TV and set-top box applications while Sigma Designs said it will offer Yahoo! widgets on Blu-ray players and other devices.

Current Yahoo! widgets allow TV viewers to go online and shop at [eBay](#) or update their status on [Twitter](#) or [Facebook](#), for example, while watching TV.

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