

Google testing TV search service with Dish Network

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A sign is posted outside of the Google headquarters in Mountain View, California. Internet giant Google is testing a new television programming search service with Dish Network Corp., The Wall Street Journal reported on Monday.

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The newspaper, citing "people familiar with the matter," said the service runs on TV set-top boxes using Google's [Android](#) operating system.

It said it allows users to search content from Dish, which has some 14 million satellite TV subscribers, as well as Web video like [YouTube](#) and to personalize a lineup of shows.

The Journal said users can search by typing on a keyboard instead of using a remote control.

It said [Google](#) hopes to link the TV [search service](#) with its TV ad-brokering business, Google TV Ads. This would allow the Internet giant to target ads to individual households based on viewing and TV search data, the newspaper said.

The Journal said the test began last year and is limited to a very small number of Google employees and their families. It said the test could be "discontinued at any time."

Google currently makes the vast majority of its revenue from online advertising.

Google last year dropped two other advertising initiatives, its Print Ads program, an attempt to auction off space in newspapers to bargain-seeking advertisers, and its radio advertising service.

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