

Cox to offer video-on-demand content through TiVo

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(AP) -- Digital video recording pioneer TiVo Inc. and cable television provider Cox Communications Inc. are making it easier for Cox subscribers who use TiVo's DVR boxes to watch Cox's on-demand video content.

The companies said Thursday that Cox's video-on-demand library will become accessible on TiVo's latest DVR, the [TiVo](#) Premiere, in Cox's major markets, which includes Las Vegas and San Diego. The integration is expected early next year.

In the past, cable providers have not integrated their on-demand content with consumer DVR products such as those from TiVo, so watching on-demand movies or [television](#) shows from Cox and other companies has been a cumbersome process for TiVo users.

The agreement between the two companies aims to make this a more seamless process, allowing customers of both to use TiVo's interface and search function to access Cox's on-demand videos, as well as other television content.

It will work with new and existing TiVo Premieres. TiVo began selling the Premiere, which starts at \$300, in March.

The companies also said that [Cox](#) will market TiVo Premiere by doing things such as offering free installation for subscribers who buy the boxes online or in bricks-and-mortar stores and promoting it on its

website.

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