

# Google lines up Internet TV programming partners

October 4 2010

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Google said Monday that Amazon, the NBA, Netflix, The New York Times, NBC Universal, USA Today and others will provide content and applications for the upcoming "Google TV."

Google is entering the increasingly crowded Internet TV market with contributions from a variety of top television programmers and websites.

The initial line-up of content partners announced Monday includes Time Warner Inc.'s Turner Broadcasting networks and HBO.

The first Google TV sets from Sony Corp. are due out later this month. Google TV will include options already available through a variety of devices that connect to flat-panel sets. For instance, people can also buy movies and television shows through Amazon.com Inc. or stream them through [Netflix](#) Inc.'s video subscription service.

The short-message service [Twitter](#) and several music sites, including Pandora, have also designed features especially for the Google TV platform.

[Google](#) unveiled its plans to meld traditional television viewing with Web surfing five months ago.

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Citation: Google lines up Internet TV programming partners (2010, October 4) retrieved 25 April 2024 from <https://phys.org/news/2010-10-google-lines-internet-tv-partners.html>

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