

Google tunes Internet television offering

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Second-generation [Google](#) TV software features simplified controls, improved search, slicker integration with video-sharing service [YouTube](#) and the option to add applications made by outside developers.

"In the grander scheme, it is another step on a long road," said Chris Dale of the Google TV team. "We are committed to the product and making it better."

Google is among technology firms betting that the future of home entertainment is films, television shows, and other video content streamed on-demand over the Internet.

The California Internet titan last year launched Google TV, which is powered by Android software and Chrome Web browser and can be accessed using Sony TVs or set-top boxes from Logitech that route Web content to existing [television sets](#).

Sony and Logitech have both slashed prices on Google TV offerings in the face of disappointing sales.

Criticism of Google TV included that using it was relatively complicated, making it daunting to those who aren't technology savvy.

Updated Google TV software that will begin rolling out next week seeks to make it easier and more intuitive for viewers to find online video.

"The Internet marks a new chapter for television," Google vice president of product management said in a blog post.

"This chapter is not about replacing broadcast or cable TV; it's not about replicating what's on TV to the Web," he continued.

"It's about bringing millions of new channels to your TV from the next generation of creators, [application developers](#), and networks."

Google declined to comment on deals it might be making with television or film studios, but did tell AFP that more electronics makers were signing on to embed its [TV software](#) into devices.

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