

Google eyes television over the Internet: reports

July 17 2013



A G6 series LG Smart TV with Google TV is displayed at the 2012 International Consumer Electronics Show on January 11, 2012 in Las Vegas, Nevada.

US Internet giant Google is scrambling to deliver pay television online and has met with some content providers on licensing, The Wall Street Journal reports Tuesday.

"If the Web giant goes ahead with the idea, it would join several other

companies planning to offer services that deliver cable TV-style packages of channels over broadband connections," the Journal reported.

"Intel Corp. and Sony Corp. are both working on similar offerings, while Apple Inc. has pitched various TV licensing ideas to media companies in the past couple of years," the report said.

Google's effort, if successful, has the potential to seriously undermine the current pay-cable television "ecosystem," it added.

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Citation: Google eyes television over the Internet: reports (2013, July 17) retrieved 27 April 2024 from <https://phys.org/news/2013-07-google-eyes-television-internet.html>

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