

## A Shot in Google TV's Arm?

Written by Marco Attard  
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As news emerges on Google's \$12.5Bn Motorola Mobility, one might wonder-- will it also be the best thing to happen to Google TV?



While Motorola Mobility is best known as a smartphone and tablet maker, it is also a leading set top box manufacturer, whose STBs are bought by cable and other pay-TV platform operators worldwide.

It also holds a few DVR technology patents.

Thus it's not a stretch to imagine Google putting its software in Motorola's hardware, while coming up with a new strategy to make its way into customers' living rooms.

Google TV (in its current form) proved to be a non-success for Logitech, with returns for its Revue box higher than its low sales.

Through Motorola, Google will be in a position to avoid convincing customers of buying another box-- if it manages to convince pay-TV operators to carry its Android-powered offerings through either STB replacement (in mature markets) or aiming for growing markets.

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