

Yahoo Connection Could Work

Written by Bob Snyder
25. 03. 2009



Is it possible that ho-hum Yahoo has finally a new hit up its sleeve?
A real reason for Steve Ballmer to keep wooing Yahoo?

Many have tried internet over TV but Yahoo has a new approach: a set of widgets called Yahoo ConnectedTV, designed for a new wave of "connected HDTVs" that will begin hitting the European market (at least Korean brands) in Q3 2009. Think iPhone Apps but for TV: the widgets themselves will be created by the third parties. The most interesting widgets will be the ones that work in harmony with the shows.

At this year's CES (and in Europe you can bet on IFA), companies like LG unveiled connected TVs with internet or network connection.

As your TV connects to internet, you can go to a Yahoo site. There you choose and install a widget (choose Facebook, for example) on the Linux OS inside your TV. The widget installs on your TV and overlays your web choice on top of your TV programming.

And you never had to reach for a PC or mouse...it's TV-driven. But analysts predict this will force a new wave of TV remotes to accommodate the multifarious web content.

Go [Yahoo Wins with Widgets](#)