

Intel Faces Troubled TV Waters?

Written by Marco Attard
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Back in February 2013, Intel unveiled ambitious plans to enter the online TV market. Now those plans appear to be in trouble-- according to AllThingsD the company might scrap the project should it fail to find a partner in the near future.



Anonymous sources say Intel is in talks with Amazon and Samsung, in the hope of getting help of the both funding and distribution variety. The two companies refuse to comment on the story, at least for now.

In development at a separate media division formed by over 300 ex-Apple, Jawbone, BBC and Microsoft employees, the Intel take on "over the top" pay TV services was to provide live TV via the internet (with smaller channel bundles than what cable companies offer) and a "Catch Up TV" video-on-demand services.

The company also revealed the services [uses the high-efficiency H.265 video compression format](#) (formerly known as HEVC), a codec the majority of STBs lack the power to decode.

Reportedly an Intel-developed STB is already being tested by around 3000 Intel employees, and the services will apparently make use of a new "OnCue" brand.

While sounding interesting enough, the Intel plan needs two things-- programming deals and support from top company brass. The media division appears to lack both, explaining the need for a deal with either a big smart TV maker or media peddler. Or both, of course.

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