

## Amazon Working on Smart TV?

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Amazon plans a "next phase" in its fight against Sky, at least in the UK, the Telegraph reports--an own smart TV, a co-development with a "group of Chinese manufacturers" including Huawei.



According to the report, Amazon is taking on broadcast technology after the failure of the Prime TV streaming service to become a viable alternative to satellite and cable pay-TV. As such, it failed to gain distribution through the likes of Sky or Virgin Media, or attract mainstream channels from the likes of the BBC.

It is not known who is making the TV, which the Telegraph says is currently being tested by DTG, the industry body in charge of digital terrestrial broadcast standards in the UK. "Industry sources" suggest it will be UHD and incorporate the Alexa assistant together with a Freeview DTT tuner and Prime Video, making it a TV with a built-in Fire TV streaming stick.

As one might imagine, Amazon has no comment on the story as yet.

Go [Amazon Targets Sky With its Own Smart TV \(The Telegraph\)](#)