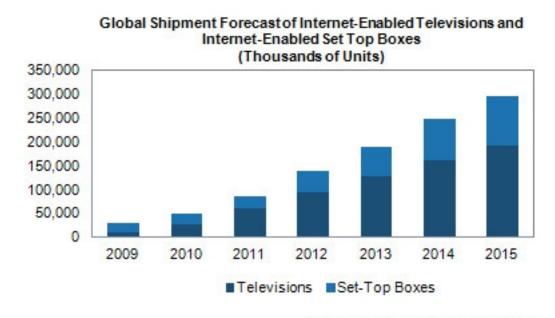
IHS iSuppli predicts Motorola Mobility will be good news for the faltering Google TV, as global IPTV and set-top box shipments should reach 295.9M by 2015, growing by 240% from 86.9M in 2011.

After all, Motorola is the WW no. 2 STB vendor-- providing Google "access to an already established customer base," iSuppli says.



Source: IHS iSuppli September 2011

High prices and lack of content hamper current Google TV products (Logitech's Revue and Sony's Google TVs), leading to a lack of customer interest.

Through Motorola, Google will now be able to further integrate Android with the IPTV platform, while GoogleTV will get a market foothold through STBs.

However, cable operators remain a challenge to Google TV-Motorola STB integration, especially should GoogleTV provide enough free content to make customers cut their cable

Motorola Acquisition: Good News for Google TV?

Written by Marco Attard 20. 09. 2011

subscriptions.

Will cable operators want to sell a product potentially cannibalising their business?

Go Google's Motorola Mobility Acquisition Boosts Google TV (IHS iSuppli)