

## Google Remains "Committed" To TV Business

Written by Marco Attard  
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Google CEO Eric Schmidt says Google remains "absolutely committed" to Google TV, expecting more partners to join the still-struggling business.



The news comes from Reuters reporting from the Edinburgh TV festival.

Schmidt attributes Google TV's relative failure to be partly due to its being a feature designed into TVs-- devices customers replace only around every 5 years.

Google should launch its TV service in Europe on early 2012-- unless it encounters resistance from European broadcasters. The company is still to resolve its differences with US networks ABC, NBC and CBS.

Schmidt also mentions there are "interesting ideas" on how the recent Motorola Mobility-Google merger will affect Google TV... after all, one has to remember Motorola Mobility is also one of the biggest STB makers around.

Go [Google's Schmidt Sees More Partners for Google TV \(Reuters\)](#)

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