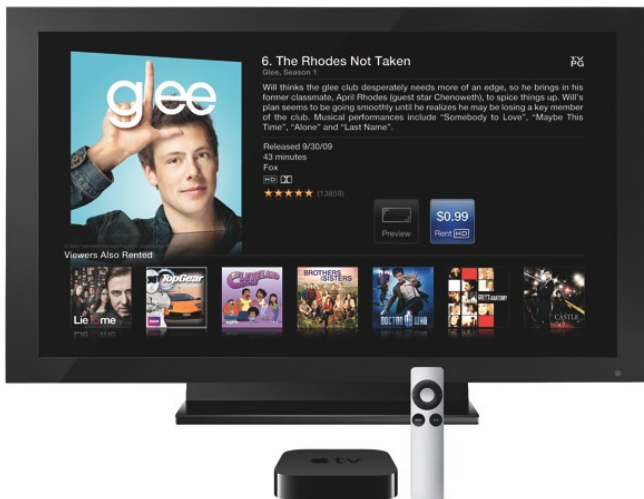


Apple TV to Turn into Apple Cable TV?

Written by Marco Attard
21. 08. 2012

Will the humble Apple TV be reborn as a cable box? The Wall Street Journal reports Apple is "in talks" with major US cable operators to allow the streaming of live TV and content on the device.



The WSJ says Apple has not managed to reach a deal with a cable company yet-- maybe due to "the reluctance of operators to let Apple establish a foothold in the television business."

Apparently Apple also demands a 30% cut on transactions going through the box, similar to how it operates the iTunes business.

Trying for a deal with cable operators echoes the way Apple got into the mobile business, where it convinced service operators to pair their services with Apple hardware and software.

According to "two people briefed on the matter" Apple is also testing prototype HDTVs with embedded Apple TV technology-- leading to further speculation on the now legendary Apple HDTV (aka "iTV") set.

So far the Apple TV failed to capture the imaginations (and living rooms of the world). Back in 2010 the late Steve Jobs described the STB as a "hobby," a description CEO Tim Cook repeated in 2012. Cook still believes the STB "will lead [Apple] somewhere," even if sales remain low.

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