

United in Smart TV They Stand (Against Apple)

Written by Marco Attard
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As the threat of Apple looms over a struggling industry, a number of TV vendors decide unity makes strength-- LG joins Toshiba and Philips in the Smart TV Alliance at IFA 2012.



The TV makers join other new alliance members, including chip makers Qualcomm and MStar, web browser provider Obigo and video advertising services developer YuMe.

The aim of the Smart TV Alliance is to create a common platform for interactive TV app development-- something of a must, considering the state of fragmentation the TV market is currently in. The Smart TV Alliance SDK is currently in version 1.0, with version 2.0 to be available on TV sets from alliance members by 2013.

A quick count of platforms competing for a slice of the shrinking TV pie seen at IFA 2012 alone lists attempts by Sony, Panasonic, Samsung, Google and even Deutsche Telekom.

“All market participants have to consider [a joint operating system] as part of their strategy, and if they make the wrong call they may be out of the market in a few years’ time,” Deloitte LLP head of media practice Klaus Boehm tells Bloomberg.

Recent rumours have [Apple "in talks" with major US cable operators](#) to allow the streaming of live TV and content on the (still not too successful) Apple TV STB.

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Such a deal would let Apple establish a foothold in the TV business before it shoots the big gun-- the now legendary Apple "iTV" set.

The rise of Apple and Google turned the smartphone arena into a literal duopoly. Will the same happen to the TV market?

Go [LG Electronics, TP Vision and Toshiba Expand Market Reach with Smart TV Alliance](#)

Go [LG Joins Philips for Web TV System as Apple Threat Looms \(Bloomberg\)](#)