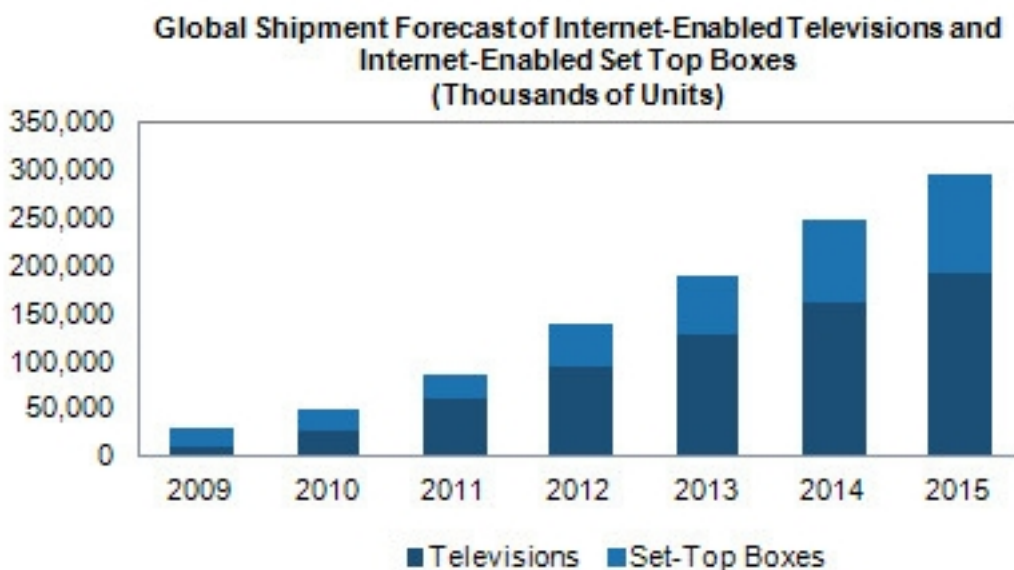


Motorola Acquisition: Good News for Google TV?

Written by Marco Attard
20. 09. 2011

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

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subscriptions.

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

Go [Google's Motorola Mobility Acquisition Boosts Google TV \(IHS iSuppli\)](#)