

Eric Schmidt Predicts Google TV Success

Written by Marco Attard
14. 12. 2011

Logitech might describe the Revue STB as "a mistake," but Google chairman Eric Schmidt remains optimistic on the future of Google TV, making a bold prediction-- "by the summer of 2012, the majority of the TVs you see will have Google TV embedded in it."



Schmidt was speaking at the LeWeb 2011 conference keynote in Paris, France.

Google TV is available in only 2 forms so far-- a Sony IPTV and the previously mentioned Logitech Revue, described by company as "a mistake of implementation of a gigantic nature" not tuned to what customers want.

Sony is yet to make any further announcements involving Google TV, particularly since it works on a "four screen strategy" uniting TV, PCs, consoles and mobile devices.

Meanwhile other TV vendors prefer to ship their own Smart TV systems.

However, Schmidt remains confident Google TV will be successful, and his reasoning comes through the success of Android in the mobile device market.

Schmidt believes Android will trump iOS for apps in 6 months from now, as more developers migrate towards the OS due to the global number of vendors-- and, being Android-powered,

Eric Schmidt Predicts Google TV Success

Written by Marco Attard
14. 12. 2011

Google TV will follow the same pattern to become the dominant Smart TV platform.

Will Google manage to convince any vendors to adopt Google TV over their own systems? The latest Android iteration, Ice Cream Sandwich, might be slick and accomplished, but TV is an even more fractured market than mobile ever was. Then again, Google does own Motorola Mobility...

Watch [Eric Schmidt at LeWeb 2011 \(Google TV talk starts at around 39:00\)](#)

Go [Logitech CEO: Revue "A Mistake"](#)