

## Aug. 7, 2012, Daily News

Tuesday, 07 August 2012

Last Updated Tuesday, 07 August 2012

### Internet TV: the future of branded entertainment

#### Product Placement News

According to IPTV, more than 300 million internet-connected TVs will have been sold by 2015. This will reshape how brands use the TV for advertising and promotions. Branded entertainment apps and projects will be downloadable through TVs, making the ...

### Parks: cord-switching to blame for cable's woes

#### IPTV News

While many in the cable TV industry are starting to believe that cord-cutting is not the threat it once appeared to be, US research firm Parks Associates warns that another threat is emerging which is just as dangerous: 'cord-switching'. Jim O'Neill ...

### UIEvolution and HMS Partner to Bring Turnkey Solutions to Cruise Ships

#### Broadcast Newsroom

UIEvolution, Inc., a globally recognized design and innovation leader in connecting consumers to content with groundbreaking user experience solutions in IPTV, mobile, tablet and automotive, and HMS, a leader in entertainment system design in the ...

### Web-capable televisions said on the rise

#### UPI.com

"[IPTV] has grown dramatically over the course of the last year," said Pat McDonough, senior vice president of insights analysis and policy for Nielsen. "People ...

### British Lords: Drop terrestrial broadcast, adopt IPTV

#### FierceIPTV

The United Kingdom's House of Lords Communications Committee has proposed that broadcasting be moved away from terrestrial delivery and that IPTV be adopted as the primary means of distribution. The committee's report, Broadband for All--An ...

### Google said to be preparing to sell off Motorola Home unit

#### FierceIPTV

Google (Nasdaq: GOOG) might someday use Motorola IPTV boxes as part of its Google Fiber project, but the chances of those boxes being built by a Google-owned entity are becoming slimmer by the minute. "Multiple industry insiders and people in cable ...

### Samsung, Verizon form new smart TV content partnership

#### The Korea Herald

Some 120 million consumers subscribing to Verizon telecom services will be able to view such content without using set-top boxes, which are normally required to watch IPTV shows and movies. Lee Kyung-shik, vice president of visual display business at ...