

## TiVo and YouTube to Deliver Web Video to TV

By BRIAN STELTER  
Published: March 12, 2008

Pick up the remote, turn on the television — and watch YouTube.

The user experience envisioned by technology enthusiasts came a step closer to reality on Wednesday when [TiVo](#), the maker of popular digital video recorders, announced a partnership with YouTube that will deliver Web video directly to users' televisions.

"TiVo's strategy is to bridge the gap between Web video and television and make as much content available as possible for our subscribers," said Tara Maitra, the vice president and general manager for content services at TiVo.

With the YouTube deal, TiVo becomes the latest entrant into the marketplace for porting Internet video content to television. [Apple](#) introduced a new version of Apple TV with similar features in January. Although several companies are trying to merge the online viewing experience with the living-room big screen, no one product dominates the market yet.

"Leaning forward at my computer screen, I've got this giant amount of content," said Dmitry Shapiro, the founder of Veoh, one of the companies trying to merge the Internet and the television. "But as soon as I want to relax in my living room with friends, I'm stuck with what's on my TV."

TiVo pioneered the digital video recorders that allowed television viewers to time-shift their favorite

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Marshall Eubanks, AmericaFree.TV

The Video Tsunami: Internet Television, IPTV  
and the coming wave of Video on the Internet

Professor Keith Ross, Polytechnic University

Peer-to-Peer Internet Video