

And now a word from our partners.

Google TV is making big strides, in large part, thanks to our great partners. Here is how just a few of them have used Google TV to engage their audience and reach new viewers.

Music - Qello



Google TV was a great fit for Qello because it originally launched as an Android app. Now on a bigger screen, music lovers get the ultimate Qello experience. They can choose from the largest catalog of HD concerts and music documentaries, and stream them right into their living rooms—taking home entertainment to new heights. On a recent app update, Qello added *Setlists*, a feature that allows users to create their own dream show and view it from any device with cross-platform syncing.

"We're seeing that with the ease of in-app purchasing, more users who check out the free content on Qello are opting to unlock the experience and watch unlimited full-length concerts and documentaries."

- Matt Carona, Qello VP Product and Business Development

Music - iHeartRadio



iHeartRadio is a free, all-in-one digital service that lets users find more than 1,000 Live Stations or create commercial-free Custom Stations featuring the artists they select and similar music.

For its GoogleTV app, iHeartRadio leveraged the larger screen format of TV to truly make audio more visual. Hi-res artist imagery, mood lighting effects, and more result in a deeper emotional connection to the product and to the music itself. iHeartRadio's web app is so rich and engaging, it feels like an Android app.

"Our home page is a great example of how we take advantage of the television medium and integrate engaging visuals with easy access to our content."

- Harper Lieblich, iHeartRadio Interaction Designer

