

## Why Apple Will Enter the TV Market

Written by Bob Snyder  
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Wall Street market analyst Piper Jaffray wrote a report saying **the next market for Apple should be the \$31 billion TV market.**

As TVs become



fully IP connected in the next 2-4 years, they think Apple is well-positioned. With its 100,000+ applications, powerful user interfaces, and design skills, could Apple do for TV what it did for MP3 players and cellphones?

The larger perspective is that all makers are migrating across all devices and the TV is the Mt. Everest of devices, the big peak to climb that you leave for last.

First it was the battle for the PC screen...now it's the battle for the mobile phone screen... and pretty soon it will be the battle for **One Screen to Rule Them All**

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