



## WELL, THAT DIDN'T TAKE LONG

*In our newsletter on Sunday, we speculated about Facebook, Google, Amazon or Apple thinking about getting into the TV business. Here's what we wrote...*

### Something to think about

Since it's becoming clear that video advertising revenue is the mother lode for online publishers, and since buying video programming is a lot easier than creating it, and since *Facebook, Google, Apple and Amazon* have all the money in the world, you have to wonder whether one of these guys will try to buy a TV network.



*Well, look what the Financial Times had today...*

### Apple contemplates a push into media

Tech group looks to boost revenue from services to counter slowdown in smartphone growth



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