

Skype founders bring free TV to Net

MARRIES BEST OF BOTH:
It will enable people
to watch TV online
with choice & control

BY GLENN CHAPMAN
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SAN FRANCISCO — The founders of revolutionary Internet telephony firm Skype unveiled a test version of an online television service yesterday that will be free to users.

Niklas Zennstroem and Janus Friis said they “combined the best of TV and the best of the Internet” in a venture called Joost to enable people to watch television online with “choice, control and flexibility.”

Joost is a “piracy-proof” Internet platform based on the open-source Mozilla web browser and was crafted to guarantee copyright protection for creators and owners of content, according to its founders.

“People are looking for increased choice and flexibility in their TV experience, while the entertainment industry needs to retain control over its content,” said Joost chief executive Fredrik de Wahl.

“With Joost, we’ve married that consumer desire with the industry’s interests.”

Luxembourg-based Joost claims to be the first global television distribution platform to bring content owners, advertisers, and audiences together in an interactive, community-driven environment.

“We are not only giving the world a TV, we are giving them a TV they can play around with; you can add things to, you can modify,” said Joost chief technology officer Dirk-Willem van Gulik.

Joost had a team of workers convert television programs to digital format, adding information about actors, action, titles, directors and “all the fun facts so people could



This handout photo shows a computer screenshot of the user interface for Joost Internet TV.

search and find them,” Gulik said.

The shows will be shared in a peer-to-peer format, with users getting them from each others’ computers, according to Gulik.

Opportunities to download the software as part of a private test of the service were being offered at the website www.joost.com.