

Google media server: A giant toe in the door?

It already dominates the Internet - why not the TV? Probably Google wasn't thinking exactly in those terms when it conceived the idea for Google Media Server, its latest addition to a ballooning product line. But planting a foothold in a medium in which it so far only dabbles is clearly the driver behind this release.

By [Erika Morphy](#) 2 Jul 2008

Google Media Server is the company's latest enhancement to its Google Desktop suite. Basically, it is software that allows users to view content from the Internet on a television.

Unlike many other media server software applications, it can support videos from YouTube and photos from Picasa Web Albums - both Google properties.

It runs using Google Desktop technology - e.g., Desktop gadgets for the administration tool and Google Desktop Search to locate media files. "All you need is a PC running Google Desktop and a UPnP-enabled device such as a PlayStation 3, wrote Software Engineer David Garcia.

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