

Tim Cook Dances Around the Apple TV Question - Again

CNET

Apple CEO Tim Cook had a bit of deja vu today when an analyst asked him to expound on Apple's future contributions to the TV industry.

"There's a lot we can contribute in this space so we can continue to pull the string and see where it leads us," he said during Apple's [first quarter earnings](#) [1] call today, after remarking on the growth of sales for the [Apple TV](#) [2] device.

The company sold more than 2 million Apple TV devices last quarter, according to Cook. This is up from [1.4 million devices](#) [3] from the same period last year.

Cook's answer sounds a lot like his response to a similar question from the same analyst, Piper Jaffray's Gene Munster, during [last year's call](#) [3].

Instead of answering the question, which relates to speculation over [the possibility of an Apple-built TV](#) [4], Cook pointed to the success of the Apple TV device. He said the device is favored by a "small niche" of people, a group that has grown. That's sort of different from "[hobby](#) [3]," right?

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[1] http://news.cnet.com/8301-13579_3-57565503-37/apples-monster-q1-earnings-

[2] <http://reviews.cnet.com/apple-tv-review>

[3] http://news.cnet.com/8301-27076_3-57365311-248/cook-on-apple-tv-the-hobby-is-selling-well/

[4] http://news.cnet.com/8301-13579_3-57557499-37/apple-tv-hinted-at-by-ceo-tim-cook/