TV Apps Will Reach $1.9 Billion by 2015

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As we're coming up to IFA BERLIN, it's worth noting TV apps will soon be standard as revenues rocket from $10 million in 2010 to $1.9 billion by 2015.

According to a new report from GigaOM Pro, growth in revenue will come from a growing number of households that will have networked TVs. By 2015, 6 in 10 TVs shipped worldwide will have a network connection (Ethernet, Wi-Fi or both) and 70% of those will come with an embedded app platform and app store.

And that's before Apple announces a revamped Apple iTV strategy...