

IBM boosts cloud offerings with Ustream buy

SAN FRANCISCO: Technology world centenarian IBM has boosted its internet cloud offerings with the takeover of live video streaming services firm Ustream.



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IBM did not disclose financial terms of the acquisition announced on Wednesday, but said it would enable the company to expand the array of cloud-based services it can provide to businesses or broadcasters.

San Francisco-based Ustream specialises in streaming live or on-demand video. IBM said that Ustream delivers video to about 80 million viewers monthly for customers such as NASA, Facebook, Samsung, and The Discovery Channel.

Ustream will become part of a newly-formed IBM Cloud Services unit and target a cloud-based video services market that IBM estimated to be a "\$105 billion opportunity".

Video has become a prime method for connecting with customers or employees through webcasts, training 'webinars,' how-to snippets, and other manners, according to New York-based IBM. "Video is the most powerful and emotional medium," Ustream chief executive Brad Hunstable, maintained in a release.

"Increasingly it is becoming the favoured form of communication, not just for entertainment, but also for business.

Source: AFP

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