

Footters to Use IBM Cloud Video to Globally Stream Amateur Soccer Games

IBM solutions provide global reach for streaming video, flexible delivery models and data analysis capabilities

MADRID, April 10, 2017 [PRNewswire/](#) -- IBM (NYSE:[IBM](#)) announced that [Footters](#), an online streaming platform created to broadcast amateur soccer games, has selected IBM Cloud Video to power its streaming video platform and help connect fans around the world through access to their favorite teams' matches.

Footters selected IBM Cloud Video because of its ability to provide global, reliable and flexible streaming video solutions at scale. Amateur soccer has an estimated 24 million clubs with 270 million players worldwide, and draws of billions of fans. Footters' goal is to connect members of the global soccer community, including clubs, players, family, agents, scouts, institutions, tournaments and brands.

By leveraging IBM Cloud Video's services and solutions, Footters will be able to integrate live and recorded video feeds into their mobile app. IBM Cloud Video's technology will also enable Footters' to expand and offer partner clubs the ability to launch individual streaming channels with both a subscription and pay-per-view option. Footters also plans to use advanced analytic and video editing capabilities to develop new features.

"IBM Cloud Video has a history of providing streaming video services and solutions to the world's leading media and entertainment brands," said Footters CEO Julio Fariña. "IBM's cognitive technology sets them apart and offers our platform features that can help extract data from a soccer game. For example, we plan to provide statistics such as how often a player has run up and down the wing, and how many times he has passed the ball."

The IBM Cloud Video unit brings together innovations from IBM's R&D labs as well as the cloud video platform capabilities through the acquisitions of Clearleap and Ustream. IBM Cloud Video delivers solutions for streaming video for organizations ranging from individuals and businesses to major media corporations.

About Footters

For more information about Footters, visit www.footters.com.

About IBM Cloud

For more information about IBM Cloud, visit www.ibm.com/cloud-computing.

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