

# AOL buys start-up Vidible to bolster video efforts

December 4 2014, by Paresh Dave, Los Angeles Times

---

AOL Inc. made a new investment in video Monday, acquiring a San Francisco startup that's built technology to simplify the process of syndicating online video.

AOL is the third most-visited destination domestically for online videos right behind Facebook and just ahead of Yahoo, according to tracking firm Comscore. But each of the online properties has been buying up [video](#)-related companies in the last year with the aim of challenging Google/YouTube for the No. 1 spot.

Vidible, the latest AOL acquisition, created a portal for websites to buy videos from [content](#) producers. And AOL plans to take advantage of the content management system.

"We are thrilled to welcome the Vidible team to AOL as we accelerate our mission of providing our partners the platform and tools they need to better create, curate, syndicate and monetize their content across the globe," Dermot McCormack, president, AOL Video and Studios, said in a statement.

©2014 Los Angeles Times

Distributed by Tribune Content Agency, LLC

Citation: AOL buys start-up Vidible to bolster video efforts (2014, December 4) retrieved 20 April 2024 from <https://phys.org/news/2014-12-aol-start-up-vidible-bolster-video.html>

---

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.