**IBM Acquires Web properties, Brand of Weather Company**

IBM's acquisition of The Weather Company's cloud-based and mobile properties is complete. The deal also includes The Weather Company brand and global business-to-business brand WSI, as well as a long-term contract to license analytics and forecast data for The Weather Channel. IBM plans to expand weather.com to India, Brazil, Japan, Mexico and China to potentially reach "hundreds of millions over the next three years."

***Multichannel News 1/29/16***

[***http://www.multichannel.com/news/programming/ibm-wraps-weather-company-deal/396961***](http://www.multichannel.com/news/programming/ibm-wraps-weather-company-deal/396961)