

Samsung Snaps Up Boxee

Written by Marco Attard
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Samsung buys "key talent assets" from Israel-based STB and media streaming maker Boxee for an undisclosed sum in order to "help [Samsung] continue to improve the overall user experience across our connected devices."



"Joining Samsung means we will be able to work on products that marry the best hardware and software in the TV space, products that will be used by tens of millions of people and will help to shape the future of TV," a Boxee statement says.

While Boxee's asking price is a mystery, the company had previously received \$26.5 million worth in investment from US and Israeli venture capitalists.

The purchase might make a good match for both companies-- while being the biggest TV maker in the world Samsung struggles when it comes to services. On the other hand Boxee finds it difficult to sell its oddly-shaped STBs despite having a generally warmly reviewed video-on-demand offering.

"It makes more sense for [Boxee] to be part of a wider offering rather than selling itself as a single function device," Informa analyst Paul Jackson tells the BBC.

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