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News, Analysis and Strategies on Business-to-Business Media

IBM, Linden Lab, KFM Enter a Virtual World

Many of King Fish Media's ([Employee Investment at Work at King Fish Media](#)) clients who are traditional publishers—both b2b and consumer—are going to the custom media company to create their own content-based private media channels and are also looking for new and exciting ways to leverage their subscriber bases to cater to their advertisers, accord-

ing to KFM president **Cameron Brown**. Through virtual worlds, another platform is added to the mix.

"The best way for b2b publishers to play in the custom media arena is with their audiences," says Brown. "The publishers have great databases and relationships with their audiences from both a Web and print perspective. We often work with leading b2b

publishers to leverage their audience for our clients' private media programs." KFM is front and center working with b2b publishers along with some high-profile partners.

Aug. 15 saw the birth of a new Webcast via the joint efforts of KFM, IBM and virtual world **Second Life**. The presentation features **Andrew Verdesca**, program manager of IBM's energy efficient technologies and

services team. Streaming video of Verdesca walks attendees into the virtual world of IBM's Green Data Center, where his avatar educates IT managers and CIOs about the energy crisis affecting green data centers (including the rapidly increasing costs for powering, cooling and managing data centers).

The 15-minute, rich media Webcast demonstrates the work IBM and > [page 2](#)

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Linden Lab—the virtual world technology company that creates **Second Life**—have done in recent months to allow companies to operate behind their own firewalls in **Second Life**. IBM teamed with KFM to design and create content for the Webcast. Live demonstrations of all of IBM's solutions are included. Topics range from handling energy costs and how to measure the amount of energy a company's IT equipment is using, to how much heat it is generating—introducing IBM's **Second Life**-based mobile measurement technology. Understanding and controlling power usage, observing power trends, optimizing energy usage at a system level, virtualized data storage, cooling technology and going green are also covered.

Is this the kind of custom content that is attracting business marketers? According to Brown, it is. "This is a major trend we are seeing. Business marketers are now empowered to create their own private media channels by creating their own original and compelling content for their customers and prospects," he says. In this way, b2b marketers create relationships of trust with their customers. "This leads to a permission-based relationship which can only lead to more sales and revenue for the business marketer that takes that approach," says Brown.

The Webcast—using **ON24's** flash programming and hosted on its platform—is available on-demand at [IBM Webcast](#).
