



## Hollerith's census machine: the birth of big data

Video transcript: clip from *The King of Capitalism: Thomas Watson and the Building of IBM*, first broadcast on 8 Jul 2002

*RICHARD TEDLOW:*

Tom Watson Snr had this searing insight, which is that business is about information.

And any device, any machine which facilitates the rapid and economical movement of information from one person to another – from one company to another – is a goldmine.

He understood that, others didn't.

*NARRATOR:*

Hollerith recorded and processed information stored on punch cards with what was, for the times, dazzling speed and accuracy.

Watson rebranded the company with a name that embodied his vision of the future: International Business Machines.

In 1924, IBM was born.