**NEW FORM DIGITAL STUDIOS TO PREMIERE TWO NEW, ORIGINAL SHORT-FORM SERIES**

**EXCLUSIVELY ON VIMEO ON DEMAND**

*New Form Digital Studios To Bring*

*Episodic Adaptions of “Oscar’s Hotel” and “Parallax” to Vimeo On Demand for Exclusive Premieres*

*Deal Includes Two Additional Series in Development for 2015*

**NEW YORK (January 7, 2014)** – Vimeo and New Form Digital Studios – whose partners include Discovery Communications, Brian Grazer and Ron Howard – have signed a deal to bring two new digital scripted series exclusively to Vimeo On Demand, with two additional to be determined series in development. The deal includes series adaptions of short films from influential online filmmakers PJ Liguori (aka KickThePj) and Sawyer Hartman, whose shorts “Oscar’s Hotel” and “Parallax”, debuted as part of the inaugural short film Incubator from New Form Digital in late 2014. Collectively, Hartman and Liguori have over 3 million subscribers on their popular YouTube channels.

With “Oscar’s Hotel,” PJ Liguori transports the audience to a whimsical and surreal fantasy universe, where new proprietor Oliver oversees his uncle’s magical boarding house. There is never a quiet night as Oliver navigates the high-maintenance mayhem of the mythical creatures who reside there, while unraveling the mystery of his uncle’s disappearance. The trailer from the movie short: [https://vimeo.com/116004470](https://vimeo.com/116004470" \t "_blank)

“Parallax,” a modern sci-fi drama created and directed by Sawyer Hartman, follows the journey of Jonathan, a young scientist, who alone holds the knowledge of an imminent cataclysmic meteor strike. As he tirelessly warns the world of impending doom, he is ostracized by those who fear the truth, forcing Jonathan to choose between what may be a futile attempt to save humanity, or making the ultimate sacrifice for his family. The trailer from the movie short: [https://vimeo.com/116003958](https://vimeo.com/116003958" \t "_blank)

Both series will be available via Vimeo On Demand in 2015, complete with 10 episodes each, along with exclusive additional content (including behind-the-scenes videos), available for purchase globally at prices to be determined.

“New Form is at the forefront of producing supremely creative video from some of the most successful emerging filmmakers online,” said Greg Clayman, General Manager, Audience Networks, Vimeo. “’Oscar’s Hotel’ and ‘Parallax’ both exemplify intriguing and creative storytelling, which is what we celebrate here at Vimeo.”

“Vimeo On Demand offers a great platform for our original projects to be showcased as digital series. We’re thrilled that we can bring PJ and Sawyer’s vision and audiences to Vimeo” said Kathleen Grace, Chief Creative Officer for New Form Digital. “As New Form Digital continues to develop original, scripted digital content, we see Vimeo as a forward-thinking and innovative partner.”

**About New Form Digital Studios**

New Form Digital tells cinematic stories on digital platforms. Led by Chief Creative Officer Kathleen Grace, New Form is developing original series and investing in digital content. New Form is an independent venture between Discovery Communications, Brian Grazer, Ron Howard, Craig Jacobson, Ed Wilson, Jim Wiatt, Michael Rosenberg and CAA.

**About Vimeo**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

**###**

**For Vimeo:**

Jessica Casano-Antonellis | [Jessica@vimeo.com](mailto:Jessica@vimeo.com) | 212-524-7164

Kevin Turner | [KevinT@vimeo.com](mailto:KevinT@vimeo.com) | 212-524-7123

**For New Form Studios:**   
Bronagh Hanley | Bronagh@bignoisepr.com | 415-314-7262