**VIMEO TEAMS WITH MAKER STUDIOS**

**TO LAUNCH EXCLUSIVE VOD CONTENT**

**NEW YORK** (January 15, 2015) – **Vimeo** and **Maker Studios**, the global leader in short-form video and the largest content network on YouTube, today announced a collaboration to create exclusive content for global distribution as well as bring the power of Vimeo On Demand to Maker’s community of creators.

As part of the partnership, Vimeo will fund and distribute original Maker content in exclusive windows on Vimeo On Demand throughout 2015. Vimeo On Demand – the largest open, global VOD platform – will also be offered as a service to Maker’s community of 55,000 creators.

“We’re excited to welcome Maker’s incredible community of creators to the Vimeo On Demand platform, allowing them to bring their content to new audiences and earn more revenue through direct VOD sales,” said **Kerry Trainor**, Chief Executive Officer, Vimeo.

**Courtney Holt**, Chief Strategy Officer, Maker Studios added, “Maker is always excited to create original programs that reach audiences across platforms, and Vimeo will be a great partner to distribute new ideas.”

Maker creators will be eligible to receive discounted Vimeo PRO accounts to publish work on Vimeo, along with access to educational sessions on how to start selling on Vimeo On Demand. Vimeo PRO provides a high quality way for creators to showcase videos in Vimeo’s world-class HD player, with no ads, on any device. For additional information on Vimeo PRO visit [vimeo.com/pro](http://www.vimeo.com/pro).

**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).

**About Maker Studios**

Maker Studios is the global leader in online short-form video and the largest content network on YouTube. Maker specializes in reaching millennial audiences across multiple programming genres. Maker’s network includes 55,000 independent creators from more than 100 countries, attracting over 9.5 billion views per month, with a growing scale driven by its robust technology platform, direct-to-consumer distribution and data analytics. Maker is home to many of the world’s leading online talent and award-winning original programs such as “Epic Rap Battles of History.” Maker Studios is a wholly-owned subsidiary of The Walt Disney Company and is headquartered in Los Angeles, with operations in New York, London and Singapore. For more information visit [www.makerstudios.com](http://www.makerstudios.com).

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