**VIMEO LAUNCHES $500K PROGRAM SUPPORTING CROWDFUNDED FILMS**

*Crowdfunded filmmakers to receive free PRO accounts and access to newly created $500K Audience Development Fund for distribution on Vimeo On Demand*

**PARK CITY, UT, JANUARY 16, 2014 –** Vimeo today announced it is deepening its commitment to the global direct film distribution movement by giving creators who have successfully raised $10,000 or more through crowdfunding platforms access to tools and funds to bring their projects to market on Vimeo.

To creators of distribution-ready films, Vimeo will grant free one-year PRO accounts and access to a $500,000 Audience Development Fund to help select filmmakers market their projects. Vimeo’s curation team will review qualifying films on leading crowdfunding platforms, including Indiegogo, Kickstarter and Seed&Spark, and select projects to receive PRO accounts and an advance for marketing support. Vimeo will partner with these filmmakers to create campaigns on and off Vimeo.com to broaden film exposure and grow audiences in exchange for an exclusive digital premiere window for distribution on Vimeo On Demand.

“Vimeo is committed to empowering filmmakers with the world’s best platform for direct distribution,” said Vimeo General Manager of Audience Networks, Greg Clayman. “While crowdfunding has changed the game in getting films made, Vimeo is taking the next step supporting filmmakers to get their work seen and purchased on Vimeo and across the web.”

Vimeo On Demand is the quality direct distribution solution that enables all Vimeo PRO subscribers to sell work on their own terms. Through Vimeo, creators are able to choose their price, viewing format (stream or download), and geographical availability while retaining full ownership of their work. Earlier this month Vimeo added in-player transaction support, allowing creators to sell their work on their own sites or embedded across the web.

Filmmakers have access to Vimeo’s built-in audience of over 149 million monthly unique viewers across a wide range of connected devices, including desktop, phone, tablet, connected TV and game consoles, all in beautiful HD quality. For more information regarding Vimeo On Demand, please visit <https://vimeo.com/ondemand>.

Qualifying filmmakers interested in having their work considered for the Audience Development Fund can email [crowdfunding@vimeo.com](mailto:crowdfunding@vimeo.com) for more information.

**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 has over 22M registered members and reaches a global monthly audience of more than 149M. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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