**VIMEO LAUNCHES VOD PUBLISHER NETWORK**

*Launch Partners Include The Atlantic, CBS Interactive Media Group and TEN: The Enthusiast Network*

**Park City, Utah (January 22, 2015) -** Today at the Sundance Film Festival, Vimeo announced the launch of the Vimeo On Demand Publisher Network – enabling partners to sell premium, ad-free content from Vimeo’s VOD catalog directly on their sites. Launch partners include: *The Atlantic*; CBS Interactive Media Group’s TV Guide.com, TV.com and Metacritic; and TEN: The Enthusiast Network.

The VOD Publisher Network allows viewers to rent or buy titles directly on a publisher’s site through Vimeo’s transactional video player. Videos can then be watched on any connected device. Publishers will be able to embed and sell videos within articles, or build out their own full standalone VOD storefront, earning incremental revenue from purchases and benefitting from increased time spent by users onsite.

“The Vimeo On Demand Publisher Network is the next evolution of our VOD platform and provides a new avenue for communities to engage with Vimeo’s premium content,” said Kerry Trainor, CEO, Vimeo. “And by selling VOD content, the Publisher Network provides additional revenue streams – without advertising – not only for partners, but also for our creators exposed to a wider audience via premium publishers.”

“We’ve long admired, and often featured in our Video section, the content and creators that participate in the Vimeo ecosystem,” said Kimberly Lau, VP and General Manager, *The Atlantic* Digital. “Integrating Vimeo On Demand onto our site provides us with an opportunity to explore new distribution and monetization models for video—a medium we’re investing in heavily as we build both our content and audience.”

“TVGuide.com, TV.com and Metacritic are all about helping people discover the best in entertainment across any platform,” said Christy Tanner, Senior Vice President and General Manager, Media, for CBS Interactive. “Indexing Vimeo’s VOD offering brings our users access to even more ways to easily discover and watch shows and movies.”

"For several years Vimeo has been the gold standard for quality video while being widely adopted by the action and adventure sports community for distribution of short form video content,” says TEN’s Senior Vice President, Digital, Sports & Entertainment, Greg Morrow. “We are excited to partner with Vimeo in the launch of their global VOD distribution network creating a premium long-form content experience for producers and consumers."

Partners will have full control over what content they feature on their own sites and can choose from over 50,000 videos currently in the Vimeo On Demand library, or choose to have their channel curated by Vimeo. Additionally, publishers in the network will have access to several exclusive titles each month.

* ***The Atlantic*:** Vimeo will power a Vimeo On Demand storefront that will live on *The Atlantic’s* Video section (theatlantic.com/vimeo), and will be populated with documentaries and indie films spanning technology, lifestyle and entertainment. The Atlantic, which produces original films and curates video from around the web, is becoming a favorite destination for the best in nonfiction storytelling.
* **CBS Interactive Media Group**: Vimeo is working with CBS Interactive’s TVGuide.com, TV.com and Metacritic to embed VOD content across their film and TV databases. For example, if searching for a title on TVGuide.com, included in the search results will be an embed of the title available on VOD.
* **TEN: The Enthusiast Network:** Vimeo and TEN are collaborating on custom Vimeo On Demand storefronts for TEN’s action and adventure sport media brands, including *TransWorld Motocross*, *TransWorld Skateboarding*, *TransWorld Snowboarding*, *Surfer*, *Powder*, and the GrindTV properties. Additionally, TEN will incorporate organic promotion of VOD content within editorial channels

**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).

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