**INDIEGOGO AND VIMEO PARTNER TO SUPPORT FILMMAKERS**

*Vimeo Establishes Dedicated Film Campaign Fund; Launches With CONNECTED UNIVERSE Documentary Currently Funding on Indiegogo*

**PARK CITY, UTAH (January 26, 2015)** – Indiegogo, the world’s largest crowdfunding platform, and Vimeo announced this weekend from the Sundance Film Festival, a partnership designating Vimeo as a preferred distribution platform for films funded on Indiegogo. Vimeo has also committed to an ongoing creator fund for select Indiegogo funded film campaigns in exchange for exclusive distribution on Vimeo On Demand.

Additionally, Indiegogo will be joining Vimeo’s newly formed Vimeo On Demand Publisher Network, with a dedicated VOD storefront on Indiegogo’s site featuring titles funded by Indiegogo campaigns available for purchase. Vimeo will also create a dedicated Indiegogo VOD home on Vimeo featuring a rotating selection of Indiegogo campaign funded films curated by Vimeo.

“Indiegogo is leading the way for next generation filmmaking,” said Slava Rubin, CEO of Indiegogo. “Mirroring the diversity of our open platform, we are proud to support an incredibly robust community of filmmakers across multiple genres. With the addition of Vimeo as a distribution partner, it is now easier than ever for filmmakers using Indiegogo, to pursue their passions, receive funding, garner global exposure, and deliver their work directly to their fans."

“Vimeo is all about giving power to the creators,” said Kerry Trainor, CEO, Vimeo. “This partnership highlights both Vimeo and Indiegogo’s continued support of independent filmmakers on a global level, and provides Indiegogo’s community of creators an opportunity to be exposed to an even wider audience via Vimeo’s transactional VOD platform.”

Film campaigners who choose to distribute their films on Vimeo On Demand will be able to tap into benefits not offered by any other crowdfunding platform:

* **Matching funds**:Vimeo’s new Creator Fund will commit up to a million dollars in matching funds for select Indiegogo funded film campaigns in 2015.
* **Vimeo marketing dollars**:Vimeo will contribute digital marketing spend and social promotion for campaigns in the matching funds program and other selected Indiegogo funded film campaigns.
* **Free unlimited fulfillment**:Participating campaigns will have access to free fulfillment on all digital download perks via Vimeo VOD.
* **Discounted Vimeo PRO**: Indiegogo film campaigners will be eligible for a substantial discount on Vimeo PRO membership.
* **Featured collection on Vimeo**:An “Indiegogo Funded Films” collection will be featured on Vimeo, which reaches over 170 million global users a month.

The first project to participate in the new partnership is Malcom Carter’s "[The Connected Universe](https://www.indiegogo.com/projects/the-connected-universe-film),” an eye-opening documentary on the interconnectivity of all things. The film – which currently sits as Indiegogo’s highest funded documentary in history — features the work of noted theorist Nassim Haramein and promises to expose viewers to new research that could have a profound effect on how we think about the universe.

Past Indiegogo campaigns that have used Vimeo as their distribution method include [*Video Game High School Season Three*](https://vimeo.com/ondemand/vghs)*,* [*Angry Video Game Nerd: The Movie*](https://vimeo.com/ondemand/AVGN)and[*Mad As Hell*](https://vimeo.com/ondemand/MadAsHell), which will be available next month on Vimeo*.*

The Vimeo partnership is the most recent addition to a host of services on Indiegogo designed to help provide the most robust end-to-end solution for filmmakers. From funding a project, to perk fulfillment via partners like Amplifier to distribution with Vimeo, Indiegogo is committed to providing filmmakers with the tools, resources and support they need to bring their vision to life.

In addition to the film and video content, Indiegogo has helped thousands of entrepreneurs secure funds for their products, including Panono, Ghost Drone and Axiom Beta, the world’s first open digital cinema camera, which has driven forward progress in the film industry and been integral in helping movies get made in the best way possible.

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**About Indiegogo**

Indiegogo empowers people around the world to fund what matters to them. As the largest global crowdfunding platform, campaigns have launched from almost every country around the world with millions of dollars being distributed every week due to contributions made by the Indiegogo community. Indiegogo is an open platform dedicated to democratizing the way people raise funds for any project – creative, entrepreneurial or cause-related. The company was launched in 2008 and is headquartered in San Francisco, with offices in Los Angeles and New York. For more information, visit [www.indiegogo.com](http://www.indiegogo.com/) and follow us at [www.twitter.com/indiegogo](http://www.twitter.com/indiegogo) and [www.facebook.com/indiegogo](http://www.facebook.com/indiegogo).

**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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