**Vimeo Launches New Channel on Roku**

*New Design Allows for Faster Browsing of Videos and Easier Discovery of New Content*

**NEW YORK, August 14, 2014** – Today, Vimeo revealed a completely new experience for the Vimeo channel on Roku® – the first major refresh since the channel launched in 2011. The Vimeo channel now features a custom-built user interface that makes content instantly discoverable on the home screen and reduces the number of steps to play a video by 50 percent. The rebuild also lays the foundation to support Vimeo’s first Connected TV purchase experience for its Vimeo On Demand catalog, which is expected to launch on Roku this fall.

“Roku provides an amazing set-top product for our users, and we really wanted to blow the Vimeo experience out of the water for our viewers,” said Nick Alt, VP of Mobile and TV, Vimeo. “This latest channel is part of our commitment to creators and ensuring their content is discoverable in the best possible ways, across many devices.”

The new and improved Vimeo Channel was built by Vimeo with support from Roku, and the result is a completely refreshed user experience that encourages content discovery by promoting popular video feeds on the home screen, including Vimeo Staff Picks and featured Collections. The new channel also makes it easier to access personalized video feeds (My Videos, Likes, Watch Later, and Incoming).

“The Vimeo team pursued a novel user experience for its channel that's a great fit for their brand and strategy, and sure to be a hit among Roku customers.” said, Scott Rosenberg, VP of Business Development at Roku. “

Additional highlighted features include:

* Logged-out viewing: non-registered users can view Staff Picks and Collections, while also having the opportunity to sign up directly within the channel.
* Smart search recommendations: videos are recommended as you type in the improved Search feature.
* Interactive playbar: users can “Like” videos, add them to their Watch Later queue, view Video details and browse additional videos from the same creator without having to leave the video page.

The updated Vimeo channel is available for free in the Roku Channel Store and is compatible with all current-generation Roku players.

**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 26 million registered members and reaches a global monthly audience of more than 170 million. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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