**VIMEO INTRODUCES ADAPTIVE STREAMING**

 *4K Viewing Comes to Player and Suite of iOS and TV Apps*

**NEW YORK, December 3, 2015** – Vimeo, always dedicated to providing the highest-quality viewing experience possible, today announced the rollout of adaptive streaming, a major upgrade to the player that enables 4K viewing both on and offsite. Adaptive streaming automatically delivers the highest possible resolution (up to 4K) for any video, optimized for the user’s device and bandwidth. Vimeo On Demand will also support adaptive streaming, making it the largest, open-access on-demand platform with 4K worldwide.

“Vimeo empowers creators to make, share and sell their best work, and starting today, have that work played back in the highest resolution possible,” said Andrew Pile, CTO, Vimeo. “We launched 4K upload support for PRO members last year, and now, as we start to see more widespread adoption of 4K-enabled screens in the market, we’re excited to roll out adaptive streaming across Vimeo.”

Late last month, Vimeo updated [Cameo](http://on.cameo.tv/download-cameo-app) – its powerful video-editing app for iOS – to support 4K video shot on the new iPhone 6S and 6S Plus. In addition, Vimeo’s iOS and Apple TV apps now support adaptive streaming. Vimeo’s full suite of apps, including those for Android, Roku and Amazon TV, will likewise be updated in the coming months.

Adaptive streaming begins to roll out today and will be fully integrated by early Q1 2016.

**About Vimeo:**

Vimeo’s mission is to empower creators to make, share and sell amazing videos directly to viewers worldwide, in the highest quality possible and with no interruptive advertising. Vimeo is home to the world’s leading video creators and the hundreds of millions of viewers who love them.

Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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