



VIMEO ANNOUNCES STUDIO-GRADE UPDATES TO OTT PRODUCT AND APPOINTS JOSH NORMAND AS SVP OF SALES

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Vimeo today announced a suite of enhancements to its OTT product, VHX, and the appointment of Josh Normand as Senior Vice President of Sales, Vimeo. Vimeo, a leading provider of powerful, productized OTT solutions for individuals to major media studios, now offers ad-supported video (AVOD) for VHX-powered partner channels and introduced new player software development kits (SDKs) for custom OTT development.

"Many of our OTT partners view advertising and freemium plans as an interim step for driving premium subscription sign-ups" said Jamie Wilkinson, General Manager of Vimeo's OTT Services group. "Vimeo.com remains ad-free but we are excited to now offer advertising monetization for partner owned and operated sites and apps. Moreover, we are releasing a series of product enhancements and new SDKs to provide support for those leveraging custom development."

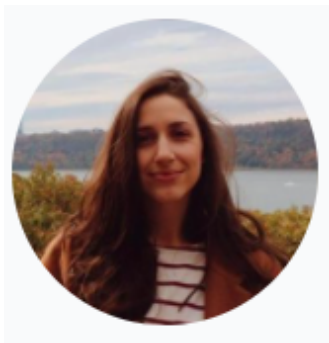
- **Video advertising monetization (AVOD):** Ability to integrate ad-supported videos with Google DoubleClick for Publishers (DFP).
- **Player SDKs for web, iOS, and Android:** Build custom OTT apps using VHX player SDKs.
- **In-app subscriptions APIs:** Payments API now extends to iOS, Android and Roku.
- **Studio-approved DRM:** Full support for Google Widevine, Microsoft PlayReady, Apple Fairplay and other studio-approved DRM systems.
- **Bulk video ingestion:** New automated mass-import system that allows for faster site and app deployment.
- **Metadata API:** Store key/value pairs like cast and crew, locations, and genres, on videos and collections.

As part of today's announcement, Vimeo welcomed Josh Normand as its SVP of Sales. Normand will oversee sales efforts to further expand Vimeo's over-the-top (OTT) product, VHX, and other upcoming products and offerings. Normand has a strong B2B sales background in the media industry. He previously served as the VP of Sales for North America and EMEA at Brightcove, where he was responsible for leading strategic sales efforts within the digital media segment and managing the company's sales force across the North American and European regions. Prior to joining Brightcove, Normand held senior sales leadership positions at Adobe, Macromedia and Allaire.

"Josh joins Vimeo to help expand our suite of video products during an exciting period of industry growth" says Mike Weissman, Chief Operating Officer. "Josh's track record, relationships and wealth of experience make him an asset to the company."

"As I surveyed the market I was surprised at how difficult it still is for media companies to launch OTT offerings quickly and cost effectively," said Normand. "Vimeo has the only productized platform operating at scale with hundreds of live OTT channels and all the right pieces to quickly become the dominant player in this currently underserved space."

For more information, please visit: <https://www.vhx.com>.



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About Vimeo

Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.