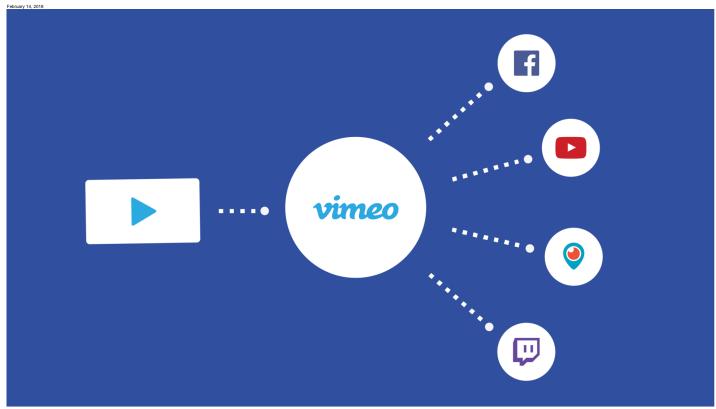
vimeo

Vimeo Launches Social Distribution Tools to Help Creators Grow and Engage Their Audience



Today, Vimeo announced two accord distribution tools designed to help creators expand their audience while simplifying their workflow. First, the laurant of Simulatest allows live events to be simultaneously streamed from the Vimeo platform to multiple destinations including Facebook, YouTube, Twitch and Periscope. Second, Vimeo's Publish to Social feature allows creators to natively publish their videos to Facebook and YouTube with just one click. Both features are available to members of specific paid Vimeo plans, with more social platforms to be added in the coming months.

"We are committed to helping creators succeed anywhere - on and off Vimeo. As ad-supported platforms become increasingly walled off to keep content on their sites, we are building new ways to be an agnostic distribution hub, so creators don't have to choose," said Anjail Sud, CEO of Vimeo. "Our new social distribution tools will give Vimeo creators a wider audience, deeper engagement, and a fundamentally simplified distribution process."

Highlighted features of Simulcast include

- More viewers, higher engagement: Ability to simultaneously live stream events directly from Vimeo to any RTMP-enabled destination (including Facebook, YouTube, Twitch, Periscope and mone). Creators can now stream to multiple destinations from a creator's website to their social pages to expand audience reach.
 Saves bandwidth costs: With Simulcast, live events entering the control of the stream's automatically achieved or vineous pages are stream as automatically achieved or vineous portage and page (events where bandwidth uplink is limited (like conferences or an outdoor event).
 Simplified workflow: When the live event is complete, event stream is automatically achieved or vineous, so creators can manage (event, or share apage (event, or share)).

- Single distribution hub: Creators can publish their videos directly from Vimeo natively to other social platforms (including Facebook and YouTube), with just one click. Instead of having to upload videos to each social platform separately, creators now have one home where they can manage their entire distribution strategy.

 Increased audience reach: Since social platforms ike Facebook two makes uploads, creators can gan better videolity and higher audience exposure on those sites.

 Stats and performance distribution. Althy to see side-by-side stats for each occupal plating fine; leaks, and comments, is corrected on the North Privideos perform across the web.

