vimeo

Vimeo Joins the Alliance for Open Media

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Vimeo, the world's largest ad-free open video platform, today announced that it has joined the Alliance for Open Media (AOMedia) as a Promoter member. AOMedia is a non-profit organization formed by the world's best-known leaders in video with the aim to define and develop media technologies that address the need for an open and royalty-free standard for video compression and delivery over the web. Vimeo is a creator-first platform committed to providing the highest-quality video experience, and exploring technologies that will enhance the future of the industry. As a member of the Alliance, the platform will collaborate with industry leaders in pursuit of an open and royalty-free AOMedia Video codec, AV1.

"Vimeo is excited and proud to join the Alliance for Open Media," said Naren Venkataraman, Head of Technology, Vimeo. "We look forward to working alongside AOMedia members to shape the next-generation codec that will unify the industry and fundamentally improve video experiences for creators and viewers everywhere."

The availability of AV1 as an open-source codec is a significant milestone in the ability to deliver a next-generation video format that is interoperable, open, optimized for internet delivery and scalable to any modern device at any bandwidth. AV1 enables more screens to display the vivid images, deeper colors, brighter highlights, darker shadows, and other enhanced UHD imaging features that consumers and businesses have come to expect – all while using less data.

"We're pleased to welcome Vimeo to the Alliance for Open Media, reflecting the importance of online and live streaming engagement to achieve broad industry adoption," said Gabe Frost, Executive Director, the Alliance for Open Media. "We look forward to Vimeo's contributions to this significant initiative, which will open the door to a new era of openness and interoperability for internet video."

Designed at the outset for hardware optimization, the AV1 specification, reference code, and bindings are available for tool makers and developers to download here to begin designing AV1 into products. Specifically, the release of AV1 includes:

- Bitstream specification to enable the next-generation of silicon
- Unoptimized, experimental software decoder and encoder to create and consume the bitstream
- Reference streams for product validation
- Binding specifications to allow content creation and streaming tools for user-generated and commercial video

About the Alliance for Open Media

The Alliance for Open Media is a project of the Joint Development Foundation, an independent non-profit organization that provides the corporate and legal infrastructure to enable groups to establish and operate standards and source code development collaborations. Launched in 2015, the Alliance for Open Media was formed to define and develop media technologies to address marketplace demand for an open standard for video compression and delivery over the web. Visit www.aomedia.org.

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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.