



## Vimeo Launches Global Stock Marketplace

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### New royalty-free collection offers exclusive footage from Vimeo creators at a disruptive price

Today, Vimeo announced the launch of Vimeo Stock, a new global, royalty-free stock marketplace featuring an exclusive collection of high-quality video footage sourced directly from Vimeo's community of iconic creators. Vimeo Stock shakes up the traditional stock industry by unlocking content from Vimeo's world-renowned community of storytellers, redefining what stock footage can and should look like. Creative professionals, marketers, brands, agencies and businesses of all sizes will enjoy disruptive economics as compared to other stock marketplaces: Vimeo Stock contributors keep 60-70 percent of revenue generated from their licensed clips (versus the average industry cut of ~35 percent), while subscribers to Vimeo's paid membership plans always save 20 percent on all stock purchases.

"Vimeo Stock is the next evolution of our commitment to empower creators to tell exceptional stories," said Anjali Sud, CEO, Vimeo. "We heard resoundingly from creative professionals, brands and agencies alike that existing stock offerings were not getting the job done. Our goal is to set a new standard for creative footage, put more money in contributor's pockets, and reduce friction to put better videos out in the world. We see a future where standalone stock marketplaces no longer need to exist."

"We have never used stock footage before, but that was before we saw the quality on Vimeo," said Huy Vu, Vice President of Creative at Casper, one of the brands who had early access to Vimeo Stock pre-launch.

Key benefits of Vimeo Stock include:

- **Handpicked collection of everything you need** - Vimeo Stock features carefully curated, searchable, high-quality stock clips of the best currently available footage in the market, as well as new footage from award-winning filmmakers, advanced motion graphics artists, visual innovators, and technologists. All clips in the collection have been hand-selected and are cleared for commercial use and licensed as royalty-free.
- **Exclusive footage from contributors sharing stock for the first time** - Vimeo Stock launches with exclusive partnerships from sought-after contributors who are licensing their footage for the first time, including Vimeo Staff Pick filmmakers Raphael Rogers and Armand Dijcks, animator Hannah Jacobs, and Amsterdam and Cape Town-based production company Eyeforce. The majority of contributors in the launch collection are licensing stock footage for the first time, and their footage is exclusive to Vimeo.
- **Seamless integration with Vimeo workflow** - Purchased clips seamlessly integrate with the rest of Vimeo's workflow tools, so Vimeo Stock customers benefit from easily hosting, organizing, reviewing and distributing their footage, rough cuts and finished works in one place -- rather than having to download purchased clips for use on other platforms.
- **Simple pricing and industry-leading savings** - Vimeo paid subscribers always save 20 percent on every stock purchase as part of their membership -- a significant reduction from standard industry rates. Additionally, customers who purchase a stock clip and upgrade to a Vimeo membership will immediately save 20 percent on both.

Mitchell Scott, Executive Producer of acclaimed production house Shermas Cinema, shared, "After ten years of shooting around the globe, we've amassed an incredible amount of footage that we're excited to finally share with the world. We decided to license our collection with Vimeo Stock, because we respect what Vimeo does to support creators like us. It's a rare opportunity to be part of an unrivaled collection of footage that only they could offer."

David Singer, Co-Founder and President of celebrated video licensing platform Story & Heart, added, "When we learned about Vimeo Stock, it felt like a natural choice for us to partner with them-- our first-ever of this nature-- so we can both do what we exist to do: support creators."

At launch, Vimeo Stock is available in over 150 countries, seven languages and 29 currencies. Non-exclusive content is priced at \$79 for HD clips and \$199 for 4K clips, while exclusive content is priced at \$299 for HD clips and \$499 for 4K clips. Anyone with a Vimeo account can purchase stock footage, and subscribers to Vimeo's paid membership plans always save 20 percent on all stock purchases.

For more information on Vimeo Stock, visit [www.vimeo.com/stock](http://www.vimeo.com/stock).

### 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](http://www.vimeo.com).