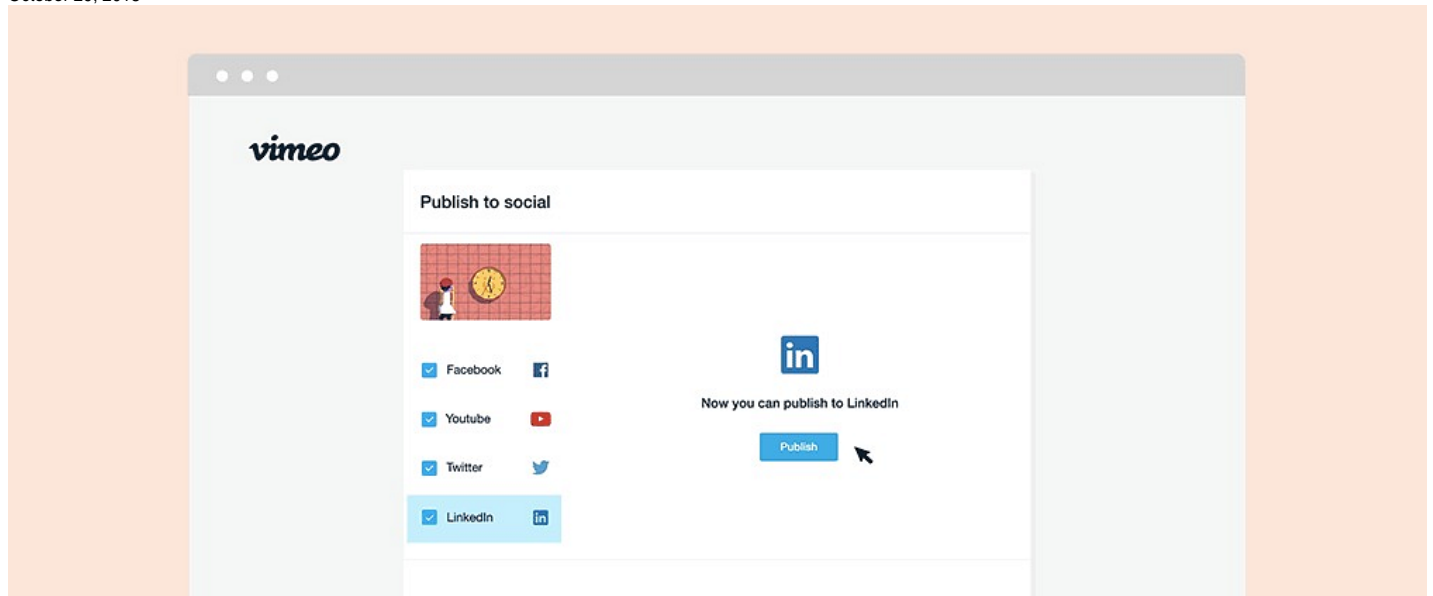




Vimeo is First Video Platform to Launch End-to-End Integration for LinkedIn Company Pages

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Vimeo, the world's largest ad-free open video platform, today announced a product integration with LinkedIn that will enable broader and more effective distribution from the video platform to the professional network.

Anyone using video as a professional communications tool can now natively publish videos with a single click from their Vimeo account to their LinkedIn Company Page as well as other destinations, using Vimeo's Publish to Social feature. The integration also unlocks aggregated video analytics, so content creators can access viewership and performance stats from LinkedIn and other social platforms- all directly from their Vimeo dashboard. This marks LinkedIn's first end-to-end integration with a video platform, as part of its commitment to investing in video as its most engaging content format.

"Over the past year, Vimeo has invested heavily in building a central distribution hub for video content to be shared everywhere and across platforms. Our Publish to Social feature makes it possible for creators and businesses to reach audiences in more places, while also enabling them to better understand video performance," said Mark Kornfilt, CTO of Vimeo. "We're excited to be the first video platform to integrate with LinkedIn, and to extend this feature to an essential destination for professional content."

"Video has become one of the key drivers for member engagement on LinkedIn, and businesses who want to start a conversation with their audiences are increasingly turning to Company Page videos," said Peter Roybal, principal product manager at LinkedIn. "Our new integration with Vimeo is an exciting step for anyone who wants to gain more exposure, and understand their reach to LinkedIn's highly-engaged professional audiences."

Highlighted features:

- **Maximize reach on LinkedIn:** Social platforms favor native uploads, so content creators who natively publish their videos from Vimeo to LinkedIn can increase their reach and engagement with relevant professional audiences across the LinkedIn platform.
- **Centralized distribution:** Instead of manually uploading videos to each social destination, Vimeo users can distribute their videos directly from Vimeo with one click all over the web, including to their LinkedIn Company Page, their websites and other social destinations.
- **Aggregate video campaigns & analytics in one place:** Content creators can access all of their video analytics from LinkedIn and other social media platforms, right from the Vimeo stats dashboard. From there, they can track performance, viewership and engagement across each destination to better measure the holistic impact of video campaigns. They can also host, collaborate, customize and monetize their content using Vimeo's suite of video marketing tools.

This integration expands Vimeo's popular Publish to Social feature beyond existing integrations with Facebook, YouTube and Twitter, and is available to all Vimeo paid subscribers.

For more information, visit [here](#).

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.