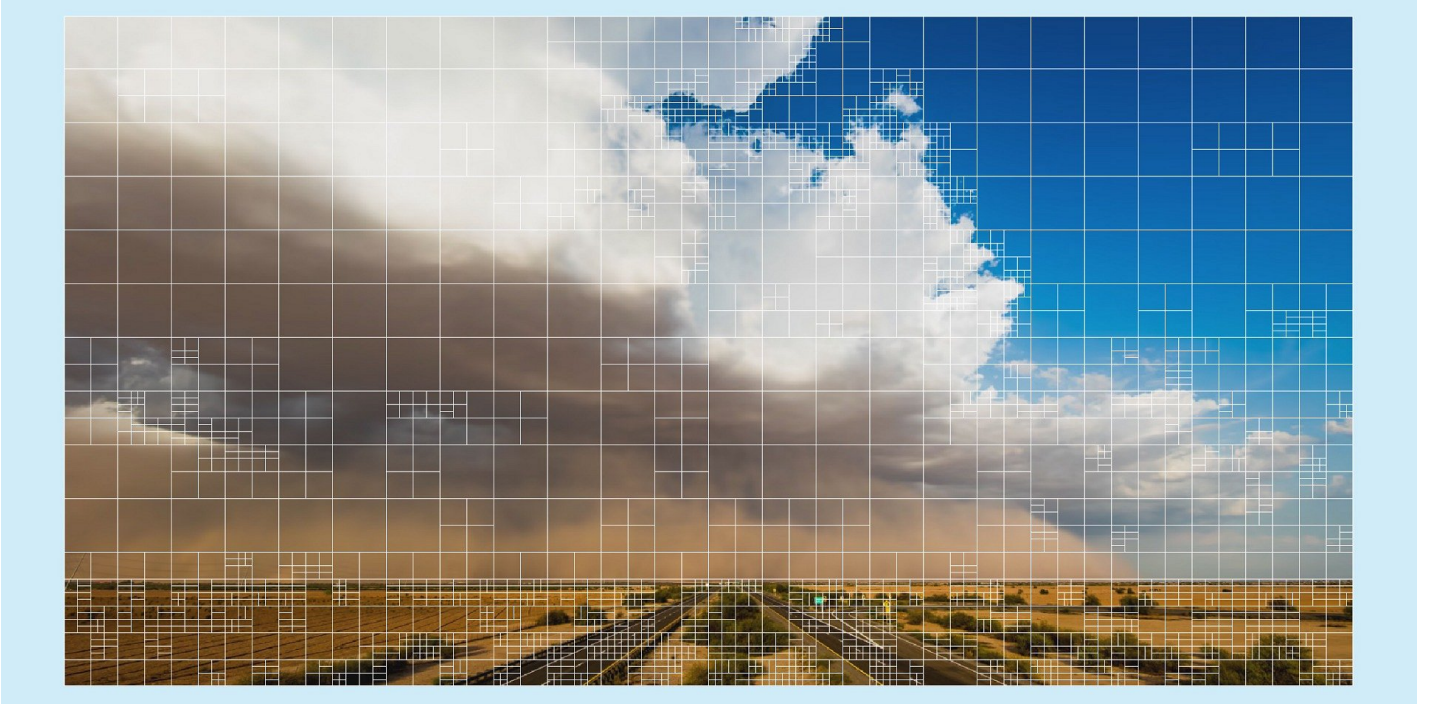




## Vimeo Introduces Support for Royalty-Free Video Codec, AV1

June 13, 2019



Today Vimeo, the world's leading professional video platform, announced support for a new royalty-free video codec, AV1. The AV1 codec enables high-definition and ultra-high-definition video content to be streamed to audiences at a reduced bitrate without compromising visual quality. Developed by the Alliance for Open Media, the AV1 codec is the result of innovation and collaboration from the world's best-known leaders in video. Vimeo joined the Alliance for Open Media last year.

"AV1 is setting a new standard for video compression and delivery over the web, and will greatly improve the quality and availability of content streamed on our platform to global audiences," said Naren Venkataraman, SVP of Technology at Vimeo. "This launch is a major step forward in Vimeo's ongoing commitment to providing the best video experiences to our creators, and a significant milestone in AV1 becoming ubiquitous across the industry."

In launching support for AV1, Vimeo collaborated with Mozilla, one of the founding members of the Alliance for Open Media. Vimeo leveraged and contributed to Mozilla's open source encoder, [rusty1e](#).

"We're proud to contribute to the development of the rusty1e encoder and to join Mozilla's efforts for free and open video. Together, we're building a strong foundation for the next generation video codec," said Vittorio Giovana, Lead Engineer, Encoding at Vimeo. Nathan Egge, Head of Codec Engineering at Mozilla, added, "Historically, the best encoders have come from open collaboration. With the help and participation of partners like Vimeo, we're fostering a positive community for rusty1e and accelerating the rapidly growing adoption of AV1."

At launch, recent videos in the [Vimeo Staff Picks](#) channel will be delivered using the AV1 codec on supported platforms. To learn more about AV1 and the impact of this technology, please 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](#).