



Vimeo Announces Partnership with GoDaddy to Power Video for Entrepreneurs Globally

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GoDaddy is the latest "Powered by Vimeo" partner to natively integrate Vimeo's video tools

Vimeo, the world's leading professional video platform and community, today announced a strategic partnership with GoDaddy, the company that empowers everyday entrepreneurs— an integration that will bring the power of Vimeo directly to GoDaddy's website builder and marketing tools. GoDaddy is the latest partner to join Vimeo's new partner program Powered by Vimeo, joining Facebook, Eventbrite, Pinterest and Patreon. This move signals Vimeo's deepening focus on strategic partnerships as a way to accelerate market share with business customers and help more businesses unlock the power of video.

Vimeo is the first and only video platform to enable GoDaddy's Websites + Marketing customers to upload and manage videos directly within the website builder. Now these users will get access to a co-branded video platform where they can natively upload, host, and manage video content in the highest possible quality. GoDaddy customers will also be able to upgrade to Vimeo's full video toolsuite for more advanced functionality like custom branding, video creation, and cross-platform analytics.

"More than ever, video is extremely important in helping entrepreneurs build dynamic websites that increase customer engagement and brand affinity," said Justin Tsai, VP of Product Management at GoDaddy. "Vimeo's easy-to-use video capabilities made integrating with them a no-brainer. We're proud to team up with them to help Websites + Marketing customers unlock the full power of video."

Vimeo's new Powered by Vimeo program empowers businesses by natively integrating Vimeo's best-in-class video capabilities—including hosting, creation, distribution, and live streaming— across the major platforms and services they already use.

"Powered by Vimeo brings the tools and utility of Vimeo— flexible APIs, scalable video creation, the highest quality player, and world-class brand— to category leaders across the internet, and we're thrilled to partner with GoDaddy to give their community better ways to reach and engage their customers," said Richard Bloom, SVP of Business Development, Vimeo. "The Vimeo video player is already embedded on millions of websites across the web, and we see an even bigger opportunity to bring the full suite of our tools to any platform where video is needed."

Vimeo will be expanding its partner ecosystem to power more video across the web, and expects to launch more integrations this year. To learn more about Powered by Vimeo, please visit: <http://vimeo.com/partners>.

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.