

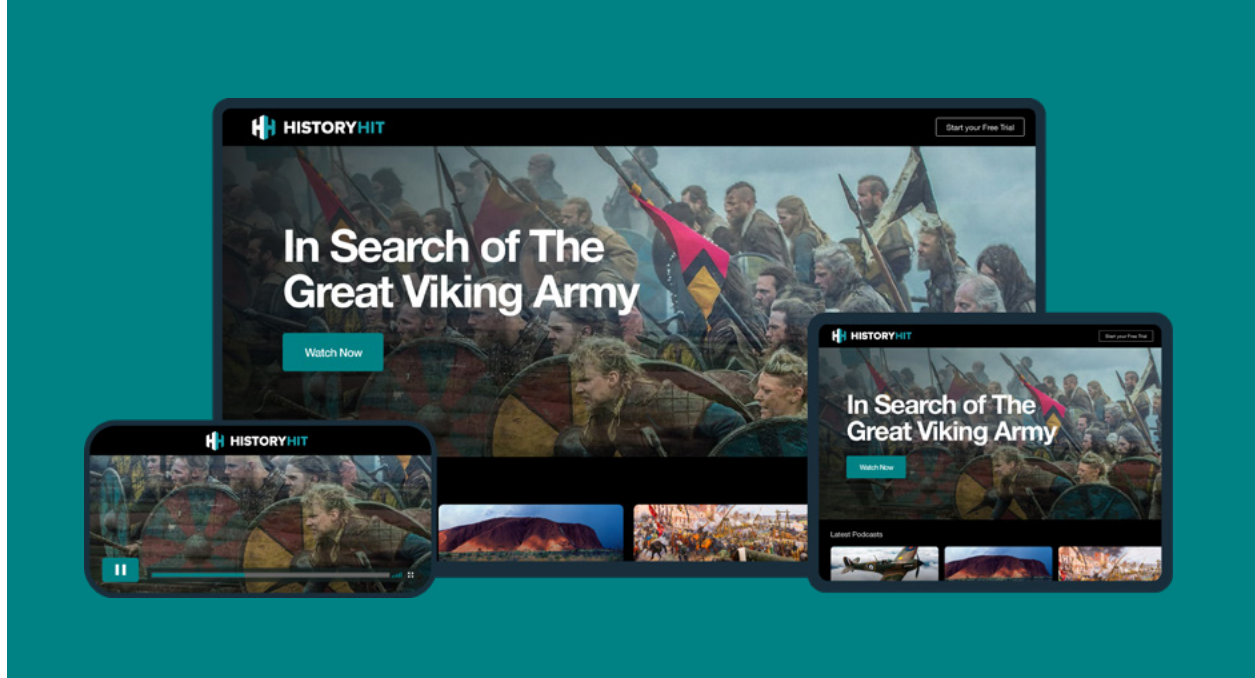
A *vimeo* Resource



Vimeo OTT Case Study

How History Hit wrote a new chapter of growth with OTT





In 2015, British historian Dan Snow launched History Hit, a podcast covering everything ancient Rome through to the 20th century. As a well-known TV presenter and broadcaster, Snow’s goal was to make history both more accessible and engaging through using new digital formats.

“We take a cutting edge, modern approach to history. There’s a great quote attributed to Confucius, who was an ancient Chinese philosopher: ‘Know the past if you would define the future.’ We’ve used that as something of a brand mantra,” says James Carson, General Manager at History Hit.

History Hit’s fanbase grew quickly, especially as other TV sources of history began to lessen their focus on history documentaries for core audiences and more generally reduce factual programming budgets. Soon, History Hit became the U.K.’s #1 history podcast, and Snow saw more opportunities ahead.

Come 2018, the History Hit team further leaned into digital with the debut of their OTT channel, [HistoryHit.TV](#). (The channel was sourced from a crowdfunding campaign, another testament to the brand’s loyal following.) While the launch was a major milestone, they soon realized they needed a better platform to power its channel into the future.

Vimeo seemed like a great solution because it offered so much scale, and the product just really made sense. It felt very intuitive.

James Carson
General Manager, History Hit

Transforming the viewing experience

Almost two years after first launching their OTT channel, Carson felt it was necessary to get a technology partner who could best match History Hit's ambitious growth targets – focusing on platform reliability, ease of sign up, good upload and publishing processes and the ability to launch new apps quickly.

Vimeo OTT proved to be the right solution for their high-growth needs.

“Vimeo seemed like a great solution because the platform offers so much scale, and the product felt very intuitive,” says Carson. “When I saw the demo, I thought, *‘This is how an SVOD product should look and work.’*”

Vimeo OTT's reliability, ease of use, and high quality viewing experience meant History Hit could remain focused on its most valuable asset: its content. “Our programming works around lean production teams and fast editing times,” James adds, and they needed a platform just as agile.

“Ultimately, SVOD should be about your proposition and your content, rather than your technology,” he says.

Beyond usability, History Hit needed a solution that could keep up with its steady growth. The platform had to offer flawless streaming, flexible monetization options, the ability to grow into new markets, all while supporting a passionate, existing subscriber base.

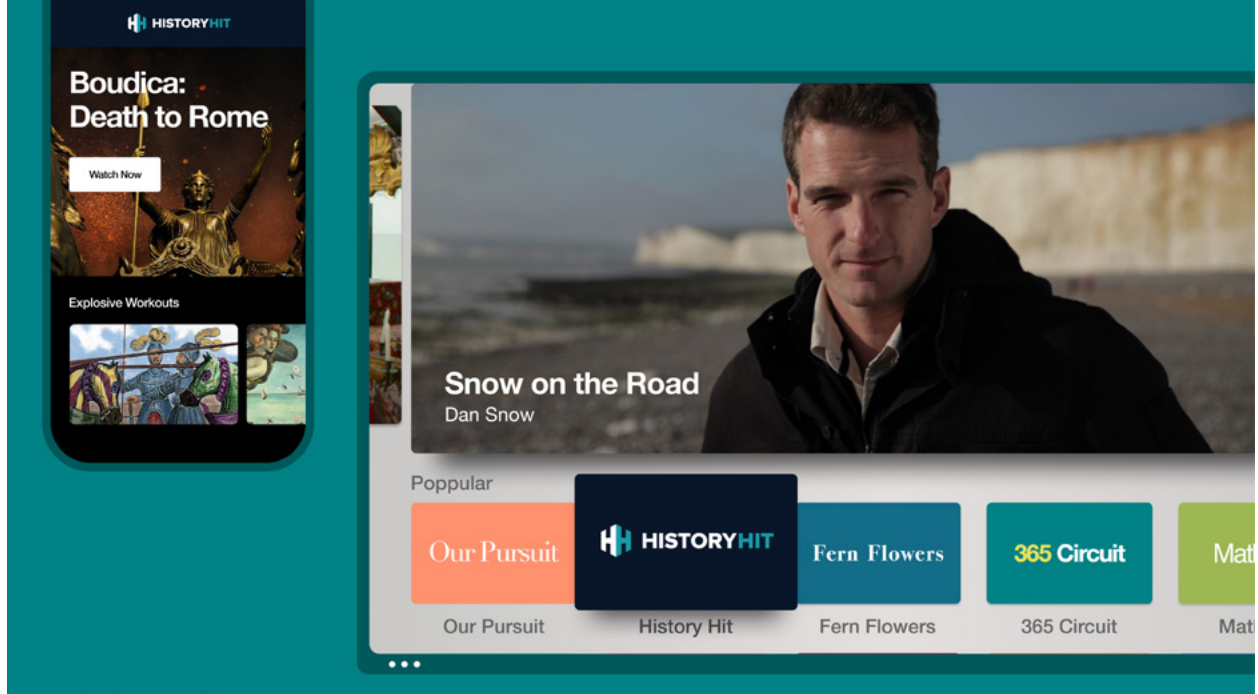
“Our guiding question was, *‘Does Vimeo look scalable to what we want to create as a business?’* and it did,” says Carson.



Moving to Vimeo feels like a step change in terms of the long-term growth around what we can do.

James Carson

General Manager, History Hit



Bringing history to your favorite devices

Because History Hit already had a substantial subscriber base when they partnered with Vimeo, a smooth tech migration was paramount to keep fans happy and coming back. A bungled tech migration can quickly lead to churned customers that are reluctant to resubscribe. Fortunately, Vimeo offered a seamless experience.

“We transitioned all the apps from our old provider to Vimeo within about six weeks — over the Christmas holidays, even — which was very impressive,” says Carson. With a smooth migration done and dusted, the History Hit team could focus on a new phase of growth: smart TV apps.

Aware of the challenge of becoming lost in the increasingly crowded SVOD space, the team wanted to ensure they could reach new audiences and grow into new markets. “As a first party SVOD, you’re at risk of disappearing into irrelevance unless you can get onto new channels quickly,” says Carson. “Now, we can add on new apps quite simply to our subscription and grow into new platforms.”

Carson saw smart TV apps as an untapped area for History Hit’s growth. “Samsung Tizen is a key market for us. We know that it could be a game changer for our growth,” says Carson. “We told our account manager that we wanted to add a Tizen app, and it was done. That’s a really exciting thing about working with Vimeo.”

And no matter which app their subscribers tune in from — whether it's Apple, Android, Roku, Amazon Fire, or Tizen — Vimeo OTT offers them a familiar viewing experience.

“In terms of functionality, Vimeo OTT is like having a product that is as good as Netflix,” says Carson, referring to the platform’s intuitive user experience across the web and branded apps. “There’s been a standardization towards the fundamental experience of SVOD across the board, and Vimeo has been able to meet that.”

Ultimately, History Hit’s long-term partnership with Vimeo has allowed them to grow their business and reach more audiences. Now, the team can focus on their content and not the complexities of getting it in front of their growing audience.

“Holistically, Vimeo is a much better solution for us in the long term,” Carson says.

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James Carson

General Manager, History Hit

History Hit at a glance



300+

documentaries



80%

original content



5%

churn rate



8 apps

across iOS, tvOS, Android, Android TV, Roku, Amazon Fire, and Samsung Tizen