

Headquartered in New York, Nasdaq Inc. is a global technology company serving capital markets, shaping the digital economy with its innovative solutions. While most recognized for its namesake stock exchange, Nasdaq operates additional stock exchanges in Europe, Boston, and Philadelphia. Its market technology also powers more than 130 markets globally.



**2.6M**  
minutes watched of  
bell ceremonies



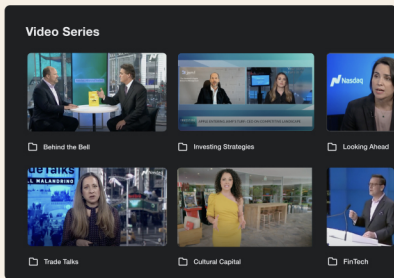
**201**  
countries with  
live viewers



**1.1M+**  
simulcasts on LinkedIn,  
Facebook, and Youtube



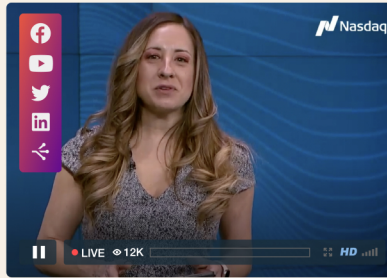
**1,100+**  
on-demand videos  
hosted on Vimeo



## Challenge

As the world's first electronic stock exchange, Nasdaq has always been at the forefront of innovation. Operating in a highly regulated industry, Nasdaq's marketing team needed a way to bring news to clients, investors, and the public through its own channels, rather than solely relying on traditional broadcast media.

Similarly, Nasdaq's in-house production team needed better tools to streamline video creation. With over 4,800 listings on its stock exchange, Nasdaq had ample video projects to complete, usually concurrently. With a large network of freelancers, Nasdaq also needed a way for anyone to securely access, review, and revise video content.



## Solution

In partnership with Vimeo, Nasdaq is building live streaming into its global social media strategy. Now, anyone can visit Nasdaq in Times Square via its **daily bell ceremonies**. And through fresh programming like Behind the Bell and Trade Talks, Nasdaq brings valuable insights from clients and industry experts to anyone, anywhere. Simulcasting to Facebook, YouTube, and LinkedIn empowers Nasdaq to broaden its reach by hundreds of thousands with just a few clicks.

Nasdaq is also responsible for capturing memories from the biggest moment in any company's history — the day it goes public. With help from Vimeo's marketing tools, the Nasdaq team can host, review, revise, and manage hundreds of videos with freelancers and its in-house team. Nasdaq trusts Vimeo as the key tool to make these memories happen.



## Outcome

By using video as a key medium to share stories and industry insights, Nasdaq is providing deeper visibility into the inner workings of the company, boosting brand trust and awareness. And with daily live streams of engaging events, Nasdaq's marketing team is able to optimize and repurpose these broadcasts into on-demand formats, for an ever-growing library of content.

"We are always on the lookout for technology that will help us connect with our customers more easily and effectively. By using Vimeo's video and event tools, we are engaging with our customers in new and powerful ways."



Zef Nikolla, Associate Vice President