

A *vimeo* Resource

# Vimeo Enterprise Technical Toolkit

How a secure video platform can support you  
(and every team) at your organization



## What's in this guide

Introduction	3
How live streaming works	4
Live streaming system requirements	5
Authentication	6
Access and authorization	7
Protection, compliance, and security	8
Reliability	11
Purchasing & Procurement	14
Vimeo can help.*	15
Get in touch and learn more	16
Additional resources	16

# Introduction

Welcome to the Vimeo Enterprise Technical Toolkit. We're going to dig into some specialized topics shortly, but first, let's level set on why we're here.

The most powerful force in business is not buried in the code of a high-end productivity platform, or the pages of a workplace collaboration bestseller. It's human connection — plain and simple.

Human connection builds relationships, improves understanding, and boosts communication within any business. Yet today's companies are facing new demands from distributed and hybrid workforces, presenting new challenges to foster that sense of connection virtually.

The best way to break through the noise to capture and retain the attention of your employees and customers? Video. Don't take our word for it, though, research shows that video can support every team at your organization (check out some stats below). And while video is a critical component of any organization's communications toolkit, the protection and privacy practices of such a service cannot be overlooked. From meeting compliance requirements, to permissioning for individual employees at scale, to industry-standard access and authorization workflows, Vimeo Enterprise offers ample ways to keep your proprietary information and content safe, guarded, and out of harm's way.

Every day, the Vimeo platform provides a best-in-class video experience to over 200 million users. Because we operate at such a large scale, we strictly adhere to industry best practices to ensure we maintain the integrity of our product, are resilient to errors, and remain responsive to our users' needs.

This guide will offer details of how Vimeo Enterprise supports businesses with its secure functionality and privacy measures. Let's dive in.

## Did you know?

### Marketing

**80%**

improvement on landing page conversion rates

### Training & Onboarding

**70%**

of training professionals say video is their preferred method of instruction

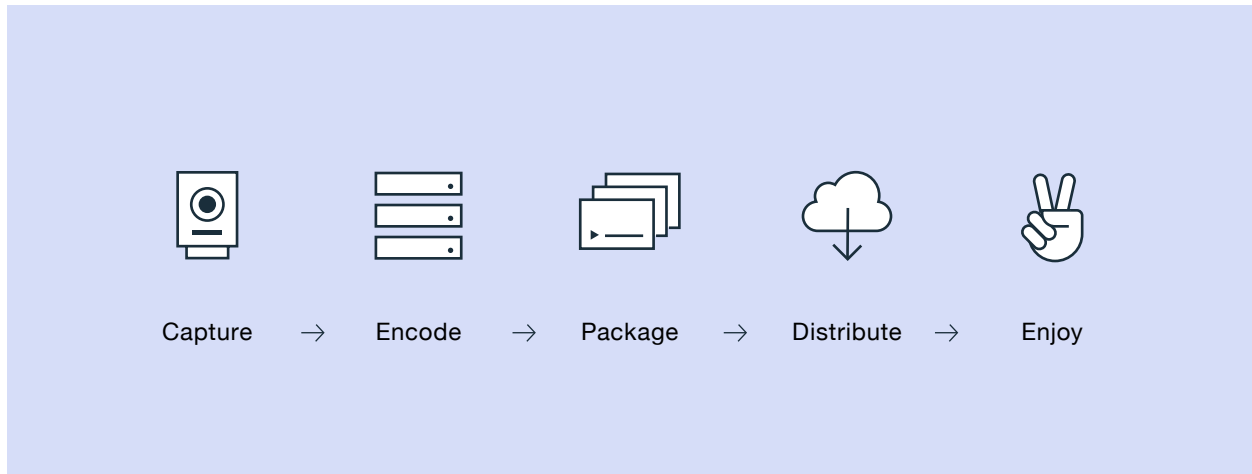
### Executive comms

**48%**

of employees see video as the most engaging form of communication

# How live streaming works

If your team is new to the world of live streaming video, we can help bring you up to speed. Here's a quick overview of what's involved in five steps:



## 1. Capture

Your lovely live event is captured through a camera. This could be anything from a mobile device, a webcam, or a high-end camera.

## 2. Encode

The video and audio files from the camera are encoded (compressed) in real time to ready them for processing.

## 3. Package

Once encoded, the live stream is processed into streaming-friendly formats. This includes ensuring the video can adapt to multiple displays, encrypting the files, and delivering to a content delivery network (CDN).

## 4. Distribute

These processed bits of video will make its way through your CDN to bring it to the devices of your audience, no matter where they are. (There are some challenges with delivery from a scalability standpoint, which we'll get to later in this guide.)

## 5. Enjoy

This one is fairly straightforward. All that technical magic means your viewers can enjoy a beautiful live stream, as it happens.

Now that we're all on the same page (literally) of the technical components of how a live stream works, let's dig into how Vimeo works with different systems.

# Live streaming system requirements

Vimeo Enterprise's live events are supported on any setup that supports H.264 videos, HTML5, and Media Source (specifically required for our adaptive streaming system). We can also support H.265 streaming when using our Studio software as the encoder.

We support **a wide range of operating systems and browsers** for both video playback and using the site itself. This includes Windows, macOS, Android, iOS, Chrome, and Safari. We guarantee full functionality on systems that are still supported by their proprietors.

Some key points you need to know:

- Much like the rest of the industry, Vimeo no longer supports Flash due to rising security vulnerabilities.

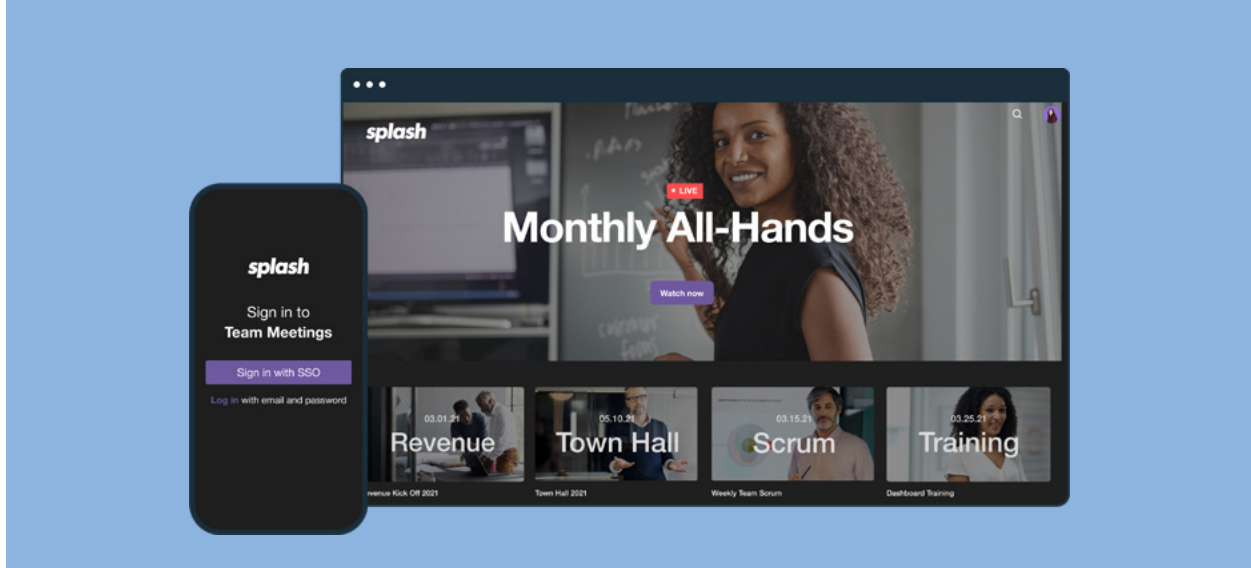
- Vimeo does not support live streaming on older versions of Internet Explorer (v. 11 or earlier) and Windows (7 and earlier).
- The Samsung Internet browser (all versions) is also not supported for live streaming on Vimeo. We recommend installing Chrome instead.

In terms of bandwidth, **we require minimum stable download speeds of 500 kbps or faster** in order to view our lowest quality, SD 240p. Since bandwidth tends to fluctuate for a number of unforeseen variables, we always recommend you use a **dedicated Internet line of 5 Mbps** or faster to stream and download high quality videos on the Internet.



You can always find a detailed overview of Vimeo's system requirements in the help guide.

[View the help guide →](#)



# Authentication

How can my audience access content on Vimeo securely?

## Single sign-on (SSO)

With single sign-on, only the people you choose can view your video content. SSO eliminates the risk of users creating new accounts and passwords, subsequently lessening the risk of unanticipated third party access.

Because users are managed by a centralized authentication server, SSO also erases the need of removing users or updating their permissions from yet another system — ultimately heightening security and making your tech team’s jobs easier.

## Secure permissioning at scale (SCIM & SAML)

Whether your organization uses Okta, Google, OneLogin, or another IdP, Vimeo Enterprise will identify your groups — and keep your groups and group membership information up to date — through SCIM (System for Cross-domain Identity Management) and SAML (Security Assertion Markup Language).

“The SSO and security features are huge — if that matters to you in the least bit as a company, Vimeo is the way to get it done.”

**Michael Mehlhorn**  
Multimedia Director, Splash



## Access and authorization

How can my team manage their video content? What permissions do they have?

### **Private, secure, collaborative workspaces**

Creating great video requires a lot of input and work from many different people. With Vimeo, administrators can assign role-based permissions to specific users for video creation, management, and storage to your workspace. This ensures only users that should have access to a specific video or folder, will have it.

Vimeo Enterprise offers flexible permissions on shared workspaces combined with individual folders for a more customized approach to organizing video content. Users can be invited to a team as either an admin, contributor, or viewer. Individual users will each have their own “Private to Me” folder to organize videos intended for their eyes only.

These granular permissions are especially helpful within larger organizations that must satisfy the needs of specific departments and ensure every employee has the right level of access to every resource. Our team will work with you to ensure you have as many account administrators that your organization needs to scale and grow.

# Security and compliance

How are my data and content secure with Vimeo?

## Keeping your content (and questions) on lock

With security policies and practices that have been reviewed and approved by our leadership team, keeping your data safe is an all-in effort at Vimeo. From a publicly available embedded player, to password-protected videos, to securing content behind your existing SSO provider, Vimeo gives you the flexibility to protect your content however best suits your needs.

Vimeo offers secure and streamlined ways to share your company's videos internally, including:



**Password Protection**



**Domain Whitelisting**



**Private link**

Furthermore, Vimeo includes **Q&A moderation** as a safeguard to ensure an enjoyable experience for everyone. Q&A moderation builds in a buffer so you can curate questions best suited to the topic and speakers. It lets you quality-control an event by preventing duplicate questions or sensitive information from being shown to the audience.

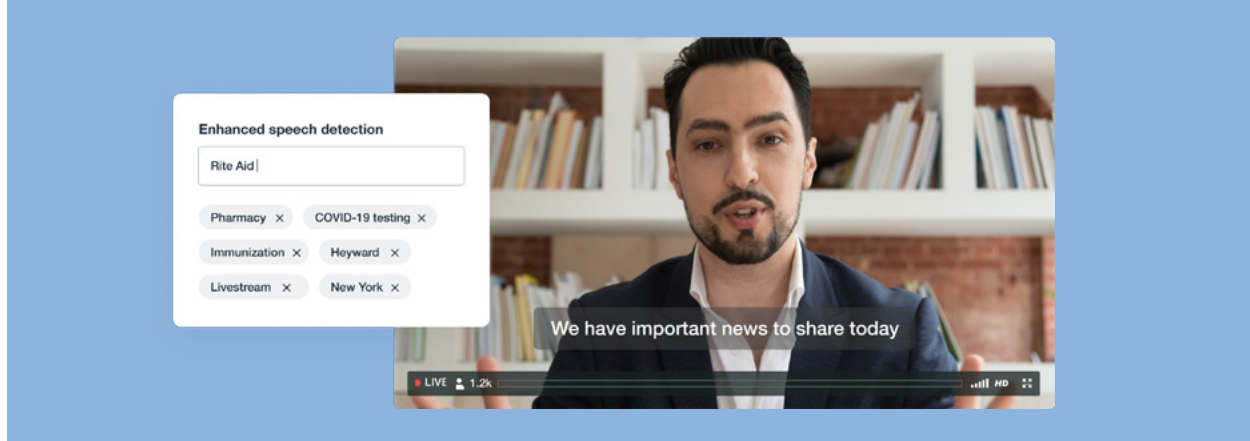
[Learn more about how to manage team members on Vimeo. Learn more →](#)

“Once we had a tool like Vimeo, the focus on content became much, much easier. What it really did for our team was boost our creativity. Because we could share content in HD, we were sharing marketing ads, commercials, and Q&As to build engagement and have a dialogue. Vimeo gave us all of those capabilities and allowed us to think a lot more freely versus other tools that were at our disposal.”

**Joel Basa**

Creative Services Manager, Paychex





## Accessibility

Vimeo is committed to making hosted content accessible to all audiences, regardless of their cognitive, visual, or physical abilities. To that end, the Vimeo player has been certified by a third party as both WCAG 2.0 AA and Section 508 compliant.

Examples of accessibility features include:

- **Higher color contrast:** The player maintains a default color contrast ratio in compliance with AA standards
- **Clearer focus states:** Users who rely on their keyboards to navigate will see a blue or white box around the active element
- **Better support for screen readers:** For users who rely on screen readers (e.g. JAWS, NVDA), we ensure that any element in the Vimeo player can be read accordingly

Furthermore, Vimeo Enterprise customers have access to live closed captions.

**Adding captions to a live video requires an encoder that supports 608 captions.**

## Closed captioning

While we support external captioning devices that can add in CEA 608 captions, **Vimeo will automatically add closed captions to any video you post to the platform** — even your live streams.

To further enhance the viewing experience, you can enter up to 50 words that otherwise may not be detected through automatic closed captions, such as employee names, your business name, or technical terminology. For live events, automatic captions are saved with the video for on-demand viewing. You can even download a WebVTT file of your captions and upload a new file as you would for any other video on your account.

## Compliance

Vimeo's products are compliant in the following areas (sure, it reads a bit like alphabet soup, but it's all important information):

- **PCI compliant for all Vimeo business units**
- **GDPR compliant**
- **Vimeo maintains controls consistent with SOX compliance**
- **SOC 2 reporting (more on that below)**

## SOC 2 reporting

Vimeo maintains a SOC 2 Type 2 report. While a bit of a mouthful, it formalizes just how committed we are to quality and security. A SOC 2 Type 2 report is an internal controls report meant to capture how a company safeguards customer data, and assesses how well those controls are operating.

The report provides an independent assessment of Vimeo's security and privacy control environment. It includes a description of the controls, the tests performed to assess them, the results of these tests, and an overall opinion on the design and operational effectiveness of those security efforts. Audits for the Vimeo SOC 2 Type 2 report will be performed annually.

Vimeo's SOC 2 Type 2 Report covers the AICPA's Trust Services Principle and Criteria of Security. The report also includes a mapping of the controls tested to ISO/IEC 27001:2013 Annex A/ISO/IEC 27002:2013, ISO/IEC 27017:2015, ISO/IEC 27018:2014, HIPAA security requirements, and FFIEC's examination guidelines for GLBA Information Security.

For more information on our SOC 2 Type 2 report, new clients can [contact our team](#), and existing customers can contact their account manager directly.

## Data protection

We adhere to rigorous measures to protect your content. Vimeo requires multi-factor authentication and single sign-on for all internal services, and have anti-virus and anti-malware deployed on every workstation — which are actively monitored by our corporate security operations center.

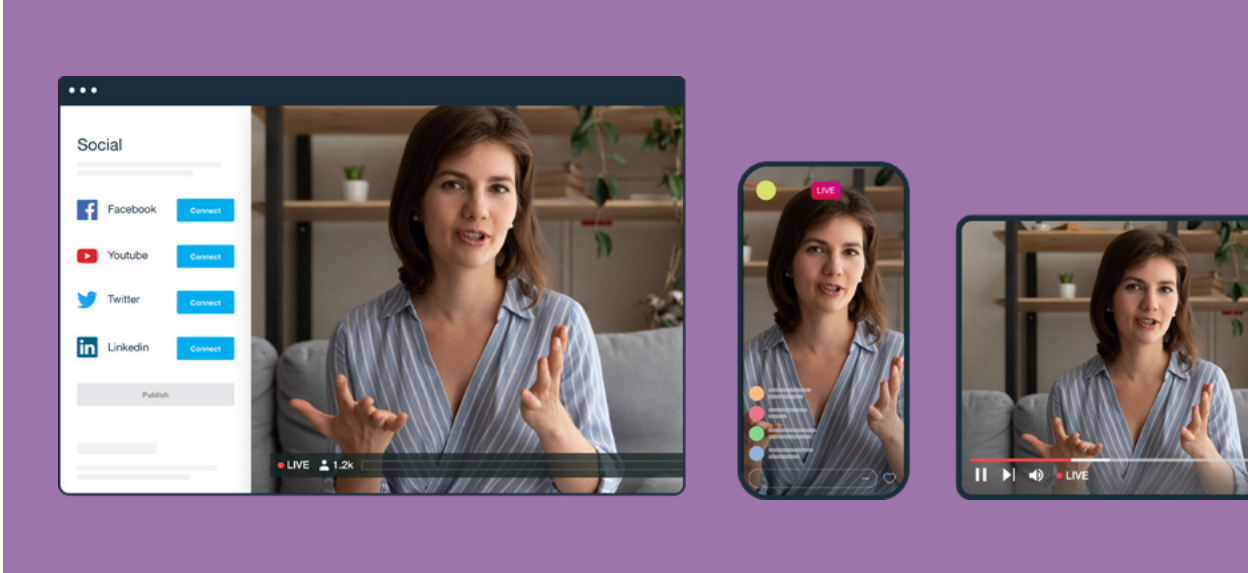
Vimeo also operates a public bug bounty program and conducts yearly penetration tests by external industry leading security partners to keep our software and infrastructure secure.

## Data encryption

We keep your data protected on the move and at rest with HTTPS for all services and encryption for all data stored within our primary cloud provider:

- **Data is encrypted in transit (HTTPS) with TLS 1.2 or greater**
- **Data encrypted at rest is AES-256**

The only private information Vimeo handles are email addresses, account logins and the public IP addresses of users' devices where necessary. We aggregate and anonymise all data belonging to client devices; the results are kept for the sole purpose of being used by our R&D departments to improve the technical efficiency of our solution for the benefit of our customers.



# Reliability

How does Vimeo assure that a stream, whether live or on-demand, doesn't fail?

## Why you can count on us

Vimeo has been in the business of video since 2004. Our reliable, market-tested technology means we'll take good care of your videos — **including a 99.9% uptime SLA** for every Vimeo Enterprise customer. We offer the most reliable video infrastructure to support live events and viewership of any size, so we can grow and scale with you.

In order to keep 200 million users content, we follow industry best practices to keep our platform humming along and running smoothly. In terms of in-the-moment help, our team maintains **24/7 oncall rotations to respond to user-facing issues** with the Vimeo.com website or player.

Beyond addressing our users' questions at point-of-need, we also use **internally- and externally-triggered automated checks of key site functionality**. If these checks ever fail, our oncall team is notified immediately.

From there, we create a stringent post-mortem to communicate what happened, and how to prevent it from happening again. Coupled with these post-mortems, we track the duration and high-level cause of any outage to identify any trends or common causes to remedy.



## Enterprise content delivery network (eCDN) solutions

If your organization brings in live viewers from around the world within one network, Vimeo Enterprise offers an eCDN solution that leverages modern peering technology, enabling you to optimize delivery of live content in your corporate network.

To put our technical hats on for a moment, our eCDN includes features like:

- Site matching to restrict peer exchanges within one site
- Subnet and multi-subnet matching for peer exchanges within one or multiple LANs
- An optimized “super-seeder” algorithm to limit the number of streams coming from the CDN and ensure optimal provision of the stream for workstations in the network
- On-premises signalling and/or STUN server configuration

**Best of all, it’s plugin-free, and requires no workstation software, installation of caching servers, or other hardware.** All in all, eCDN allows you to reduce the bandwidth necessary to stream video behind the corporate firewall — and because eCDN lowers bandwidth usage, cost savings are an added bonus.



## Stream health

Producing a no-fail live stream is stressful enough on its own, the last thing you need is to worry about knowing what's wrong if your stream hits a snag.

Vimeo's Stream Health Monitoring allows you to track how your stream is performing in real time. The information displayed in this tool comes directly from our ingest server logs, which is the first point of contact your stream has with Vimeo's live back-end.

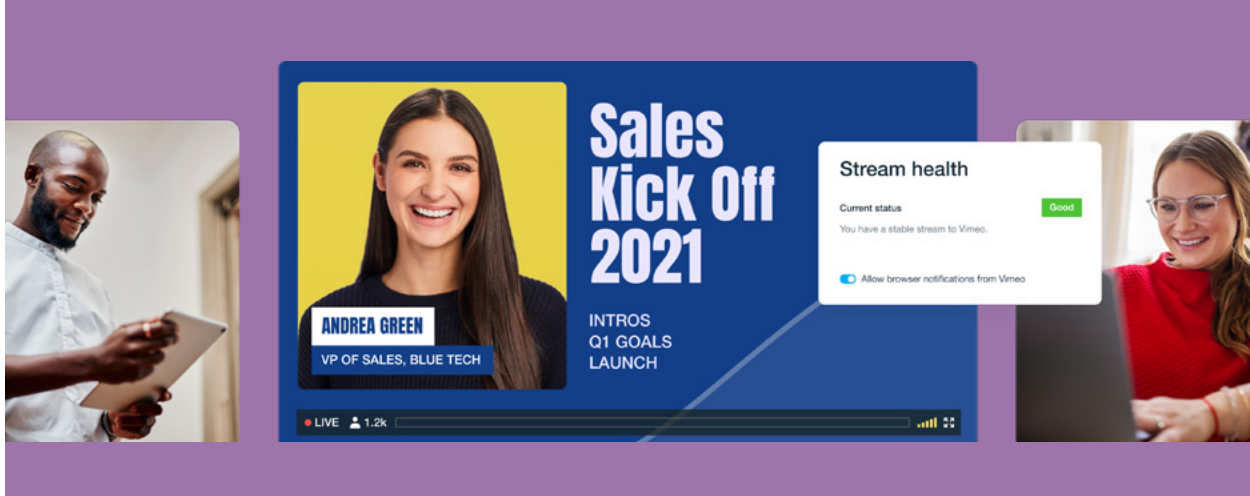
Stream Health Monitoring displays your stream status during the course of your event:

- **Ready:** Camera is connected and you are ready to go live.
- **Good connection:** When your stream is connected (either through

the browser, RTMP, or an integrated encoder) and our servers are receiving a stable frame rate/bitrate.

- **Unstable connection:** When our servers detect more than a 15% drop in frame rate/bitrate from the intended configuration. (There may be a problem with your network connection or encoder.)
- **Offline:** When your stream has disconnected from our servers.

Stream Health Monitoring also includes bitrate and framerate metrics over the last 10 minutes of your stream in real time. Advanced metrics include video codec, audio codec, AVC profile, and AVC level.



## Stream preview

With Stream Preview, test events are a thing of the past. Instead, you can check incoming video and sound quality, embed settings, social destinations, and more before you go live. And with a preview latency of 1-2 seconds, you can see your live feed in near real-time on Vimeo. Stream Preview works for both native integrations like Studio software and third-party encoders.

## Backup stream

When there's no room for failure, a backup stream is the best way to protect yourself from unexpected streaming issues.

With a backup stream, Vimeo Enterprise customers can produce two streams simultaneously to the same event. In case of a breakdown with the primary stream, such as a power failure or network instability, Vimeo automatically switches your event to the backup stream so you don't lose your audience.

## Purchasing and procurement

**How can we assess Vimeo's security? Who does Vimeo partner with for procurement?**

### SIG Questionnaire

To best support prospective customers, we offer a formal risk management assessment of Vimeo's cybersecurity, IT, privacy, and data security. This Standardized Information Gathering (SIG) Questionnaire is completed in collaboration with our sales engineers and security teams, and is available upon request.

### We meet you where you are.

Vimeo partners with leading procurement organizations in hardware, software, and IT solutions. As of publication, Vimeo is available for purchase through industry leaders WWT, Insight, and SHI. Contact your procurement representative for more information.



# Vimeo can help.\*

\*With your big company moments

This functionality is all well and good, but when it comes to managing a video-first event, intimidation may rear its head. That's why **we offer trainings, exclusive account management, and award-winning production services** for Vimeo Enterprise customers.

## If you can't do it yourself, we'll do it for you

As leaders in the video space, we would be remiss to not mention our production services team. Some Vimeo Enterprise customers prefer to have the confidence of knowing their live event is in the hands of a professional services team, and that's precisely what we do.

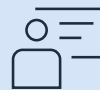
If you're new to live video production, or don't have an in-house video team, we offer a number of services to bring you and your stakeholders on board and up to speed.

[Learn more →](#)



### Virtual event consulting

We offer guidance to your production team to ensure a smooth event, even if your team and talent are distributed while so many of us work remotely.



### Trainings

Bespoke, hands-on instruction suited to the needs of your team and business.



### Switch and encode

We'll bring the live streaming hardware and produce a stunning live event. Sit back, and let us manage the camera cuts, presentations, and audience participation.



### On-site support

We'll be on-site, but hands-off. Our team will provide expert guidance before and during the live event, bringing you peace of mind.



## Get in touch and learn more



Contact us



Chat



Call: 1-877-977-8732

### Additional resources

We have even more resources to help you and your business do more with live video:

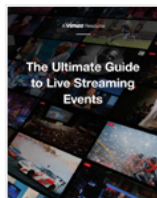


#### Video Means Business

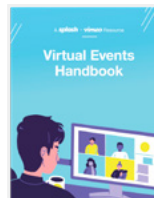
How every team can unlock the power of video to connect with customers and employees



#### Live Streaming Budgeting Guide



#### The Ultimate Guide to Live Streaming Events



#### Virtual Events Handbook