



vimeo

WHITEPAPER

Turning Video Streams Into Revenue Streams

Enterprise streaming can help
successful content creators become
successful content CEOs

Content creators have been the backbone of social media and video-sharing sites from the get-go, yet the relationship is primarily platform-first. These platforms are great for building a following, but not for optimizing a relationship with a distinct audience.



Partnering with an enterprise streamer can help turn followers into paid subscribers with a viewing experience on par with Netflix. We're talking about a turnkey, scalable, enterprise-grade streaming solution designed for multiple platforms across web, mobile, and smart TVs. Such architecture removes obstacles for niche and emerging creators, enabling them to launch their branded services more broadly.

Read on to learn how you can become your own CEO, and parlay content into a branded streaming business optimized for both audience experience and revenue.

Common problems and their solutions

We'll start with some common problems content creators face on social platforms and how partnering with an enterprise streamer can solve them.

Platform unpredictability

On social platforms, content is a commodity, and the platform is the product. The platform dictates the terms, owns followers, and increasingly redirects them. Plus, it can arbitrarily boot creators or disappear them with little notice. By contrast, an enterprise streaming partner is a service provider.

The creator is the client and their content belongs solely to them as their product.



Income uncertainty

Most creators cannot rely on their content for a stable income. Of the 500 top creators surveyed by influencer.com, just 12% said they produced content full-time, and only 25% of high-profile creators said it's their primary source of income. [About half](#) earn less than \$15,000 a year. Even having one million YouTube (YT) subscribers doesn't guarantee a stable income. For example, YT pays 10 to 20 times more for a finance channel than a music vlog. The "music vlogger and other creators with substantial followings and low ad revenue may be leaving money on the table. For every 100,000 free YouTube subscribers, creators can expect to generate over [\\$144,000 per year](#) in incremental revenue with a subscription-based business.

Leveraging an enterprise streaming platform allows creators to set the value of their content, providing more insight into revenue and more ways to monetize — determined by the creator, not the platform.



\$144,000

potential annual income for every 100,000 free YouTube channel subscribers

Disconnection

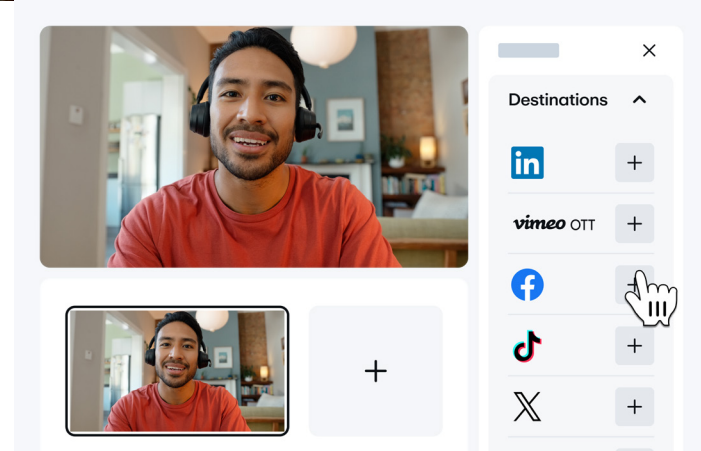
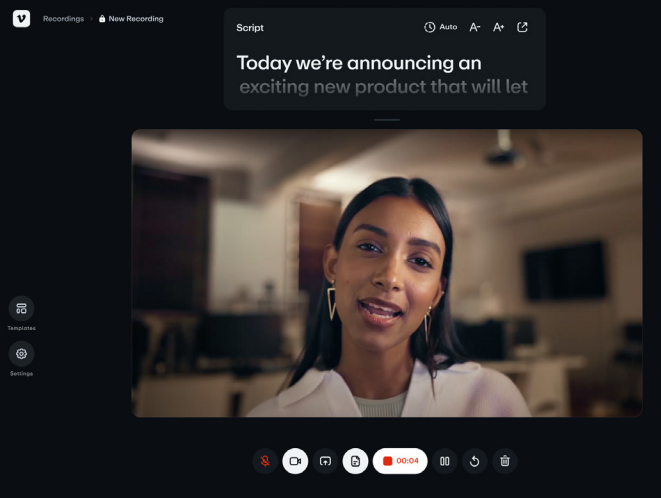
Creators are frustrated by the “walled garden” around followers. A [2025 survey](#) of more than 1,000 creators found that 53% said it’s harder to reach followers than it was five years ago because their feeds are overrun by recommendations. 81% said their audience wanted more direct communication with them.

With an enterprise streaming provider, the content creator has a direct relationship with their followers. This opens the door to turning followers into fans, who are more likely to buy merchandise and pay for additional content and memberships.

53%

of creators say it’s harder to reach followers
than it was five years ago





Distractions

Four in 10 content creators say they [struggle with burnout](#). What starts as a labor of love turns into a pursuit of relevance and recognition, and creativity is subsumed by content trends and catering to “what will work” on a platform, rather than what the creators set out to make.

Expanding into an enterprise streaming environment, like Vimeo, eliminates the distraction of always having to outwit an algorithm. Forging reliable connections with a loyal following is a direct result of being able to focus on making exceptional content.

“Vimeo’s most exciting features to us are honestly the simplest ones.”

It is extremely reliable. There’s virtually no downtime. The uploads are speedy and precise, and the apps are stable and consistent.”



Andrew Bridgman
CHIEF DIGITAL OFFICER, DROPOUT

Read the customer story [here](#)

How it works

Enterprise streaming is like renting a fully functional retail space with a global reach. It gives individual creators access to the same infrastructure as Fortune 500 brands, without the need to hire developers.

Creator-first design

Enterprise platforms are designed for people who use software, not build it. The key is ease-of-use thanks to drag-and-drop publishing, automated encoding, built-in analytics, monetization, and user management settings. These features allow creators to **put their brand forward** with their own domain names, logos, and fonts.*

Friction-free distribution

Apps are the gateway for turning followers into fans — especially now, when [nearly half of TV and video watched is streamed](#), and smartphones account for more than [half of that screen time](#). Enterprise streaming can help creators build out **branded native apps** for iOS, Android, Roku, Fire TV, Apple TV, Chromecast, Samsung Tizen, Xbox, LG TV, and Vizio TV, ideally with AI-powered **language translation**, captioning, and dubbing.*

Optimized earnings

With an enterprise streamer, **creators own their content and their audience data**. First-party data is a window into viewer habits, and with built-in analytics, creators can hone their content strategies and maximize earnings via subscriptions, purchases, rentals, pay-per-view, livestreaming, membership tiers, and special access. Optional video bumpers provide additional real estate for ads, promos, and sponsorships.*

Growth opportunities

Enterprise streaming solutions are **built to scale** from hundreds to millions of viewers around the world. Creators won't "outgrow" the platform, with its inherent redundancies and global CDN partnerships. Additionally, DRM, geo-blocking, paywalls, PCI-DSS, and GDPR compliance protect content from pirating and unauthorized access.*

“There has to be a sense of accountability from the partner that you’re working with.

And Vimeo acts like a member of the Soto team.”



Hilary Hoffman

CEO AND FOUNDER, SOTOMETHOD

Read the customer story [here](#)

How to get started

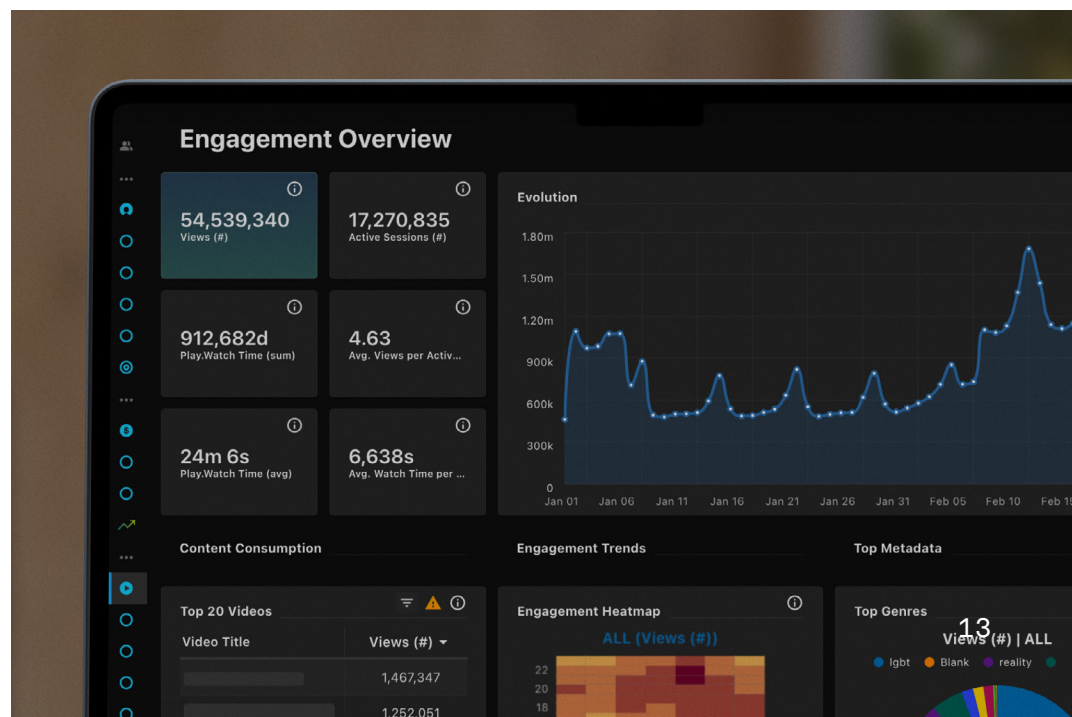
With Vimeo Streaming, creators have the dedicated support they need to reclaim their creativity, using a platform that does justice to their highest quality work in up to 4K.

5,400+

apps published for customers by Vimeo

Select a partner

Vimeo Streaming seamlessly serves videos and live streams through the client's branded web portal, handles app distribution across devices that reach billions, and provides international currency payment processing and native in-app purchases. Built-in analytics give creators **real-time insight into what fans want**, rather than forcing them to be influenced by the whims of an algorithm.



13.8M+

active paying users on Vimeo-powered sites

Create a channel

Creators will want to identify their branding elements, content strategy, and revenue options before they start uploading. Uploading video is a simple drag-and-drop operation that can be done individually, by batch, or via provider migration assistance. It offers automatic transcoding into multiple bit rates and resolutions, including 4K.* Uploaded videos remain private until placed in a subscription or other transactional collection.

Appearance

Branding

Primary color



Accent color



Icons and text color



Background color



Custom logo



Engagement

Details

Controls

Play button

Auto

Bottom

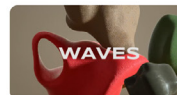
Center



Title

Description

Thumbnail

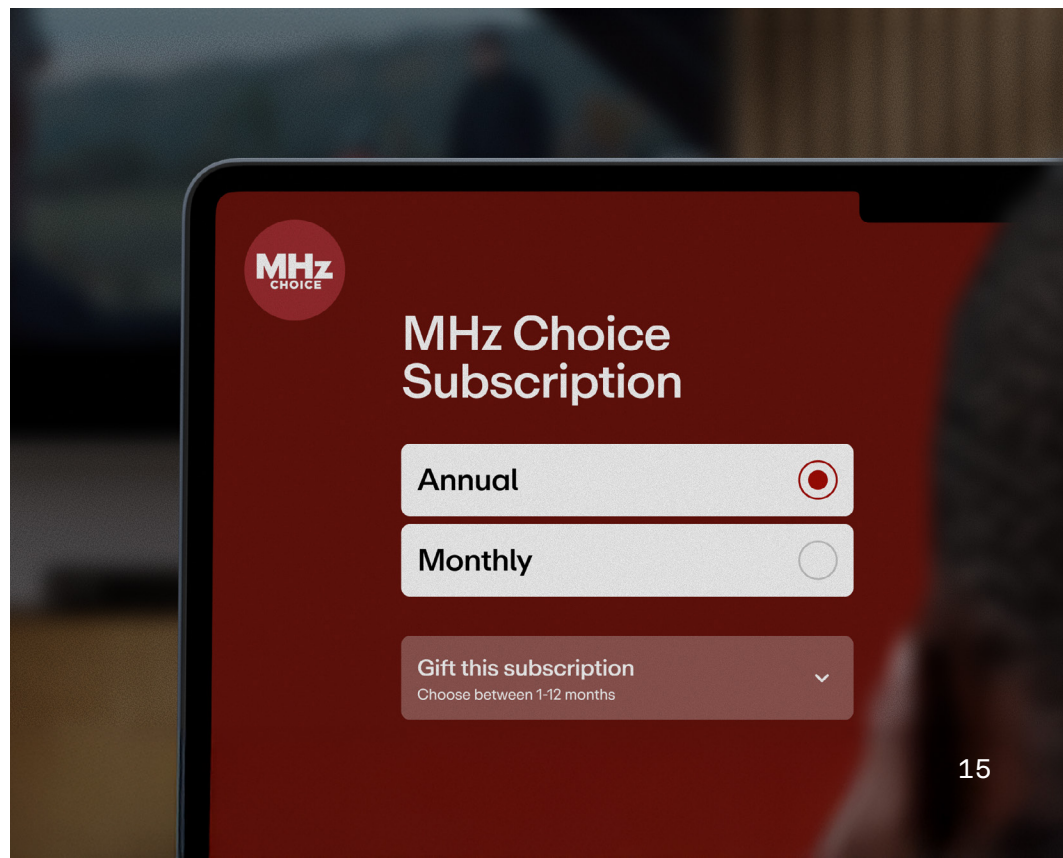


2,700+

active Vimeo Streaming sites monetizing content with subscriptions

Launch a subscription

Creating a subscription package is a dashboard process of selecting a video collection, labeling it, and choosing a pricing model. Vimeo Streaming provides marketing tools such as email integration, promo codes, SEO, and social-sharing to help convert free followers to paid subscribers, and **use existing social platforms to drive traffic** to the new branded space.



Make content

This is what it's all about! Creating a branded streaming service on par with your favorite streamer has literally never been so easy, affordable, reliable, and timely. Plus, with the global creator economy expected to quadruple in the next seven years [from \\$203 billion in 2025 to \\$848 billion in 2032](#), there is no time like the present to tap into it and go from driving traffic on a social platform to becoming a self-made content CEO. See how Vimeo Streaming can support you on this journey today.

\$429M+

estimated annual Vimeo content creator revenue

[Request a demo](#) to get started.
For more information, check out the
[Vimeo Streaming solutions page](#)

About Vimeo

Vimeo (NASDAQ: VMEO) is the world's most innovative video experience platform. We enable anyone to create high-quality video experiences to better connect and bring ideas to life. We proudly serve our community of millions of users — from creative storytellers to globally distributed teams at the world's largest companies — whose videos receive billions of views each month.

Learn more at www.vimeo.com

Vimeo Streaming at a Glance

Additional Resources

[Vimeo Streaming: Launch, monetize, and grow your next-gen streaming business](#)

It's a user-friendly platform with all the tools you need to launch, manage, and monetize your next-generation streaming service.

[The benefits of creating mobile and TV apps, no coding required](#)

Users who sign up for your service through an app platform tend to be less likely to churn.

[From free fans to paid subscribers: Why creators should monetize content beyond YouTube](#)

Here's why you should think about monetizing your content beyond YouTube.

[Everything you need to know about monetizing content](#)

Expand reach, optimize income.

Noteworthy Clients

**Martha
STEWART
TV**
(since 2018)

**National
Theatre**

SotoMethod

:DROPOUT
(since 2017, formerly College Humor)

MHz
CHOICE

SAMI CLARKE

**WORLD
OF
WONDER**


HISTORYHIT

and more

TURNING VIDEO STREAMS INTO REVENUE STREAMS

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