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WHITEPAPER

Things to Ask Your Enterprise Streaming Platform Provider

Find a platform that works for you,
not vice versa

There's an unprecedented opening for content creators seeking revenue options beyond social media to start their own streaming services, and the reason is twofold. First, viewers increasingly want bespoke content. They're souring on the giant streamers and growing tired of scrolling through hundreds of titles to find one worth watching. That might be why [YouTube holds a full 12.5% audience share in the United States](#).

Technology is the second reason why the time is right for creators to take hold of their future. In much the same way, evolving smartphone technology has put high-quality video capture within everyone's reach. The video streaming revolution has made global distribution, as a full-service platform, similarly available. This is enterprise streaming, and there has never been a better time for content creators to take advantage of it.

But how can you make sure you're choosing the right partner to advance your video distribution? Read on to discover five key questions to ask your potential enterprise streaming platform provider.



“We realized that in order to truly support our members, YouTube wouldn’t be enough.”



Neil Dawson

FOUNDER AND COMMERCIAL DIRECTOR, ME AND MY GOLF

**Do you have
a turnkey
streaming
platform
that requires
no coding
experience?**

Different providers will offer different features and levels of service in terms of:



-  **Video quality** — does the player support 4K?
-  **Live streaming** using browser-based production tools
-  **Content security** features like DRM and geo-blocking to protect content from piracy and unauthorized access
-  **Customer support** for both the [creator and their followers](#)
-  **Revenue models**, i.e., subscription, purchase/rental, sponsorships, advertising, membership tiers, etc.
-  **Payment processing** for multiple currencies
-  **AI generative tools** such as voice cloning, translation, and subtitle generation
-  **Live streaming** at 60 fps with minimal buffering and downtime
-  **Audience and business analytics**

After sorting through features, consider user experience. Ramping up a custom-branded video portal with companion mobile apps should be as simple as interacting with a browser dashboard. Uploading should be as easy as it is on a peer-sharing site. The platform itself should be invisible to viewers, who see only the [creator's brand](#). It should be similarly low-key for creators in the sense of not having to worry about outages, disruptions, shadow-banning, or having a platform shut down.

A solid enterprise streamer like [Vimeo Streaming](#) provides a fully functioning Netflix-like distribution infrastructure and keeps it maintained and updated in the background.



DO YOU HAVE A TURNKEY STREAMING PLATFORM
THAT REQUIRES NO CODING EXPERIENCE?

“From the initial kickoff call straight through to launching the platform, the Vimeo team was there every step of the way for us. They were extremely proactive.”

**National
Theatre**

Callum Stewart

HEAD, NATIONAL THEATRE AT HOME

**Can you help
me build out
my own site
and apps?**

Moving to an enterprise platform means having top-level talent to help build out and maintain a public-facing website like [Martha Stewart TV](#), for example. It's 100% on-brand, along with matching native apps for multiple platforms, including:

iOS



Roku



VIZIO

TIZEN[™]



Native apps are crucial for reach and visibility. They show up on smartphones and smart TV screens like any other branded icon. There are [6.8 billion](#) smartphone users in the world, and globally, smartphones account for more than half of screen time. That means native apps that work seamlessly across different devices are essential for the success of any content streaming business. Creating and updating a dozen or so apps would be an exhausting, code-intensive task for anyone, much less someone focused on making content. An enterprise-streaming partner makes it happen in the background.

CAN YOU HELP ME BUILD OUT
MY OWN SITE AND APPS?

vimeo

“Do not build your own app. Vimeo’s right here. I don’t have to worry about customer service. I don’t have to worry about legal compliance... Our budget can go to what actually matters to us and what we’re actually good at, which is content.”



Andrew Bridgman
CHIEF DIGITAL OFFICER, DROPOUT

**Can I make
sustainable
revenue from
my content?**

Variety is at the core of unlocking the content's revenue potential. Look for a provider that supports several monetization models and the kind of mixing and matching that works best with the content and its fans.

It needs to enable and manage:

-  **Subscription video-on-demand** — the foundation of recurring revenue
-  **Sponsorships, purchase/rental, pay-per-view, and free ad-supported content**
-  **Membership tiers** for special access to exclusive content, events, livestreams, merch, etc.
-  **Video bumpers** to showcase branding, promote content, or run sponsorships
-  **Payment processing and in-app purchases** with multiple currencies

Multiple revenue models mean being able to **monetize the same piece of content in more than one way**. In an enterprise streaming environment, it also means being able to pair with advertisers and sponsors aligned with the content rather than the platform's ad algorithm.

Another important aspect of monetizing content is having direct contact with followers. Direct engagement fosters the type of fan base ready to sign up for special events and buy merch.



**Will I own
my audience
data?**

The answer should always be “yes!” Beyond that, look at how the data is presented and how it can be leveraged. Most importantly, you want to have the contact information necessary to communicate directly with followers.

Additionally, the platform should provide full control of:

Business analytics to assess streaming sales and revenue

Audience analytics for understanding your viewers' identities, location, and preferences

Engagement analytics to see views and watch times across videos, categories, and devices



Access to first-party data is vital for optimizing content value. It provides real-time information on the viewing habits, reactions, and preferences that help creators refine content strategies and maximize earnings.

Apart from analyzing data, you will need the right tools to leverage the insights you draw from it. Look for a solution that provides a built-in dashboard with the capacity to connect to any CRM via APIs and webhooks. You'll also want access to marketing tools like email integration, promo codes, SEO, and social-sharing.

**Can you
help me
protect
my content?**

Content security is one of the most important features of enterprise streaming. Restricted access is the basis of building a subscription service. A reliable enterprise platform will offer layers of protection to ensure the safety of your content.



Digital Rights Management (DRM)

DRM works by encrypting video content with a special key. Only users with the correct license can decrypt and play the video. A DRM license also sets restrictions on how the video can be used and prevents sharing, recording, and taking screenshots.

Geo-blocking

[This method](#) enables area-specific restricted access to prevent video sharing in restricted regions. Streaming is global, but not all countries have the same copyright laws, content suitability, or privacy regulations. Geo-blocking provides a way to navigate these different requirements around the world and helps you stay compliant.

In addition to providing content security, an enterprise provider will also be constantly maintaining and updating its security and compliance features.

Next steps

An A-list enterprise platform provider will offer all the features and services described above, as well as a smooth onboarding experience, a transparent process, and ongoing support. Vimeo Streaming is a cutting-edge enterprise platform used by major celebrities and Fortune 500 companies. It's time to take control of your video distribution and get serious about streaming. See why Vimeo is your best choice.

[Request a demo](#) to get started.
To learn more, 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

Additional Resources

[How digital rights management \(DRM\) protects videos: A guide to safeguarding your content](#)

DRM protection prevents unauthorized access, allowing content creators to secure their intellectual property and preventing bad actors from exporting digital content to other platforms for their own gain.

[Spring 2025 Release](#)

This is Vimeo's largest rollout to date, highlighting powerful new features developed to streamline production, share content, and protect your videos.

[What is geo-blocking: when and why you should use it](#)

When you release video content, you must consider regional distribution agreements and restrictions on content.

[Turn video streams into revenue streams](#)

Deliver a cinematic viewing experience with the internet's best video player and most reliable live streaming. Protect your content with Digital Rights Management (DRM), geo-blocking, privacy settings, and more.

TURNING VIDEO STREAMS INTO REVENUE STREAMS

