



Livestreaming: YouTube vs Vimeo Premium



Disclaimer: These answers are based on research carried out in the first half of 2021. Both platforms frequently update their software and terms of usage and therefore, this information may no longer be valid at time of reading.

If you have a question that has not been covered here, do reach out to HdK!

Question / Feature	YouTube	Vimeo (Premium)
Can I present a pre-recorded video as a live stream?	Yes - here's a guide on how to do this using Open Broadcaster Software (OBS) encoder https://www.youtube.com/watch?v=jGCgxjoh23U Here is OBS: https://obsproject.com	Yes - you must use an encoder.
Can I combine live and recorded video in the same livestream?	Yes - you must use an encoder.	Yes - you must use an encoder.
Are captions supported for livestreams and videos?	Yes - you can add these in the encoder https://webcaptioner.com/help/integrations/obs https://www.spf.io/2020/06/16/how-to-add-captions-or-subtitles-to-your-livestream-with-obs-and-spf-io/ YouTube also offers automatic captioning but this feature is only available for channels with more than 1000 subscribers. Use automatic captioning	Yes, you can enlist the help of a 3rd party transcription service or integration for live captioning during livestreams. You can also add them when uploading the video. Here is the relevant support article and an example video. https://vimeo.zendesk.com/hc/en-us/articles/224968828-Captions-and-subtitles https://vimeo.com/359294637 It accepts many different subtitle file formats too.

Question / Feature	YouTube	Vimeo (Premium)
What are the terms around music rights?	YouTube uses algorithms and asks users to check if music is being used without permission. Here are their rules and policies: https://www.youtube.com/intl/ALL_uk/howyoutubeworks/policies/copyright/ Here are the copyright issues with using music while live streaming: Copyright issues with live streams	Vimeo does not have any algorithms which check if a song played on a video is licensed or not. This is human monitored and other users can flag your video. You are responsible for purchasing the license to use a song in a video.
What are the costs?	Free! You must have a verified channel to livestream.	See pricing: https://vimeo.com/pricing
What are the costs to put the embedded player behind a paywall?	None - but it violates the terms of service to do so. See: YouTube Terms of Service Notable clauses: Permissions and restrictions - point 10. License to other users: “You also grant each other user of the Service a worldwide, non-exclusive, royalty-free licence to access your Content through the Service, and to use that Content (including to reproduce, distribute, modify, display, and perform it) only as enabled by a feature of the Service.”	None - but it violates the terms of service to do so. https://vimeo.com/terms Sections 2 - Unlimited Bandwidth Fair Use Policy Section 5.3 Code of Conduct

Question / Feature	YouTube	Vimeo (Premium)
What are the requirements for uploading videos?	These are the guidelines for live streaming: Choose live encoder settings, bitrates and resolutions These are the guidelines for videos: Video and audio formatting specifications	These are the guidelines for uploading videos: https://vimeo.zendesk.com/hc/en-us/articles
Are there any specific features ‘unlocked’ by having a certain amount of followers?	Yes. See: Send your live stream audience to a Premiere (Live Redirect)	No - it depends on your membership level rather than viewer engagement
How easy is it for people to copy my video or download it?	Very easy. There are several YouTube to mp4 converters easily available online. You are able to add videos as ‘unlisted’ though so you can restrict access to only those you trust with the link.	More difficult, but still not impossible. See: Privacy settings overview Changing the privacy settings of your videos Downloading - you can disable the ability to download the video from the player. You can also hide the video from Vimeo so that anything you broadcast or publish only appears on your website’s embedded player and nowhere else i.e. through your Vimeo channel which comes as default. Domain restriction - this means that if anyone tries to embed the video somewhere else other than domains you select, the player will not work.

Question / Feature	YouTube	Vimeo (Premium)
Does it support using an encoder?	Yes	Yes and it comes with one built in to the Premium subscription.
How customisable is the media player if I want to remove the branding?	If you have developer knowledge, there is a good amount of customisation offered. Supported parameters However, YouTube will serve ads through the player and it is tricky (but not impossible) to turn off. Ads on embedded videos	The player is fairly customisable. It looks professional and you can add your logo etc. Customizing the video player
What audience engagement features does it offer?	Live chat Supports 360 degree video	Vimeo offers many options including: Live chat Contact forms Cards End-Screens Chapters 360 degree video Video interaction tools overview
What integrations are offered?	Integrations are offered by 3rd party companies	Vimeo offers these native integrations on the Premium account: Google Analytics Hubspot Mailchimp Campaign Monitor Constant Contact Keap Zapier Many others: https://vimeo.com/blog/post/vimeo-partners-integrations/