

Video service comparison



WILDHEART
Content marketing with passion

YouTube	Vimeo	Wistia
Features		
Large mix of users, don't always get constructive comments & feedback	Mostly mature community of users that offer constructive feedback	Not intended as a social video platform, more for embedding videos on your website
Free version or \$10/month ad-free version (not yet available in the UK)	Free or paid plans - Plus, Pro, Business - each have varied storage limits	Free or paid plans - Pro, Advanced, Premium - with additional storage and integration features
Pros		
+ Good for SEO: No.1 most searched and viewed digital video platform, owned by largest search engine in the world	+ Higher quality: was the first platform to feature HD video	+ Strictly for professionals: has become go-to platform for website promo videos for many small businesses
+ Large audience and No. of subscribers	+ Strictly for professionals: password protected option, plus many more features	+ Better video analytics than Vimeo or even YouTube
+ Can schedule release times, unlisted and private options	+ You can replace a video without losing the stats	+ Customisable: can change the colour of the play button & customise to your brand
+ Revenue opportunity: simply sign up and select whether you want to monetise each video	+ Ability to embed in website backgrounds	+ Ability to replace a video file
	+ No ads	
Cons		
- Limited analytics: you can't replace a video with a new version and maintain analytics, but you can trim	- Expensive to post more than 1GB a week	- Not a great following platform, mostly just for on-site videos
- Limited customisation options	- Limited audience	
- Ads everywhere!	- Cannot monetise	