

# Video Platform Comparison for Teaching and Engagement

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Feature / Capability	VIMEO	YouTube	PANOPTO
<b>Branding Control</b>	Remove logos	YouTube always visible	Minimal branding in ELMS
<b>Control Over Playback</b>	Hide controls	Limited	Strong (restricts skipping, require completion)
<b>Embedded Q&amp;A / Quizzes</b>	Requires upgrade	No native support	<b>Yes</b>
<b>Pause for Questions</b>	No	No	<b>Yes</b>
<b>ELMS Integration</b>	Limited	Minimal	<b>Yes</b>
<b>Gradebook Sync</b>	No	No	<b>Yes</b> (automatic with ELMS)
<b>Student-Level Analytics</b>	Limited	Limited (aggregate only)	Detailed (per student tracking)
<b>Ease of Use</b>	High (intuitive)	Very high (familiar)	Moderate (designed for ELMS)
<b>Video Discovery / Reach</b>	Moderate	Excellent (largest platform)	None (closed system)
<b>Privacy Control</b>	Strong (password control)	Weak (unlisted, but still Google ecosystem)	<b>Strong</b> (UMD controlled access)
<b>Best Use Case</b>	Clean, controlled video	Public content, wide reach	Instruction, assessment,

**Use Vimeo** when you want:

- Clean, distraction-free presentation
- Control over appearance and branding

**Use YouTube** when you want:

- Maximum reach and discoverability
- Easy access for broad audiences

**Use Panopto** when you want:

- Embedded interaction (Q&A, quizzes)
- Measurable engagement (who watched, how, how long)