



Diversity, Equity, Inclusion, & Belonging

OUR 2025 REPORT

Remarkable products and customer experiences start with a remarkable team

And the best teams bring a mix of identities, experiences, and backgrounds to the table.

We embrace diversity, equity, inclusion, and belonging (DEIB) not just because it's the right thing to do, but also because it helps us better understand our customers and build better products.

When our team is diverse and thriving, we approach problems from more angles, uncover better ideas, and build solutions that truly resonate with them. That's why we're building a workplace where every Wistian feels heard, valued, and equipped to do their best work.

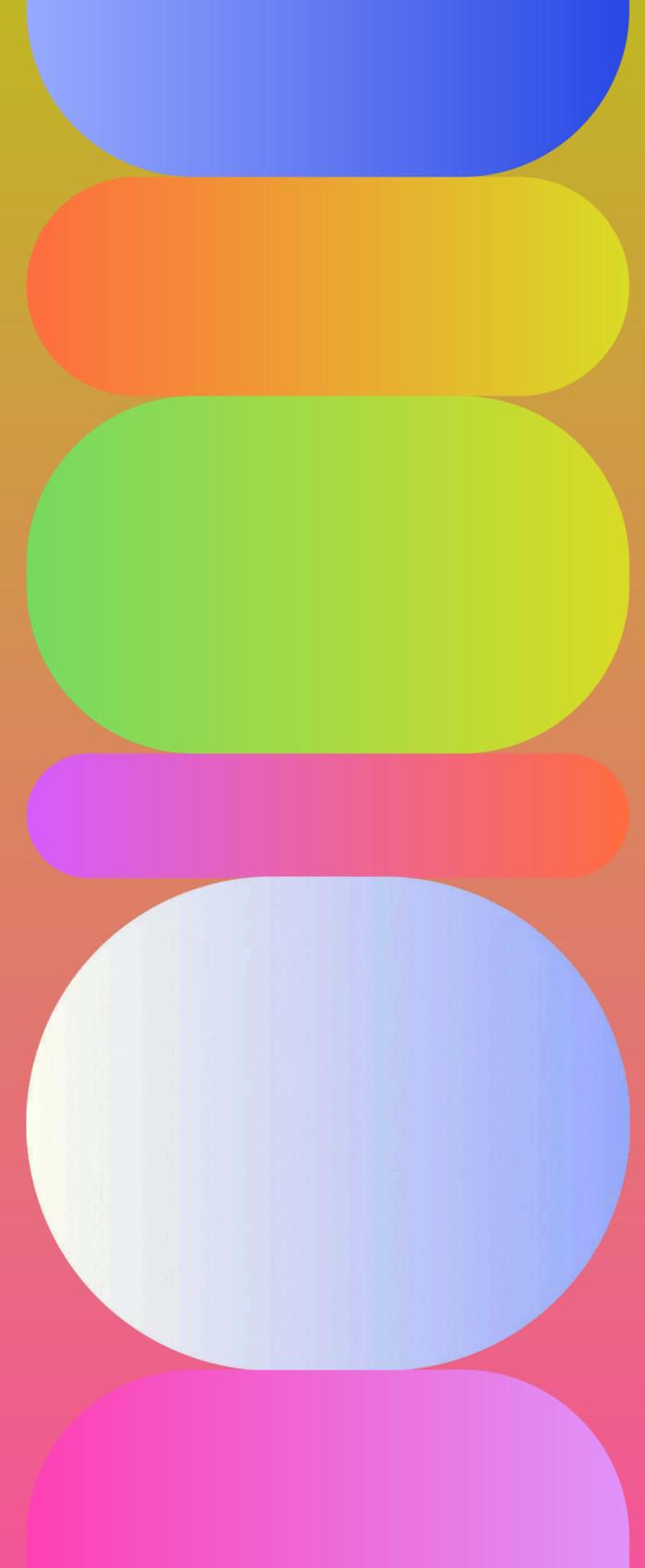


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What DEIB means at Wistia

Diversity

Our team represents a broad range of identities, experiences, and backgrounds. We embrace diversity of all types as a strength, which shows up in how we solve problems, build and iterate on our product, and provide solutions for customers.

Equity

We achieve equity when diversity is embraced, and factors like background or identity are not predictive of a Wistian's success or failure. People processes are consistent and fair across hiring, promotions, mobility, compensation, feedback, recognition, and performance management.

Inclusion

We build and maintain an environment where all perspectives are seen and heard. Wistians feel empowered to contribute, share opinions, and provide feedback both within their teams and across all levels of the organization.

Belonging

Wistians are comfortable expressing themselves without fear of exclusion or judgment. Contributions are not just heard but sought out and valued. Belonging is a successful outcome of Inclusion.



Letter from Carlie

As we step into 2026, I've been reflecting on just how much Wistia has grown. Over the last few years, our DEIB work has shifted from individual initiatives to a clearer, more integrated part of how we operate every day. That evolution is both intentional and necessary. When our team reflects the diversity of the world around us, our culture is stronger, we can take on bigger challenges, and better help our customers with theirs. But we know that enthusiasm alone won't create that culture we're striving for. We need systematic approaches that keep us diverse and thriving for the long term.

In the past, we focused on standalone programs, like growing our ERGs, hosting learning sessions, experimenting with hiring practices to reach more diverse talent, and building Wistia Gives Back. That work laid the foundation we stand on today. But as we thought about our long-term goals, it was clear that our next chapter required deeper change: changes to how we share information, build teams, grow people, collaborate, make decisions, and measure success.

In 2024, we started embedding DEIB principles into the systems that guide how Wistia works every day. We continued that work through 2025, and you can see it reflected in our updated People Philosophy, which emphasizes building a high-performing team by fostering connection, setting clear expectations, and ensuring that identity is never predictive of success or failure. It's not glamorous work: defining clear expectations, calibration conversations, adverse impact testing, pay equity audits. But it's this unglamorous work that I'm passionate about because it's attached to people's actual careers and their growth. These practices make the difference between simply bringing a team member on board and setting them up to thrive.

The shift towards system-level changes also shows up in how we measure success. We've moved away from relying on external benchmarks that can reduce diversity to a numbers game. Instead, we're focused on internal progress: Are our new-hire classes making Wistia more diverse? Are our systems supporting fair growth? Do Wistians feel a sense of belonging across identity groups?

Reflecting on the past year, there's plenty to be proud of. Our hiring process is more structured and we're adding diversity with each hiring class. Our leveling and compensation frameworks are clearer and more transparent. Our ERGs are active, offering visibility and connection across many identities. And our engagement data shows strong momentum. Last year, 89% of our team said they feel like they belong at Wistia. That gives me real confidence that we're building a culture where people can bring their full selves to work and be at their best. And when our pay-equity practices and promotion cycles show no disparities across demographics, it's validation that the systems we've built are working.

And yet, there's more work ahead. In our engagement surveys, Wistians have told us that connection with teammates, clarity about expectations, and visible pathways for growth are essential to feeling like they belong. We're listening, and that's where we're doubling down as we head into 2026.

This report captures a moment in time. It shows the systems we've strengthened, the progress we've made, and where we're still learning and building.

This work is serious—it impacts people's careers, their compensation, their growth. It impacts our culture and our business. Getting it right matters. Our DEIB journey is long-term, and that's by design. Lasting change doesn't come quickly from surface-level fixes, it comes from shaping the way we work together every day.

Carlie Smith

Vice President, *People Team*

“

You want a company where everyone can succeed, no matter what they look like or where they come from.

It helps you build better products, better campaigns, and get a better understanding of your customers' needs."

– CHRIS SAVAGE, WISTIA CO-FOUNDER

Our DEIB strategy rests on **three** pillars

These pillars guide our actions and keep us grounded, even when we experience challenges or setbacks.

1

Building the team
How we recruit, recognize, and invest in every Wistian

2

Working together
How we collaborate, communicate, and support one another

3

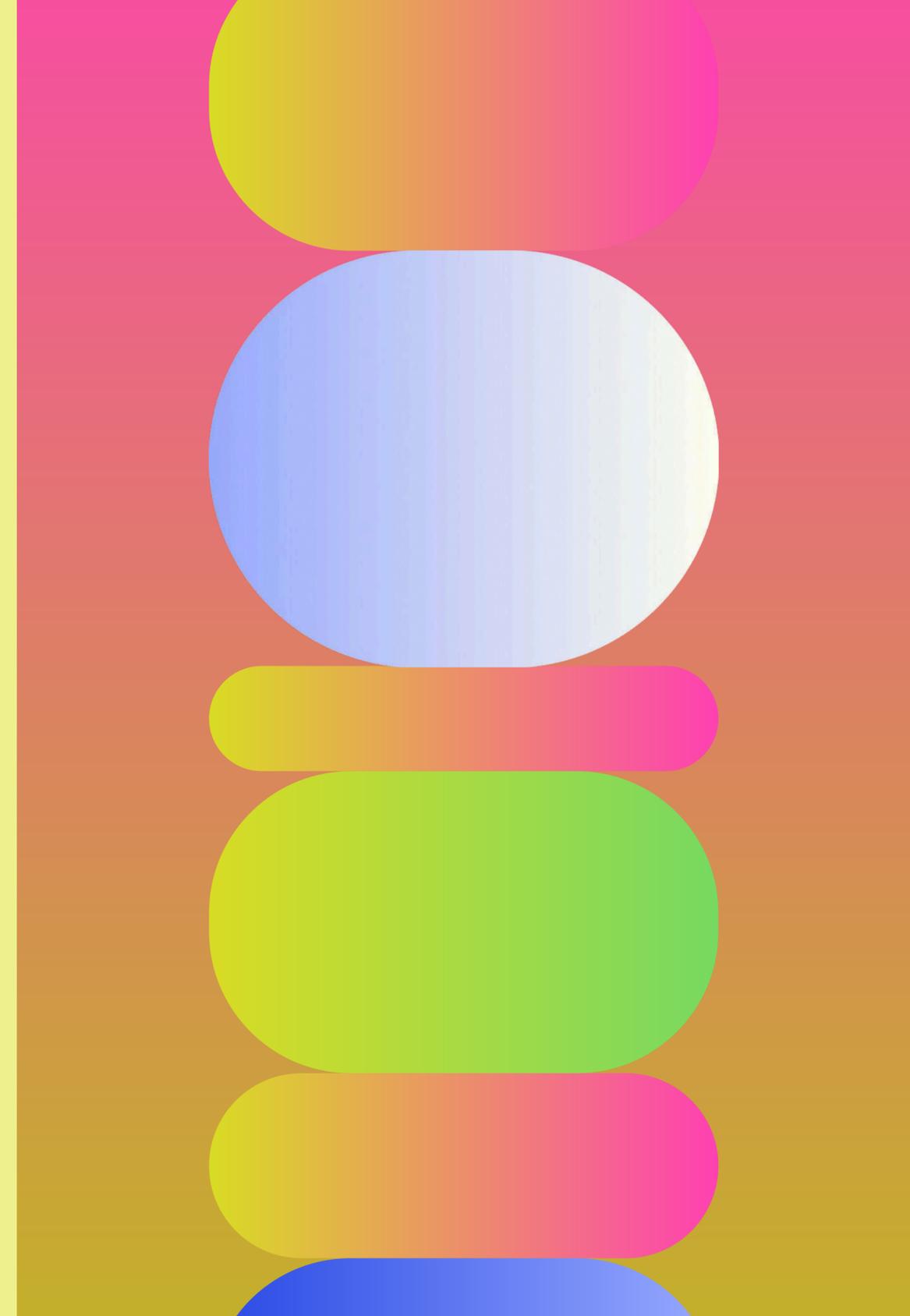
Social impact
How we use our resources to support equity beyond Wistia

PILLAR 1:

Building the team

This is one of our biggest levers for change.

How we recruit, recognize, and grow our teammates has an outsized impact on the makeup of our team at all levels. Here's how we're putting systems in place to build a more diverse Wistia as we grow.



Hiring + recruiting

Our hiring and recruitment philosophy

We believe the best teams are built when we look beyond the expected. Talent doesn't always follow traditional paths. It shows up in people who've taken risks, changed industries, or built skills outside conventional structures. But here's the challenge: traditional hiring systems weren't designed to find that talent. So we're flipping the script.

In 2025, we continued hiring practices that expand access and we put systems in place to create more consistency for candidates across the board. That means we're intentional about how roles are defined, how interview panels are built, and how decisions are made. Because when we expand our definition of what "great" looks like, and create pathways for diverse talent, we're paving the way for a more capable and innovative team.

Pro-active recruitment helps build a diverse candidate pool.

Our hiring teams reflect the diversity of Wistia and help us consider candidates from different perspectives.

Inclusive job descriptions help attract top talent with diverse backgrounds.

Structured criteria and standardized interview processes ensure every hiring decision is fair and consistent.



Hiring + recruiting

Our hiring teams reflect Wistia's diversity

When we hire for a role at Wistia, we make sure multiple perspectives are in the room from the beginning. Every open role starts with a hiring manager, recruiting partner, and HR business partner who collaborate to build a hiring team that mirrors both the diversity and talent at Wistia. The hiring team creates the job description, designs an interview plan to ensure every candidate has a consistent experience, and reviews the approach together before the role goes live.

Having diverse, high-performing voices at the table from the start helps us see candidates more fully, challenge our assumptions, and catch blind spots that any one person might miss.

We write inclusive job descriptions

Direct job experience matters, but it's not the only indicator of talent or potential. We try not to limit our candidate pool with long lists of "must haves" in our job descriptions. Job postings with too many requirements can discourage high-performing candidates who might not have an "ideal" resume. Why ask for ten years of experience when five years opens the door to a bigger, more diverse talent pool? Why restrict roles to applicants from a specific industry when we know talent can come from anywhere? We want job descriptions to open doors, not close them.

We're also upfront about our values and what it's like to work here. Our career pages include our benefits information, like compensation, parental leave, flexible time off, 100% paid healthcare, and how we support employee resource groups (ERGs). That transparency helps candidates evaluate fit on their own terms, and it makes clear to people who value flexibility and inclusion that Wistia is a place they can thrive.



Hiring + recruiting

We offer fully remote opportunities

Being a fully remote company lets us tap into talent from more diverse backgrounds because different regions across the U.S. have distinct cultures and industries we wouldn't be able to access if we only hired locally in Boston.

Our hiring tech helps check for bias

In 2025, we added a new layer of analysis to our hiring pipeline. We manage our hiring with Ashby, which gives us visibility into passthrough rates by demographic group to help us catch and address any gaps in how candidates are moving through the process. We're able to see reporting by department, pillar team, hiring manager, or recruiter.

Surveys help us provide better candidate experiences

We include an optional, anonymous demographic survey as part of the hiring process so we can spot trends and potential biases. After interviews, we gather feedback through candidate experience surveys (cNPS) to make sure our process is fair and consistent for everyone.

We're building diversity through referrals

Diverse teams bring diverse networks, so we encourage Wistians to refer people from their communities—and it's making an impact. Referrals make up 20-25% of our hires and have helped us build a more diverse team.



Two truths

1. Not all diversity is visible
2. Identities evolve and change

Equitable career growth

How we grow our teams

Equity doesn't stop at hiring. It carries through to how we grow, develop, recognize, and retain our people once they're here. Career trajectories are often shaped by access—access to feedback, opportunity, mentorship, and support. We're building systems that give everyone at Wistia these resources.

In 2025, we're continuing to build clarity into our processes, recognize impact fairly, and invest in education that helps our team members grow. That means making sure everyone has what they need to adapt to the changes shaping our work, like the rapid evolution of AI and the tools transforming how we build and how we solve problems.

Pay transparency gives Wistians a clear understanding of their growth potential and ensures compensation is fair and tied to impact.

Fair performance assessment and calibration help us avoid blind spots and ensure consistency across the company when it comes to advancement.

Career development frameworks give team members and leadership clear roadmaps to grow careers.

Ongoing education, training, and enablement give individual contributors and managers the tools to acquire new skills and sharpen core competencies.



Equitable career growth

We offer competitive, equitable pay

We run regular pay audits to make sure compensation is fair across roles, levels, and demographics. We benchmark against market data to stay competitive and compare salaries across similar roles to spot and fix any disparities. Every time we make a hiring or compensation decision, we run these checks to make sure we're staying true to our framework.

In 2025, we rolled out pay transparency for all Wistians. Now everyone can see the full pay band for their role and level, not just their current salary. This makes it easier to connect performance and growth conversations directly to impact, and easier to understand what's possible at each stage of your career here.

Performance reviews are fair and transparent

We evaluate team growth and promotions twice a year in a way that's consistent across all roles. During each cycle, department managers come together for calibration conversations to discuss impact across their teams. These performance and promotion calibrations bring in multiple perspectives to make sure work is recognized fairly, no matter who your manager is or which team you're on.

We invest in individual growth

Systems are only as strong as the people who lead and take part in them. That's why we make ongoing education a priority for both employees and managers.

Every Wistian gets an annual professional development budget to support their career goals. Team members and managers collaborate on how to use it, whether that's joining a conference, starting a book club, picking up new tools, or even taking a comedy writing class.

We keep learning and improving together

To help our team build the skills that matter next, we currently provide a monthly AI tool allowance to experiment with AI tools and stay ahead of where our industry is headed.

Managers also get ongoing coaching and training on leadership. This includes workshops throughout the year to keep people managers up to date with our latest People philosophies and policies, as well as DEIB or other topical training.

In 2025, we invested in Electives.io to experiment with simulated interactions, so managers can practice and improve their communication skills, particularly in the context of challenging conversations. Electives provides a safe environment where managers can role-play scenarios—like giving feedback, or navigating conflict—and get immediate feedback. This practice builds confidence, self-awareness, and consistency in how managers approach complex situations, helping them strengthen trust and communication within their teams.

Investing in our people makes our systems stronger

Every Wistian gets:

\$100

monthly allowance for AI
tools and experimentation

\$10000

annual professional
development budget



Equitable career growth

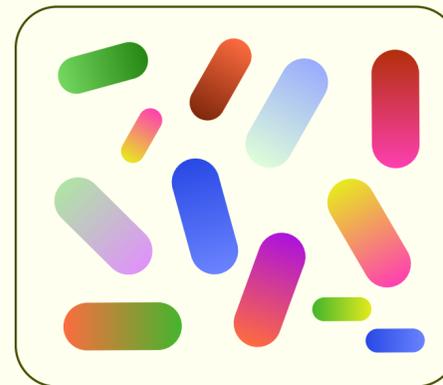
Career development frameworks

To help Wistians navigate their career path, we use a leveling framework that lays out expectations and core competencies for both individual contributors and managers at each level—from Level 1 (new to the role) to Level 6 (senior leaders driving cross-functional impact).

The leveling framework brings clarity to roles and transparency to pay. Each level is tied to a compensation band, so Wistians can see how they're progressing and what's needed to move up.

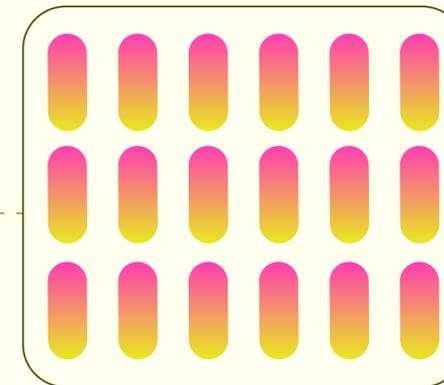
In 2024, we introduced Career Development Frameworks (CDFs) and have continued building these out for our teams. Unlike our general leveling framework, which is used company-wide, CDFs are department- and role-specific. They outline the impact, scope, and behaviors expected in each job function, with clearer pathways for both growth and internal mobility. This gives every Wistian a more tailored roadmap for their career.

Wistia's leveling framework over time



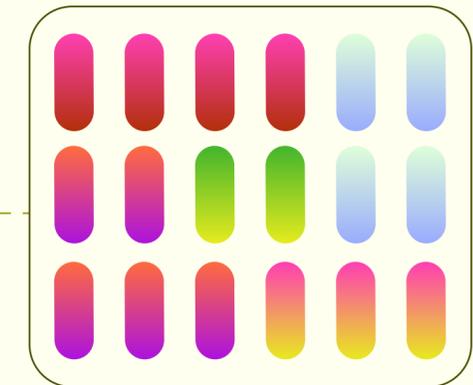
Before 2021

Growth and development conversations are documented and preserved for employees and managers and senior leadership. Promotions happen through consensus building and formal recommendations from the manager level.



2021-2024

Implementing the leveling framework
Every Wistian can see what level they are and the associated expectations and skill sets for their level as an individual contributor or manager. Growth conversations, calibration discussions, performance assessments, and promotions are anchored in the leveling framework.



2024-2025

Introducing pay transparency and Career Development Frameworks
Every Wistian can see the compensation band associated with their level. We're creating Career Development Frameworks to provide more clarity around expectations and skill sets for specific teams and roles.



PILLAR 2:

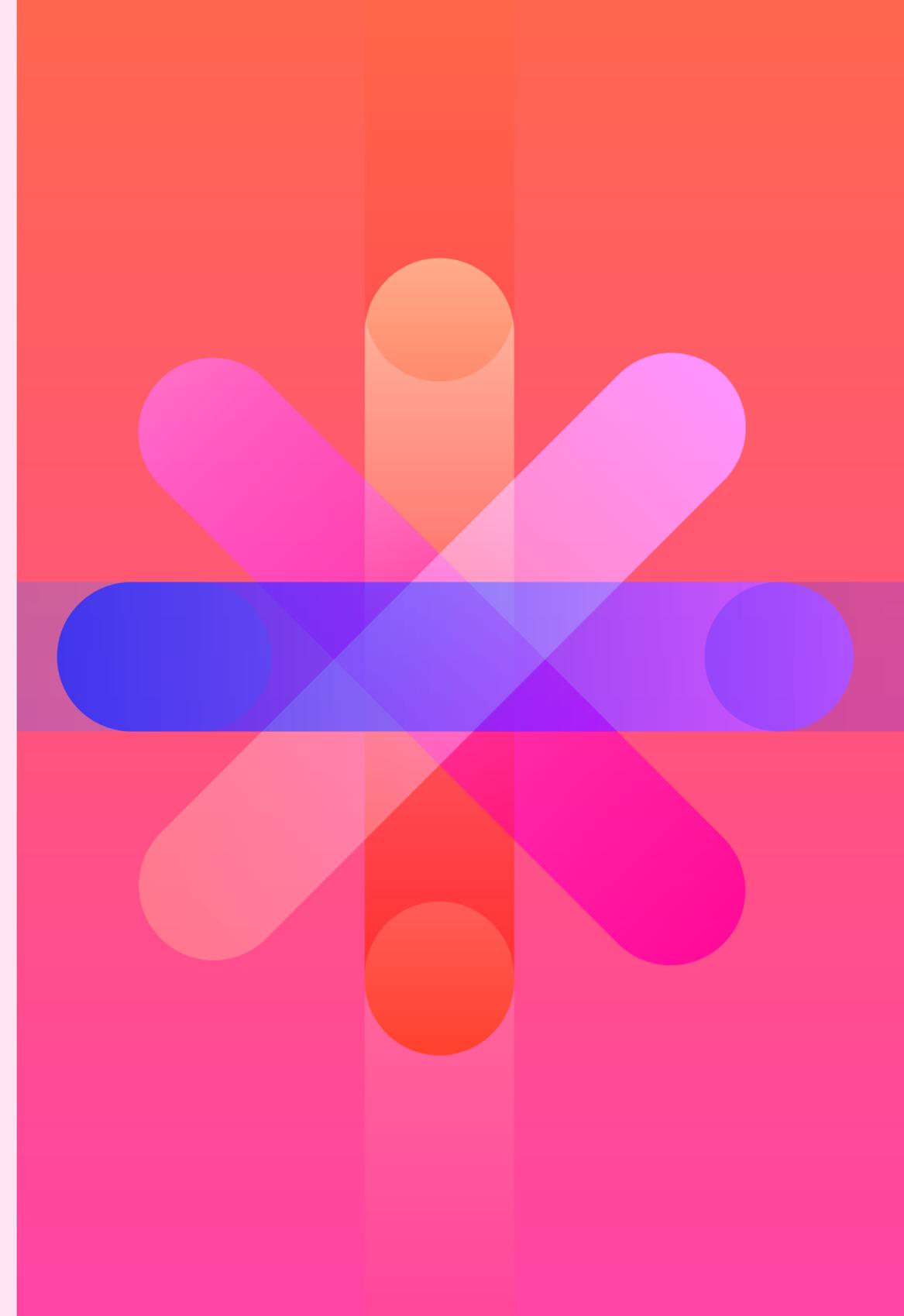
Working together

This is our biggest lever for building a stronger team.

Every Wistian brings their own experiences and expectations of what a great workplace looks like.

How we connect, collaborate, and show up for each other plays a huge role in creating a high-performance culture where we can do our career-best work.

Here's how we're creating systems that help everyone bring their full self to work, stay connected in a remote-first workplace, and feel valued for their contributions.



Working together

Connection and recognition: the secret sauce for building a culture of belonging

Connection at work is often treated as an afterthought—something that's employee-led rather than essential to business growth. But when people don't feel seen, supported, or safe to show up as their full selves, it impacts everything: collaboration, creativity, and performance.

We know that fostering connection leads to belonging, which is essential for high-performing teams. When people feel like they truly belong, they can do their best work. That's why we're intentional about how we connect, whether that's gathering in person, coming together virtually, or building community across Wistia. From leadership planning sessions to hybrid storytelling nights, we're designing systems that help everyone feel connected and valued.

We invest in bringing people together in person to strengthen relationships and tackle hard problems.

Hybrid and virtual connection matter just as much. We host hybrid events that bring Wistians together across locations so that connection isn't limited to those who can gather in person.

All-company off-sites give our team a work-free way to connect with one another, as humans, not just coworkers.

Our people tech stack makes it easy to give and receive feedback—both company-wide, and for individuals.

Funded Employee Resource Groups help Wistians with shared identities build community within the group and across the company.



Staying connected

Charting our path forward happens together

Three times a year, leaders across Wistia step away from Slack, spreadsheets, and video sets to map out the months ahead. These planning sessions serve as a space where diverse voices from across the company can influence our roadmap. Product managers hear from marketers. Video producers give feedback to engineers. Product designers who are close to our customers can influence our marketing messages. We challenge one another's ideas in real time and build stronger plans because of it.

We support in-person gatherings for teams

We invest in smaller team gatherings to unlock hard problems, strengthen collaboration, or help new teammates feel at home. It's convenient to reach teammates via Slack, Roam, Zoom, or Wistia, but we also value face-to-face time for the different kind of connection it creates. Whether it's rallying around a product launch or helping someone settle in, we encourage these meetups when the moment calls for it. There's budget for travel and meals, planning support, and the freedom to shape those meetings around what the team needs most.

We host hybrid events for the whole team

We host and stream our annual Storytelling Night live from Wistia HQ in Cambridge. Wistians in the Boston area can come to the office or join remotely for our own version of "The Moth." On Family Day, little Wistians can join their parents at work for activities like story time, crafting, and making videos. We've even had an in-person (and virtual) petting zoo. Weekly lunch-and-learns are open for anyone at Wistia to host their own "Ted Talk" on any topic they're passionate about. These hybrid events help us stay connected and value one another as full people, not just the folks we work with online.

No laptops, no agendas: Wistia's all-company off-sites

Since 2022, we've created ways to help all Wistians connect IRL. One is full-team gatherings. Once a year, Wistians from across the company gather for a full-company offsite. We've hosted the team in cities like Austin, Chicago, and Denver. We explore new places together, share meals, and do as much karaoke as possible. The point is simply to be together and remind ourselves that strong relationships make everything work better when we're back online.



Employee Resource Groups

We help Wistians with shared identities come together

We're building a culture of inclusivity that embraces intersectionality and encourages allyship. Our Employee Resource Groups (ERGs) are an important part of building and maintaining that culture.

What ERGs are

Our employee-led ERGs bring people together around shared identities and lived experiences. From Black Wistians to LGBTQ+ folks, from caregivers to neurodiverse team members, our ERGs create community and visibility across the company.

Why they matter

ERGs are a space for connection, conversation, support, and celebration. In a remote-first environment, staying connected takes intention. ERGs give Wistians a place to show up as their authentic selves and find common ground across the organization. When people feel seen, supported, and surrounded by community, everyone benefits.

What they do

ERGs host events, lead learning opportunities, and partner with our People team to help shape policies like parental leave and return-to-work planning. They connect through Slack channels, fireside chats, offsite meetups, and internal conversations.

How they're supported

Every ERG gets an annual budget to facilitate programming in a variety of ways. That can show up as budget for in-person time, bringing in guest speakers, materials for book clubs, and more.



Employee Resource Groups

Diverstia

The primary purpose of this group is to encourage a culture of maximum inclusion at Wistia so that all Wistians and visitors feel welcomed and valued, no matter who they are and what background they have. The group's secondary purpose is to support anyone who's working to increase diversity at Wistia.

Blistia

This is a group for Black employees at Wistia to share their personal and professional experiences, challenges, and accomplishments as Black professionals.

Kvellers

This group is for Wistians of Jewish heritage, ancestry, and religion. It's a community that fosters support and provides a space for sharing experiences and celebrating Jewish culture, traditions, and holidays.

Gender Equity Seekers

This is a group for all Wistians seeking a space that centers the experience of women and other equity-seeking genders. It's focused on casual conversations, building relationships, learning and development, and career growth.

Gender Equity Seekers in Engineering

This is a safe space for engineers at Wistia who identify as cis women, trans women, trans men, non-binary people, and other equity-seeking genders in tech to discuss career growth, share experiences, and support one another in affecting change in the tech industry.

AAPI Wistians

This group supports and empowers all Wistians of Asian, Asian American, and Pacific Islander heritage by fostering an inclusive community where they share stories, unique experiences, and challenges both in and out of the workplace.

Wistia Pride

This group provides a space for Wistians who identify as members of the LGBTQ+ community to support each other in career development, social conversations, and navigating the tech industry.

Wistiamos

This is a space for all Latinx Wistians to share, celebrate, and raise awareness about their roots, nuestra gente, and heritage. This group's primary goal is to create a sense of community and support one other in professional and personal goals.

Parental Advisory

This group provides a space for parents at Wistia to seek and share advice, funny stories, helpful parenting articles, and more.

Working Mums

Working Mums is a group specific to Wistians that identify as mothers/birthing parents to share their experiences and the challenges of balancing that role with professional work.

Neurodiverstia

A welcoming space for neurodiverse Wistians to share experiences, offer support, and collaborate on creating an inclusive environment. Whether you're looking to connect, organize, or simply be heard, this is your community.



Wistia's People tech stack

A tech stack that supports connection and belonging.

In 2024 we invested in Lattice to help us connect, reflect, and improve. Lattice is where we centralize peer reviews, upward feedback, company surveys, and praise. It helps managers track performance and growth with team members so conversations don't get lost to emails or docs. It also makes recognition visible across Wistia. Teammates can publicly celebrate each other's work in a way that everyone can see.

We also centralized company communications in Haystack with our intranet called The Goose. It's a place where every Wistian can see company performance, news, and policies.

This ensures that everyone at Wistia has equal access to feedback, growth opportunities, company updates, and recognition.



Career growth, engagement surveys, feedback, and praise.



Company-wide news and updates, policies, FAQs, ERG and department homes.



from Salesforce

Where we connect and work remotely across the company day-to-day.



Our virtual Wistia HQ where we can meet in virtual conference rooms and offices for some face time.



Where Wistians can see information about our organization and the people in it.



Where we host all-company meetings and Q+A sessions about company performance and announcements.

Engagement surveys

Three times a year, we conduct company-wide engagement surveys to take the pulse on how the team is feeling across a range of topics.

The survey is anywhere from 15-30 questions long and always includes six questions that we track over time. The remaining questions cover themes that we're curious to explore for that survey, like pay transparency, manager effectiveness, or psychological safety. The questions are simple, but the trends we track from them shape how we show up for each other and build our workplace culture.

As part of the six consistent questions included in the survey, we track our employee net promoter score, or eNPS. This industry-standard question asks how likely is an individual to recommend their organization as a place to work. It provides a benchmark we track to see how we're doing in the context of other tech companies and other industries.

We want to create a remarkable culture at Wistia and keep it that way.

Our goal for eNPS is 50 or higher. And, to make sure we're cultivating a sense of belonging at Wistia, our goal for "I feel like I belong at this company," is 87% or higher.



I feel like I belong at this company.



I feel invested in our mission, vision, and values.

I'm motivated to do my best work.

I feel connected to the people at this company.

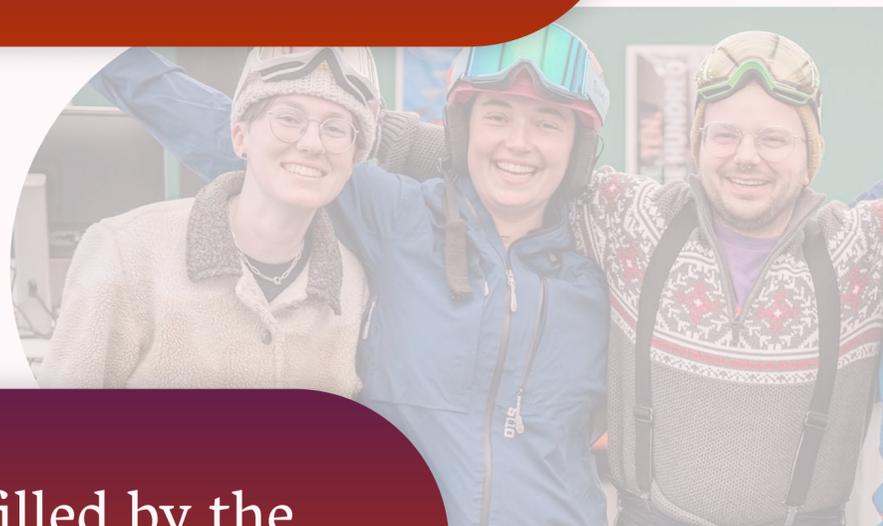
eNPS:

How likely are you to recommend Wistia as a place to work?

Sentiment we track over time



I'd like to be working at this company a year from now.



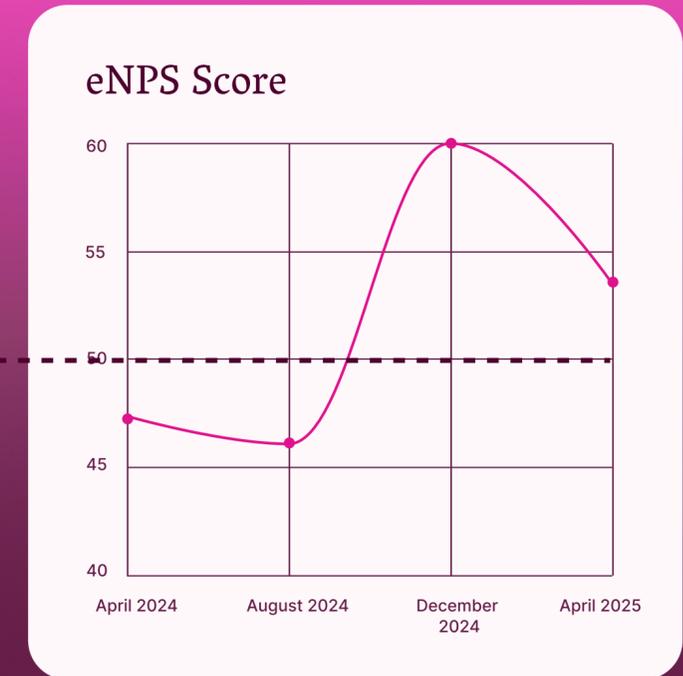
I feel fulfilled by the work I'm doing.



Survey says: stay accountable by asking your team

Throughout 2025, we maintained an eNPS score consistently above 50 and were in range of our 87% belonging goal.

Goal Benchmark
50



Goal
87%

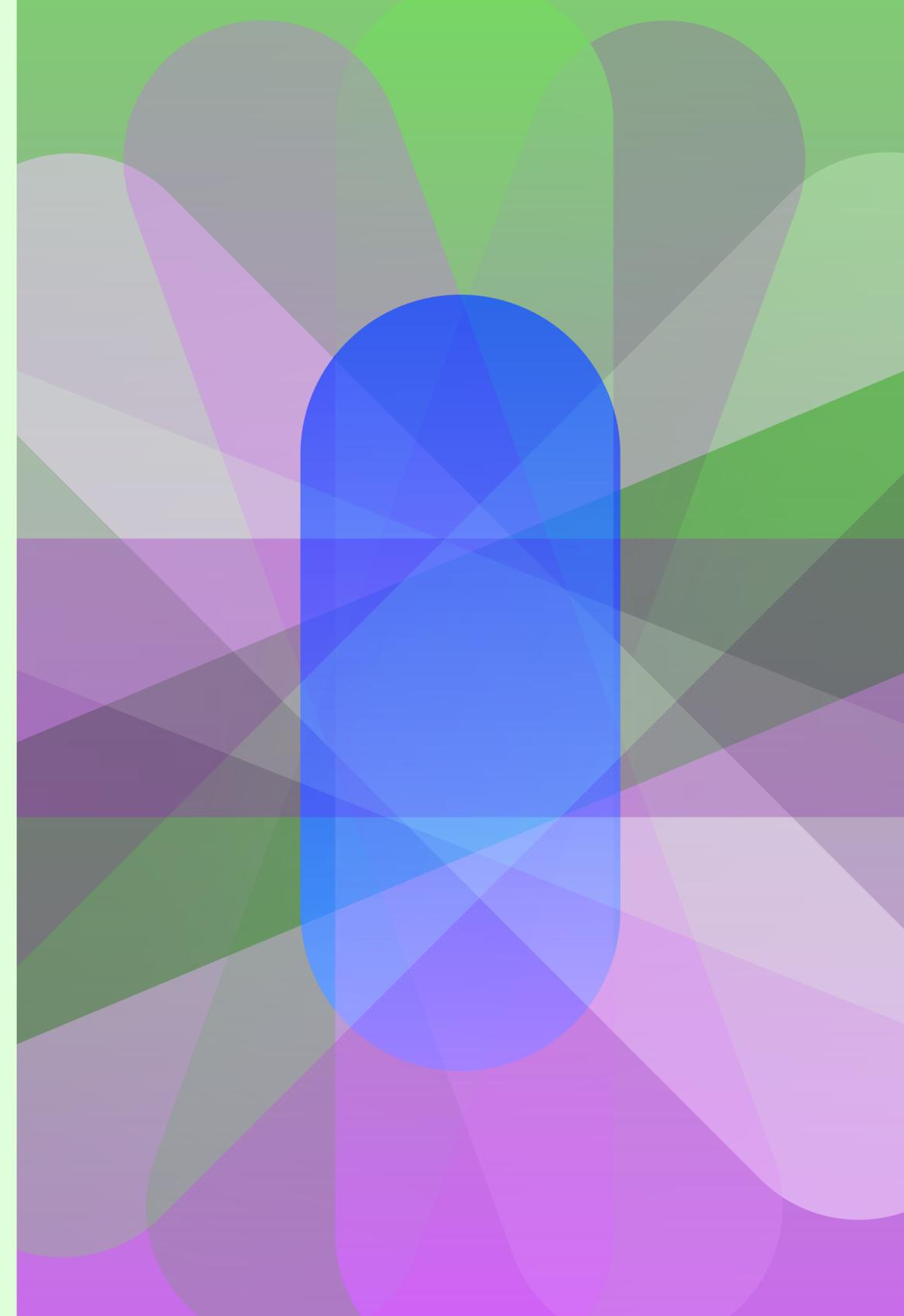


PILLAR 3:

Social impact

As Wistia grows, so does our responsibility to the world around us.

We're intentional about how we use our time, tools, and platform to support equity outside our own walls. Here's how we're continuing to invest in long-term community partnerships, employee-driven giving, and accessibility efforts both inside and outside our company.



Social impact

Bringing our values beyond our walls: Wistia's approach to social impact

This work of creating a more diverse, equitable, and inclusive workplace is never over. Many historically underrepresented communities continue to face systemic barriers to equity, access, and investment. That's why we believe it's important to consider how Wistia can positively impact our communities through the work we do everyday.

Building a remarkable product means building one that's accessible to all. Creating a remarkable, diverse, thriving culture means empowering our teammates to extend their impact beyond Wistia. Here's how we're trying to use the tools we have to make a meaningful difference.

Wistia Gives Back empowers our team to support the causes they care about most, directing company resources to nonprofits and organizations across the country.

Mission-driven partnerships help us support organizations working toward equity and inclusion, from mentorship programs to community education and industry representation.

We build **accessible products** so that every user, everywhere, can access, enjoy, and benefit from video content.

Wistia Gives Back

Each year, *Wistia Gives Back* brings our team together to support the causes that matter most to us. The program is designed to turn our success into meaningful support for nonprofits and communities.

In previous years, we've dedicated a portion of our EBITDA to charitable giving, empowering our team to direct donations to causes they care about. Wistians nominate organizations, the team votes to select finalists, and then everyone allocates their share across those causes. Since 2020, Wistia has contributed over \$500,000 to nonprofits such as Girls on the Run, Boston Children's Hospital, Southern Fried Queer Pride, and many more.

In 2025, we shifted our focus from dollars to doing. We organized a company-wide volunteer day where Wistians could participate locally, near our Cambridge HQ, and remotely to benefit communities across the US. The goal remains the same: to connect, to care, and to make an impact together.



“One of my favorite days at Wistia”

In 2024, Wistia employees directed \$130,000 to mission-driven organizations across the U.S.



Mission-driven partnerships

Silver Lining Mentoring: supporting youth through long-term connection

We've partnered with Silver Lining Mentoring for over seven years to support long-term, intentional mentorship for youth in foster care. In 2025, we deepened that partnership by donating time and the Wistia studio to help them produce a video that shared their story and helped them raise funds at their annual gala. We also partnered with TransPLANTed roaming greenhouse to host a plant sale to benefit Silver Lining Mentorship. Our relationship with Silver Lining Mentoring is grounded in our shared belief that everyone deserves consistent, supportive relationships that help them grow and thrive.



Mission-driven partnerships

MKTG WMN: Representation in our industry

MKTG WMN is a community that highlights and connects women in marketing and creative roles, especially in leadership. We've partnered with MKTG WMN to host in-person events in our studio space, including panels and networking nights focused on uplifting underrepresented voices in our industry. These events give us an opportunity to open our doors and contribute to a more inclusive, representative marketing and tech ecosystem.



ERG Spotlight: Allyship in action with Wistiamos

Our ERGs are more than a place for Wistians to connect with one another, they're an outlet for social impact. Wistiamos has created programming at Wistia to to raise awareness and cultivate allyship for Latinx communities. In 2025, Wistiamos hosted a "Know Your Rights" workshop with the MIRA Coalition, helping team members and community allies better understand how to support immigrant families in times of legal uncertainty.

The group also hosted a virtual panel discussion on building generational wealth and financial wellness, bringing in local experts to talk about financial equity, literacy, and empowerment from a Latinx perspective.



Know Your Rights

Massachusetts Immigrant and Refugee Advocacy Coalition

Accessible solutions

Building accessible solutions: our philosophy for creating inclusive products

We think video is the most authentic, human way to connect with an audience outside of, well, actually being in-person. And that means that video should be for everyone. But too often, well-meaning digital experiences exclude certain groups by design, and video content isn't made accessible to the broadest audience.

At Wistia, accessibility is a core product principle. We want our customers' videos to be accessible by default so that their content works for every viewer, regardless of ability, language, location, or learning style. That means building tools that meet international accessibility standards and give end users flexibility and control over how they engage with content.



Accessibility checklist

✓ Screen-reader legible

✓ Keyboard compatible

✓ High-contrast player color

✗ Update thumbnail alt-text

✓ Play button visible

✓ Captions enabled

✗ Audio descriptions missing

BUILDING ACCESSIBLE VIDEO EXPERIENCES

Accessible video player:

Our video player meets WCAG 2.1 AA and European Accessibility Act (EAA) standards, with support for screen readers, keyboard navigation, and adjustable playback controls.

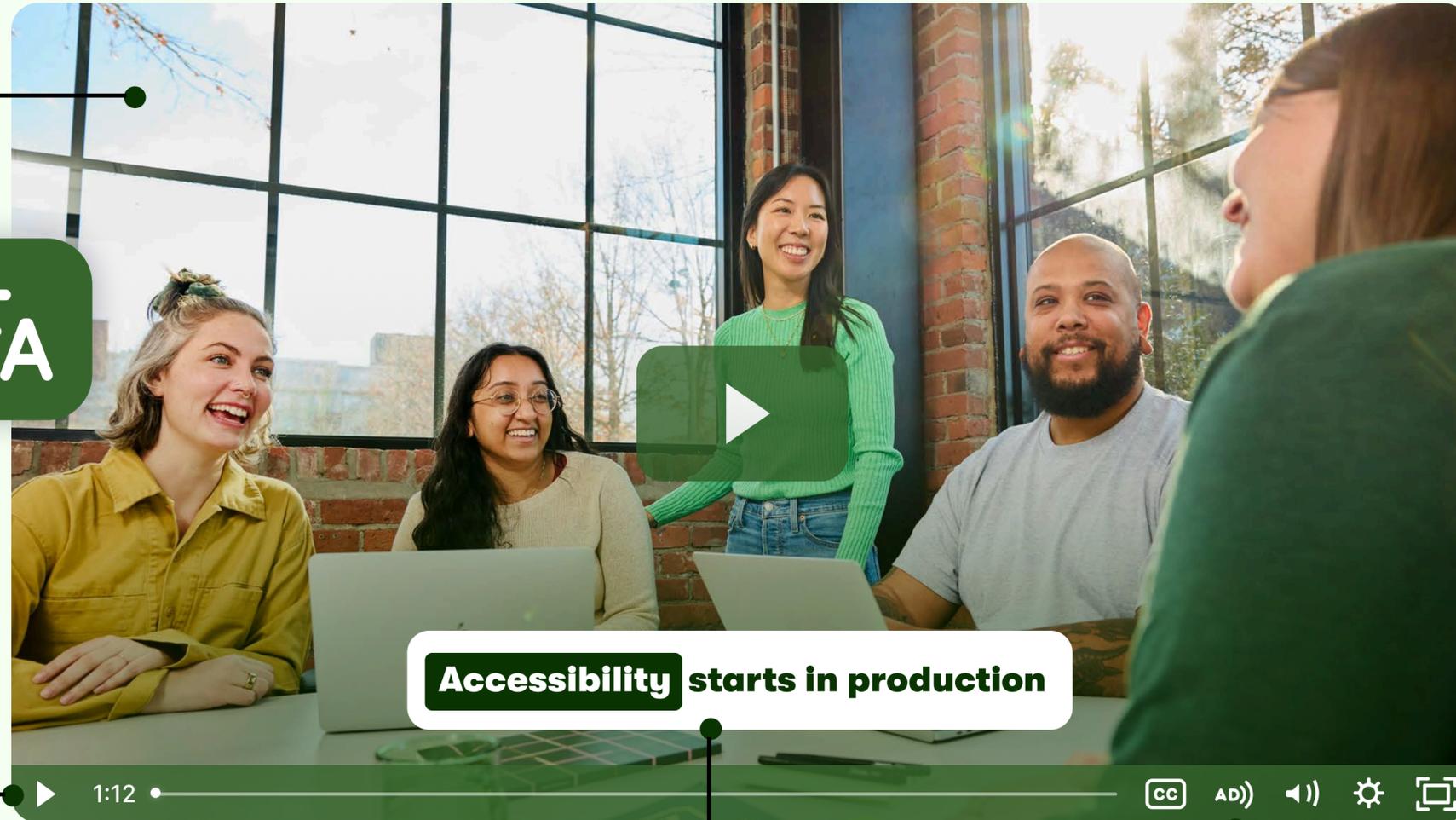


AI-powered translations and dubbing

To serve global audiences, Wistia offers AI-powered translations and dubbing with lip sync. This allows businesses to localize their videos while staying true to the original delivery of the video's message.

A player that reflects your brand

With Wistia's customizable video player and Wistia Channels, businesses can express their brand in a way that reflects their identity and audience, rather than forcing a one-size-fits-all viewing experience.



Burned-in captions

In addition to customizable closed captions, Wistia gives users the ability to burn captions directly into their video. So whether your video is embedded on your website, published to social media, or shared in environments where video player controls are limited, the content remains accessible.

Audio descriptions and extended audio descriptions

Wistia supports audio descriptions and extended descriptions for videos that require additional narration to describe visual content. In 2025, we introduced " AI-powered audio descriptions to help make accessibility scalable across large video libraries.

Customizable captions and transcripts:

All videos hosted in Wistia can include automated, editable captions and transcripts. Viewers can customize captions to meet their needs, including font size, color contrast, and background.

Transcript

Video is one of the most powerful ways we communicate today. It informs. It entertains. It connects.

But for millions of people, much of that video content is still out of reach.

Accessibility in video isn't a "nice-to-have." It's essential.

.....7s

Accessibility starts at the production level.

When we design videos with accessibility in mind, we ensure everyone can engage, regardless of ability.

That means captions for people who are Deaf or hard of hearing. Clear audio and visuals for people with cognitive or visual impairments. And thoughtful pacing and contrast so information is easy to process.

But accessibility doesn't limit creativity. It expands it.

By planning inclusively from the start, creators make better, clearer, and more intentional videos for everyone.

.....5s



BUILDING ACCESSIBLE WEBINAR EXPERIENCES

● Live - 12:30



Accessible webinars

Wistia's webinar platform includes features like live closed captioning, ensuring that real-time content is accessible to all participants, whether they're hard of hearing or simply watching without sound.

In-app accessibility checklist

Wistia's in-app accessibility checklist guides users through key steps to make their videos more inclusive, like adding captions, transcripts, and audio descriptions. It's a built-in way to help creators meet accessibility standards and expand their audience without needing expert knowledge or additional tools.

Accessibility checklist

- ✓ Screen-reader legible
- ✓ Keyboard compatible
- ✓ High-contrast player color
- ⊘ Update thumbnail alt-text
- ✓ Play button visible
- ✓ Captions enabled
- ⊘ Audio descriptions missing



DIVERSTIA:

The Data

Measuring to improve, not to meet quotas

When it comes to diversity and equity, it's important to assess how we're doing. If we want a diverse, high-performing, remarkable team, we need to have confidence that we're actually disrupting the historical and industry trends we want to disrupt. But identities are complex, and not all diversity is visible, which presents a challenge when trying to measure progress.

Our approach to data collection is rooted in continuous improvement, not checking a bunch of boxes. Each year, we collect self-selected demographic data from Wistians (race, gender, orientation, age, caregiver status, and more) alongside data on hiring, promotions, compensation, attrition, and engagement. This lets us track outcomes across groups, understand where inequities may exist, and decide where to focus our energy.



A shift in our philosophy

In previous years, we benchmarked against external regional demographics like Suffolk County, where Wistia HQ is based. But we found that anchoring to specific percentages sometimes created unintended pressure, turning what should be values-led decision-making into a numbers game. So we stopped.

Now, we track how we're doing relative to ourselves. Are we improving year over year? Are new hires as diverse or more diverse than the broader company? Are there gaps in how teams are built, how promotions are awarded, or how feedback is given? These are the signals that shape our priorities.

Some benchmarks still matter

While we don't anchor to specific population data, we do keep an eye on tech industry benchmarks and aim to consistently outperform them. The bar in tech is notoriously low, and we want to be part of raising it. These benchmarks help us spot areas where we're making progress and where we still have work to do.

Many of the metrics we track shift slowly. That's okay. We know that culture isn't static, and our team changes over time. So we capture snapshots of our team, compare them to the past, and work toward steady, long-term progress.

With all that said, here's our workforce data as of June 2025.

Note: Total percentages may not equal 100% due to rounding in reporting

What we track (and how often)

- **Self-selected demographics:**
voluntary data shared by Wistians
- **Hiring, promotion & compensation:**
tracked across all demographics
- **Attrition:**
voluntary and involuntary exits
- **Engagement surveys (3x/year):**
includes belonging, connection, motivation, and more
- **Safeguards:**
we anonymize all reporting and suppress data where sample sizes are small (≤ 5 people)

Ethnicity ID, team breakdown

2025

Team, Ethnicity ID	Customer Happiness	Engineering	Operations	Marketing	Product	Sales & Success	Whole Company
Blank	5%	0%	0%	3%	9%	13%	4%
I prefer not to share	5%	3%	0%	0%	0%	0%	2%
African American/Black	5%	3%	5%	3%	4%	13%	5%
Asian	9%	12%	0%	12%	13%	8%	10%
Latine/Latinx/Hispanic	9%	10%	5%	0%	0%	8%	6%
Two or more races	14%	10%	5%	3%	22%	4%	9%
White	55%	62%	84%	79%	52%	54%	64%
Grand total	100%	100%	100%	100%	100%	100%	100%

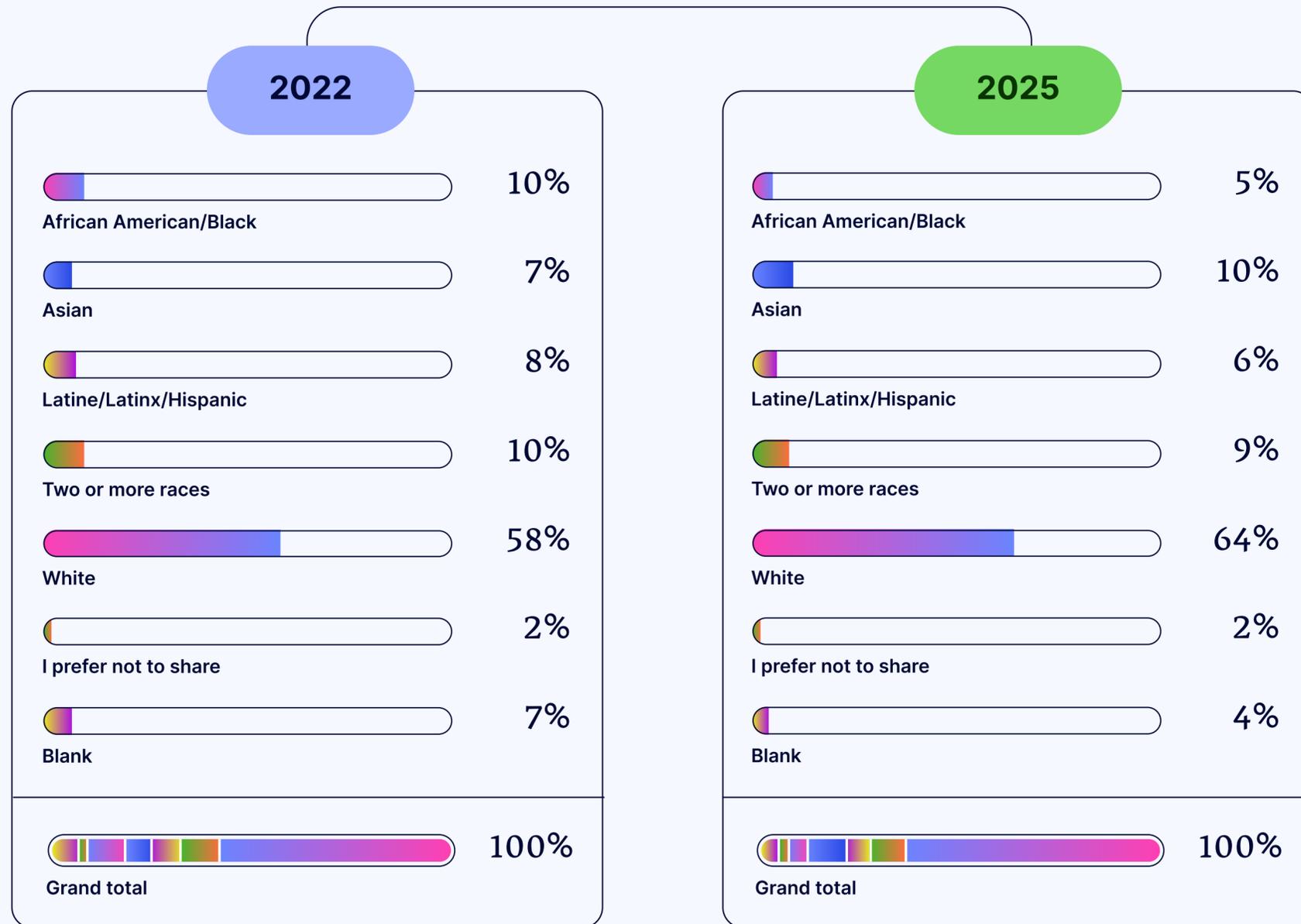


Gender ID, team breakdown

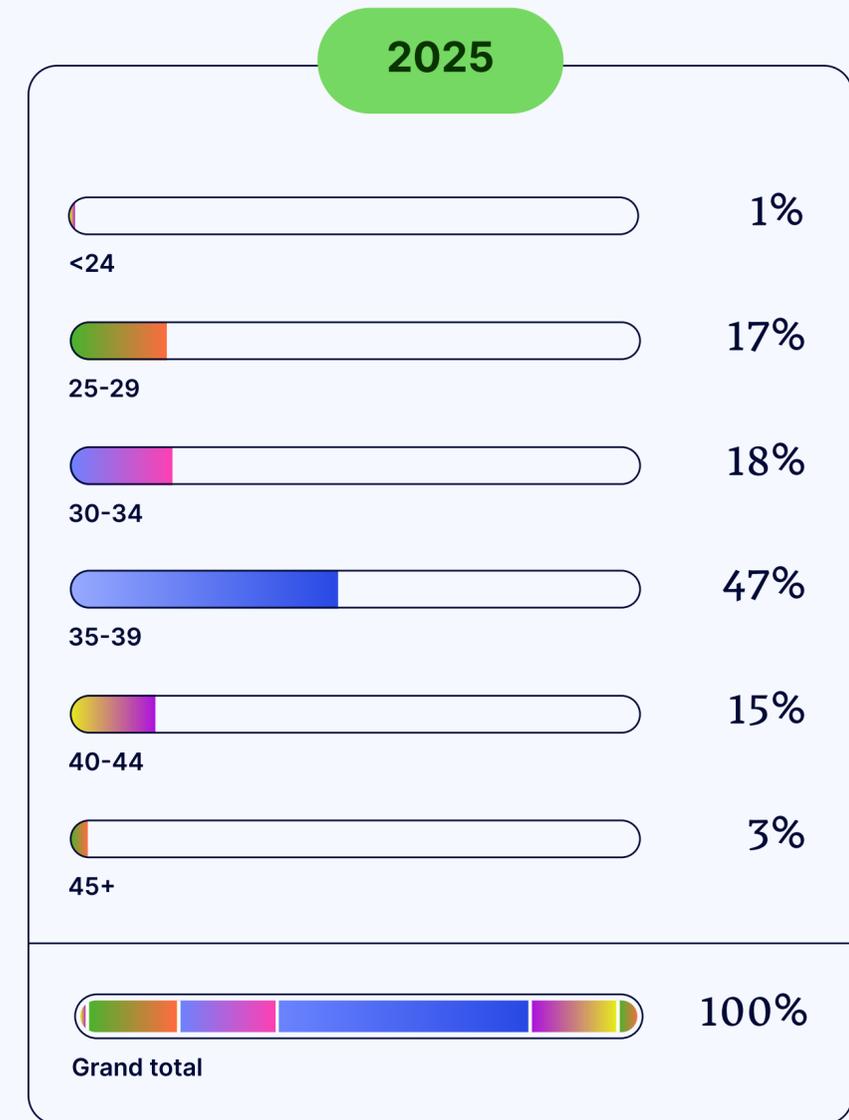
2025

Team, Gender ID	Customer Happiness	Engineering	Operations	Marketing	Product	Sales & Success	Whole Company
Blank	0%	0%	0%	0%	0%	0%	0%
I prefer not to share	5%	6%	0%	3%	4%	0%	4%
I identify as a man	24%	71%	47%	36%	48%	62%	53%
I identify as a woman	67%	19%	53%	58%	48%	38%	41%
I identify as nonbinary	5%	3%	0%	3%	0%	0%	2%
I use a different identification than what is listed	0%	1%	0%	0%	0%	0%	1%
Grand total	100%	100%	100%	100%	100%	100%	100%

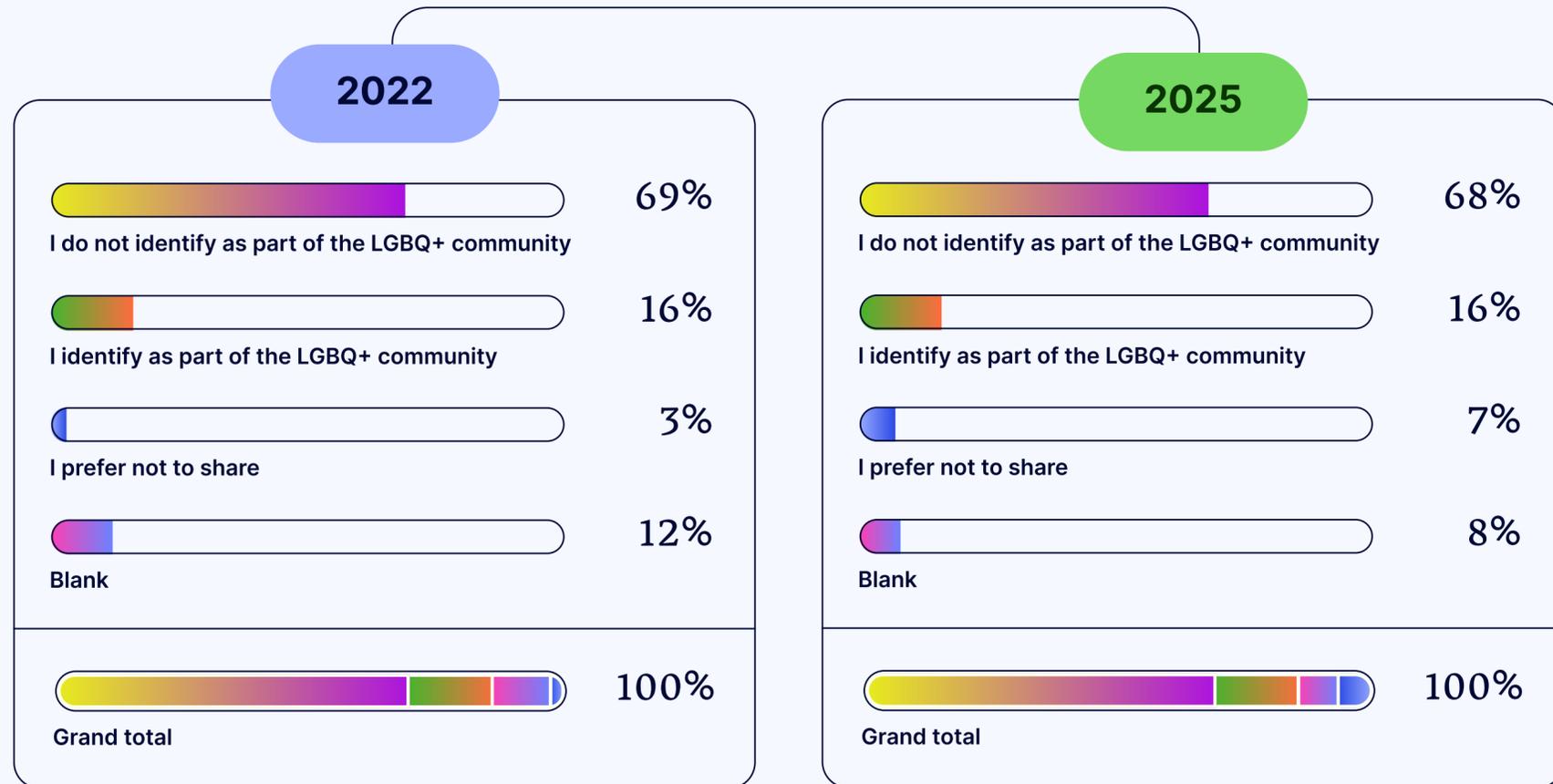
Ethnicity ID, whole company



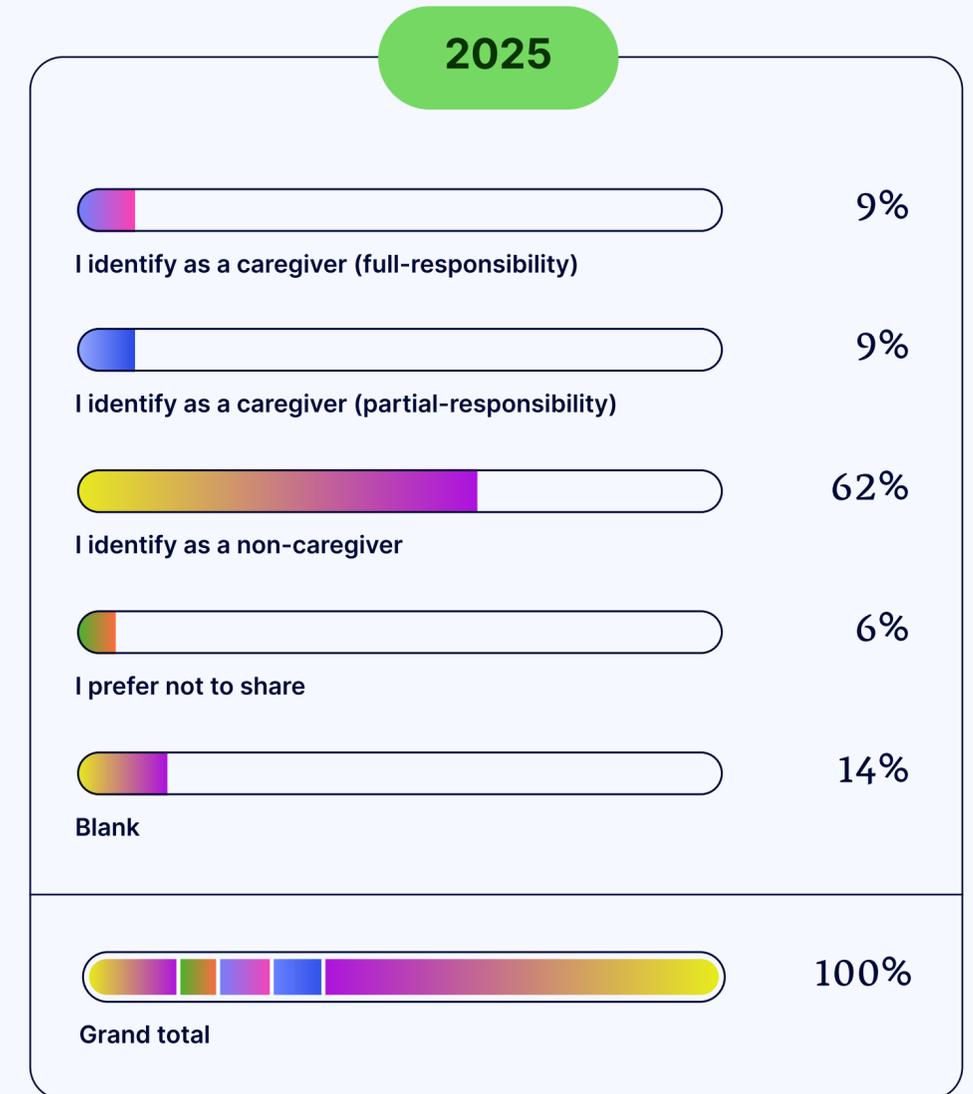
Age range, whole company



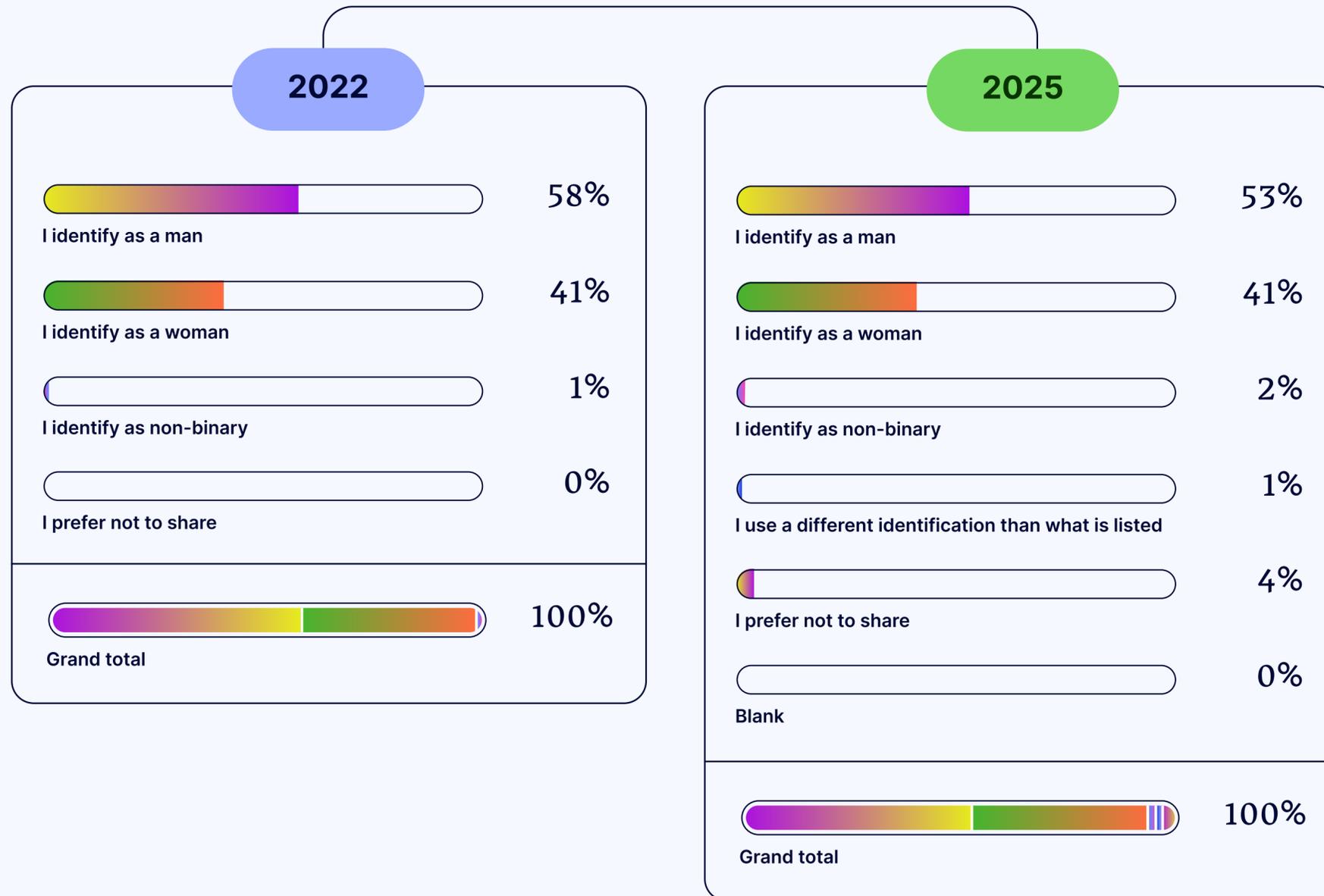
Sexual orientation, whole company



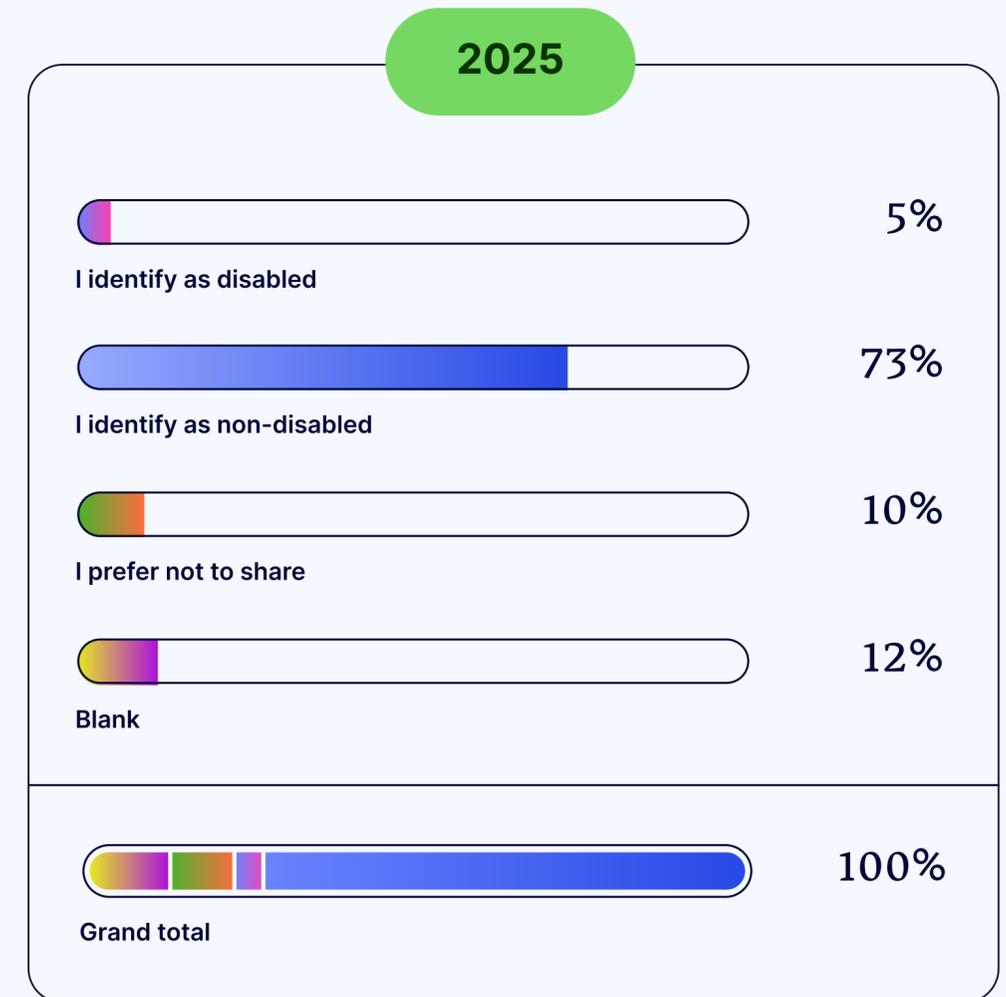
Caregiver status, whole company



Gender ID, whole company

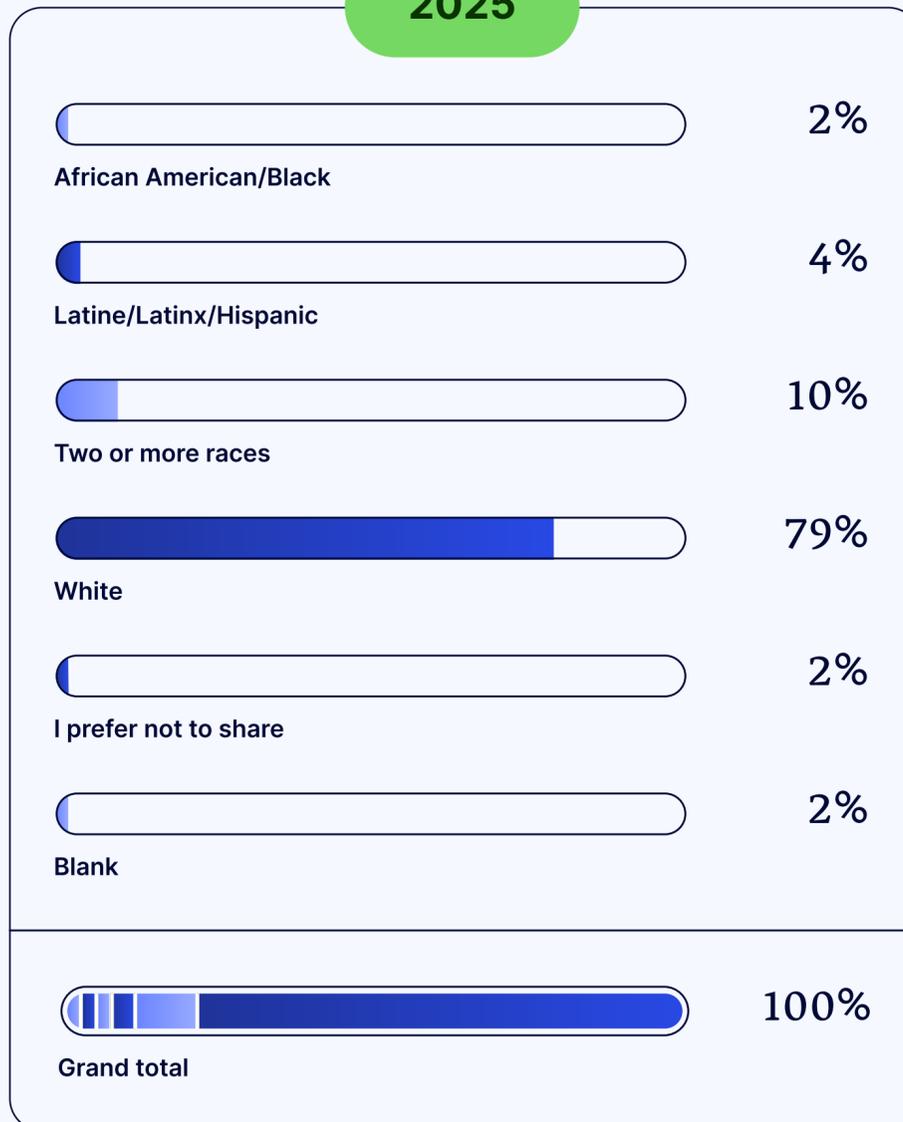


Disability ID, whole company



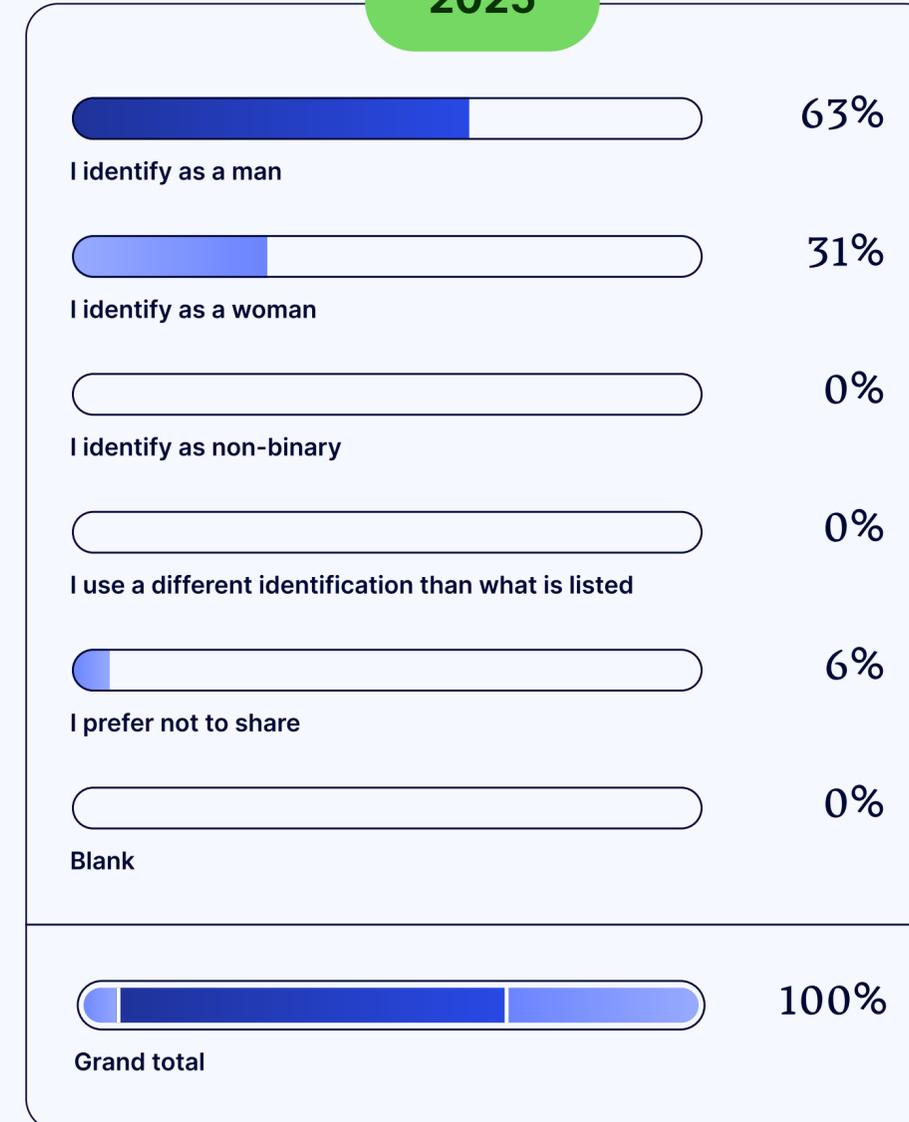
Ethnicity ID, People managers

2025

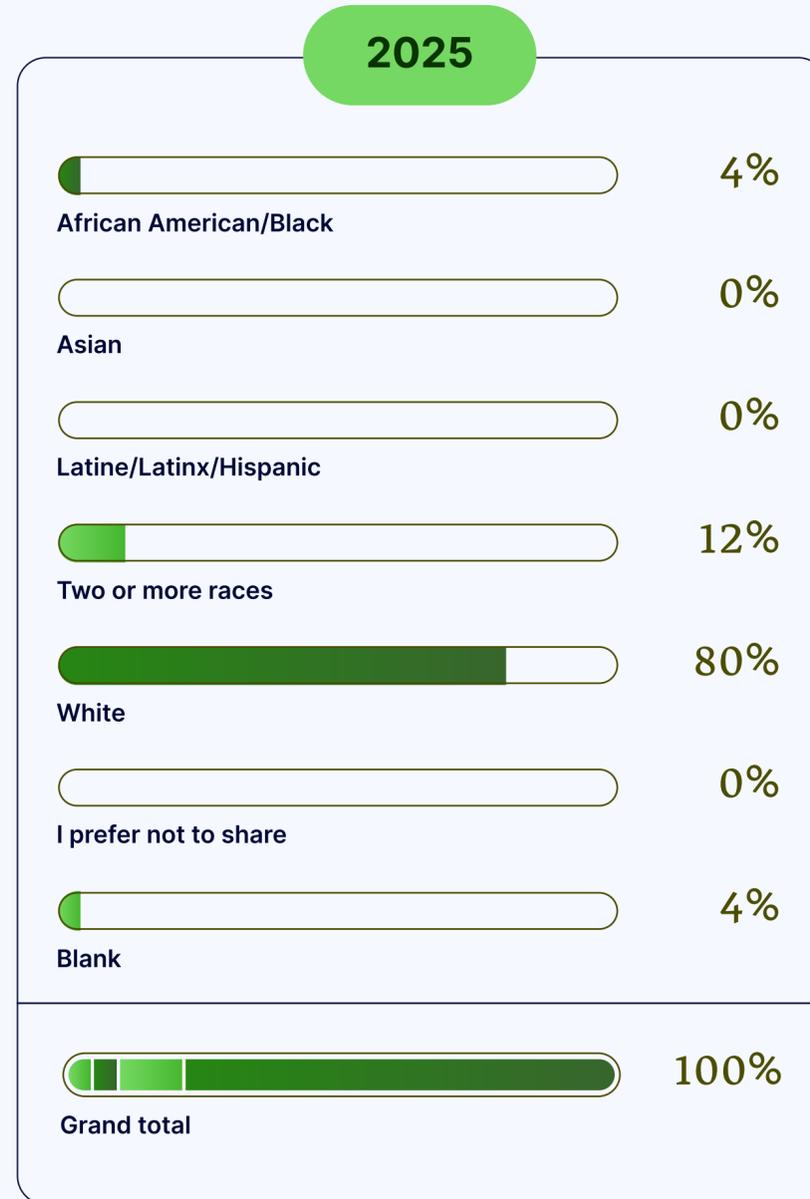


Gender ID, People managers

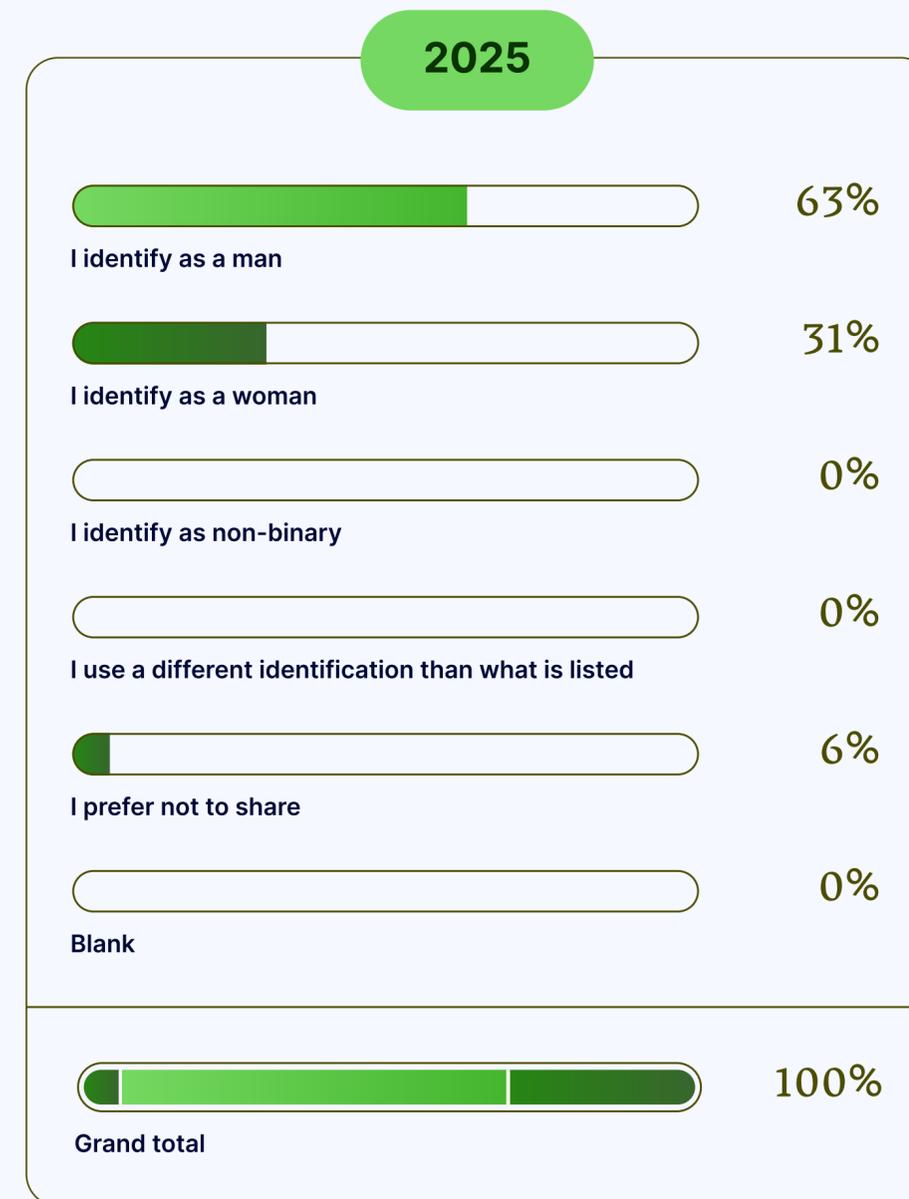
2025



Ethnicity ID, Director+



Gender ID, Director+



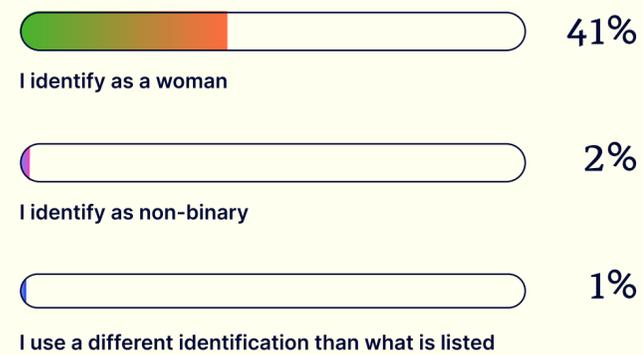
Reflections

In 2025, our data surfaced some clear insights. Our hiring classes continue to reflect strong representation, and our belonging scores show **we're creating a culture where everyone can thrive**. But our team's overall diversity isn't where we want it to be yet, especially at the Director+ level.

We've seen that connection and clarity drive belonging and growth. So we're building systems to support long-term equity: strengthening manager quality, refining our growth and advancement processes, and building more accountability based on impact.

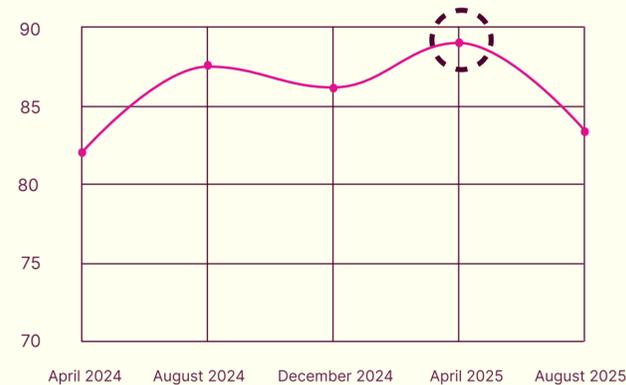
ON TRACK

We've maintained strong gender parity with **44% percent of Wistians identifying as a woman, different than what is listed, or non-binary.**



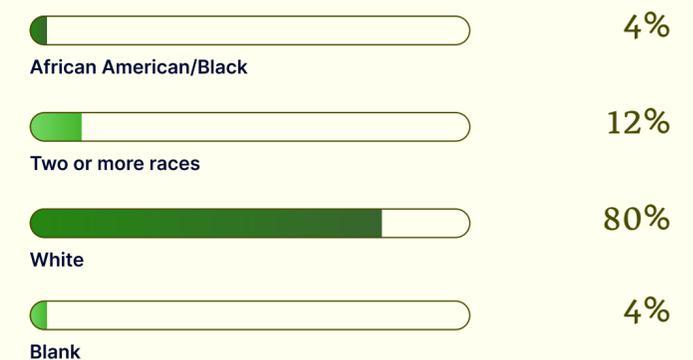
ON TRACK

Belonging scores on our engagement surveys have reached 89%. This is a critical driver of our culture, and a positive signal for empowering all Wistians to succeed.



NEEDS WORK

While our Director+ group shows 50% representation by non-dominant identities across combined gender and ethnicity, BIPOC representation is currently 16%. Moving into 2026, we want to see increased BIPOC representation in this cohort.





Letter from Colin

In our 2023 report, we acknowledged that the work of building an inclusive organization doesn't have an end point and stressed the importance of continuous learning. There's no finish line. In the three years since that report, we remain proud of the investments we've made. We've also been fortunate to learn what works for Wistia and what doesn't. Those learnings led us to shift our approach from DEIB as a standalone initiative, to embedding it into the systems that guide the choices we make as a team.

As organizations grow and change, diversity shows up in different ways. You can feel like you're making progress, and you can also feel like you take steps back along the way. That can lead to a culture of being reactive, of trying to solve specific problems whenever there's a change. Rather than try to hit a moving target, we want our everyday behaviors and practices to give us the confidence we're moving in the right direction even as diversity at Wistia changes. The systems we have in place are repeatable and scalable, enabling the continuous improvement we're aiming for.

In the past, we focused on building and growing our team, and while we continue to hold a high bar for hiring awesome talent, we've shifted our focus to retention, belonging, and equitable growth. This is the secret sauce that keeps our team energized and ready to build Wistia's next chapter together.

I'm super motivated by the systems we're building. Our new career development frameworks enable Wistians to drive their own growth and collaborate more effectively with their managers. Pay transparency gives our team an understanding of their growth potential more than ever before. Employee Resource Groups provide support for Wistians both personally and professionally. Our work around accessibility pushes us to build solutions that serve users of all abilities. Being open with our engagement data helps us shape what we prioritize, and our social impact programs allow the communities we're a part of to share in our successes.

Looking ahead, we're seeking deeper insights into retention and belonging so we can do more to help Wistians succeed in the long-term, raise our belonging scores, and lower attrition rates across demographics.

With role-specific career development frameworks in place, we'll be able to share the impact they're having on internal mobility, promotions, and career growth opportunities.

We'll also continue investing in manager training and tools to provide our leaders with everything they need to cultivate stronger, collaborative relationships with their direct reports.

One thing I love to remind myself of: Workplaces are just collections of people, bringing their lived experiences, work experiences, educational backgrounds, and unique perspectives to their work. Diverse backgrounds are a creative force and a strength of our business. I'm excited to continue this journey with all of the incredible people who make Wistia who we are.

We'll see you in the next report!

Colin Dinnie

People Experience Generalist & DEIB Programs



www.wistia.com