



October 22, 2012

Brightcove to Sponsor and Participate in the Cable and Satellite Broadcasting Association of Asia Convention

SINGAPORE--(BUSINESS WIRE)-- Brightcove (NASDAQ: BCOV), a leading global provider of cloud content services, today announced it will sponsor and participate at the Cable and Satellite Broadcasting Association of Asia (CASBAA) Convention in Hong Kong from 29 October through 1 November. Established in 1991, CASBAA is the Association for digital multichannel TV, content, platforms, advertising and video delivery across Asia.

In addition to exhibiting at the conference, Brightcove's vice president of Asia-Pacific, Dennis Rose, will also participate in a panel session covering the impact of over-the-top (OTT) content to publishers across the world.

"Brightcove shares CASBAA's mission of promoting multi-channel TV and video content growth," said Rose. "With our Video Cloud and App Cloud platforms, we enable publishers around the world to seamlessly integrate and deliver high quality content experiences across all screens. We are excited to work with CASBAA to help influence the growth of multi-platform digital media experiences in Asia."

The CASBAA Convention will bring together operators, content providers, satellite services, technology companies, carriers and ad agencies from across the world for a lively debate and exchange of information through keynote addresses, panel discussions, networking events and other sessions.

"Brightcove's CASBAA membership and participation in this year's Convention is particularly welcome," said Simon Twiston Davies, CEO of CASBAA. "As we explore all aspects of our industry, companies like Brightcove are key to the evolutionary pathway now being mapped out for multichannel TV."

About Brightcove

Brightcove Inc. (NASDAQ: BCOV), a leading global provider of cloud content services, offers a family of products used to publish and distribute the world's professional digital media. The company's products include Video Cloud, the market-leading online video platform, App Cloud, a pioneering content app platform, and Zencoder, a leading cloud-based media processing service and HTML5 video player technology provider. Brightcove has more than 4,650 customers in over 50 countries that rely on Brightcove cloud content services to build and operate media experiences across PCs, smartphones, tablets and connected TVs. For more information, visit <http://www.brightcove.com>.

About CASBAA — casbaa.com

Established in 1991, CASBAA is the Association for digital multichannel TV, content, platforms, advertising and video delivery across Asia. Spanning 18 geographic markets, CASBAA and its Members reach over 445 million connections through a footprint ranging from China to Australasia, Japan to Pakistan. The CASBAA mission is to promote the growth of multichannel TV and video content through industry information, networking exchanges and events while promoting global best practices.

This press release may include forward-looking statements regarding anticipated objectives, growth and/or expected product and service developments or enhancements. Such forward-looking statements may be identified by the use of the following words (among others): "believes," "expects," "may," "will," "plan," "should" or "anticipates," or comparable words and their negatives. These forward-looking statements are not guarantees but are subject to risks and uncertainties that could cause actual results to differ materially from the expectations contained in these statements. For a discussion of such risks and uncertainties, see "Risk Factors" in the Company's filings with the Securities and Exchange Commission, including its most recent quarterly report on Form 10-Q. Brightcove assumes no obligation to update any forward-looking statements contained in this press release in the event of changing circumstances or otherwise, and such statements are current only as of the date they are made.

Brightcove Inc.
Colleen Ngo, +65 6832 5081
cngo@brightcove.com

Source: Brightcove Inc.

