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Tribeca Film Festival Selects Brightcove Video Cloud to Deliver Video Content to Independent Film Enthusiasts around the World

For the fourth straight year, Brightcove Video Cloud allows Festival followers to access original content online whenever and wherever they choose

BOSTON--(BUSINESS WIRE)-- [Brightcove Inc.](#) (NASDAQ: BCOV), a leading global provider of cloud services for video, today announced that the [Tribeca Film Festival](#), presented by AT&T, has chosen the Brightcove Video Cloud online video platform to support a range of exciting video initiatives for the 2014 Festival, which runs from April 16 - 27 in New York. This is the fourth year in a row that the Festival has relied upon Video Cloud to power its online video efforts.

With Video Cloud, the Tribeca Film Festival can offer high-quality video to film enthusiasts eager to access Festival content on their desktops, via iOS and Android mobile devices or on connected TVs. Because of its robust online video strategy, the Festival is able to present an Online Festival in tandem with the events taking place in Tribeca. As a result, anybody can visit the Festival's Web and mobile properties to access and view clips from this year's films, interviews with artists and filmmakers, daily video highlights, panels and presentations, filmmaker biographies and a comprehensive archive of past Festival content.

"Our mission has always centered upon the benefits of broadening and expanding access to the arts--specifically, independent film and culture," said Matt Spangler, executive vice president, content & marketing, Tribeca Enterprises. "And in recent years, global demand for the opportunity to view Festival video content online and on mobile devices has increased exponentially. Through Brightcove Video Cloud, we are able to reach a wide-ranging audience and at the same time ensure that the end-viewing experience is consistently high-quality."

"The Tribeca Film Festival has truly taken advantage of the influence and reach of online video content," said Anil Jain, senior vice president and general manager, media, at Brightcove. "We are delighted to again be the official online video partner for the Festival, and we are very proud of the role that we play in helping the Festival to showcase independent film to a massive audience through the power of online video."

To visit the Festival's online festival, follow [this link](#).

About Brightcove

Brightcove Inc. (NASDAQ: BCOV), a leading global provider of cloud services for video, offers a family of products that revolutionize the way organizations deliver video experiences. The company's products include Video Cloud, the market-leading online video platform, Zencoder, a leading cloud-based media processing service and HTML5 video player technology provider and Once, a cloud-based ad insertion and video stitching service. Brightcove has more than 6,300 customers in over 70 countries that rely on Brightcove cloud content services to build and operate video experiences across PCs, smartphones, tablets and connected TVs. For more information, visit <http://www.brightcove.com>.

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 annual report on Form 10-K. 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.

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