



Brightcove Announces General Availability of Fully Localized Video Cloud Express and App Cloud Platforms in Japan

Enables organizations of all sizes to deliver high quality digital media experiences across the Web and mobile devices

BOSTON--(BUSINESS WIRE)-- Brightcove (NASDAQ: BCOV), a leading global provider of cloud content services, today announced the general availability of fully localized versions of the company's App Cloud content app platform and Video Cloud Express online video platform in Japan. Organizations in Japan will now have access to the full suite of end-to-end capabilities of the App Cloud platform, enabling them to build and operate engaging cross-platform native apps for Apple iOS and Google Android smartphones and tablets.

Brightcove's Video Cloud Express edition is now also available to organizations throughout Japan, making it easy for companies of all sizes to take advantage of the market-leading online video platform to deliver professional online video experiences across desktops and devices.

"We are excited to introduce Video Cloud Express and App Cloud to the Japanese market and make it easy for organizations to develop and launch exciting new digital media experiences for the Web and mobile devices," said Jeff Whatcott, chief marketing officer at Brightcove. "We look forward to building on our existing momentum in the market and expanding adoption to organizations of all sizes."

Brightcove App Cloud is a comprehensive platform that empowers digital media and digital marketing organizations to use open Web standards like HTML5 to create and operate rich native apps for iOS and Android smartphones and tablets. The fully localized App Cloud platform will give organizations in Japan access to App Cloud's open development model and intelligent cloud services, including the Web-based App Cloud Studio, App Cloud workshop testing environment, documentation and customer support services, as well as sales and marketing initiatives.

Brightcove Video Cloud Express is available in Japan in three editions, 9,900, 19,900 and 49,900 JPY. Brightcove is also launching a special promotional rate for Video Cloud Express in Japan of 500 JPY. Each edition can be purchased online via a credit card and with no annual contract required. As a result, organizations of all sizes have access to the full capabilities of the Video Cloud platform, including content management, player design and publishing, delivery and product documentation, to deliver high quality, professional online video experiences.

About Brightcove

Brightcove Inc. (NASDAQ: BCOV), a leading global provider of cloud content services, provides a family of products used to publish and distribute the world's professional digital media. The company's products include Brightcove Video Cloud, the market-leading online video platform, and Brightcove App Cloud, a pioneering content app platform. More than 3,800 customers in over 50 countries rely on Video Cloud to build and operate media 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 Registration Statement on Form S-1 (Registration No. 333-176444), which was declared effective by the Securities and Exchange Commission on February 16, 2012. 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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