TODAY'S PRESENTERS

Marc DeBevoise
CEO & Board Director

David Beck
Chief Strategy & Corporate Development Officer

Jennifer Griffin Smith
Chief Marketing Officer

Rob Noreck
EVP & Chief Financial Officer

Scott Levine
Head of Product & Product Update

Dan Freund
Chief Revenue Officer

Marty Roberts
SVP of Product Strategy & Product Marketing
SAFE HARBOR STATEMENT

During today’s presentation, we will make statements related to our business that may be considered forward-looking and are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995, including statements concerning our financial guidance for the third fiscal quarter of 2022 and the full year 2022, expected profitability and positive free cash flow, our position to execute on our go-to-market and growth strategy, our ability to expand our leadership position, our ability to maintain and upsell existing customers, as well as our ability to acquire new customers.

Forward-looking statements may often be identified with words such as we expect, we anticipate, upcoming, or similar indications of future expectations. These statements reflect our views only as of today and should not be reflected upon as representing our views of any subsequent date. These statements are subject to a variety of risks and uncertainties that could cause actual results to differ materially from expectations, including the effect of macro-economic conditions currently affecting the global economy. For a discussion on material risks and other important factors that could affect our actual results, please refer to those contained in our most recently filed Annual Report on Form 10-K and as updated by our other SEC filings.

Also, during the course of today’s presentation, we will refer to certain non-GAAP financial measures. There is a reconciliation schedule showing GAAP versus non-GAAP results currently available in our press release issued after market closed today, which can be found on our website at www.brightcove.com.
UPSIDE OPPORTUNITY
in revenue, EBITDA and shareholder returns

▷ Right Strategy
▷ Right Tech/Solutions
▷ Right GTM
▷ Right People at Unique Industry Moment
OUR GOALS

Growth
Scale
Diversification
Excellence Together
VISION

The most trusted streaming technology company in the world.
MISSION

To deliver the highest quality, most scalable and secure streaming technology platform for any company brand or creator to own their digital future.
STRATEGIC FRAMEWORK

SOLUTIONS & SERVICES
Create New & Larger Opportunities
+ Improve Retention

GO TO MARKET
Better & More Efficiently Capture Addressable Market

More End-to-End

Accelerate & Incubate Customers

Super-Serve Largest Customers

Partner in Broad Market

Increase Business Model Flexibility & Revenue Opportunities
BUSINESS MODEL LEVERAGE

Accelerating Revenue Growth and EBITDA Margin Expansion
OUR GOALS

Growth

Scale

Diversification

Excellence Together
MARKET AND STRATEGY

DAVID BECK
Chief Strategy and Corporate Development Officer
ENTERPRISE CLIENTS

1,500+ MORE GLOBALLY
BRIGHTCOVE’S STRATEGY
Is Grounded in the Realities of Market Trends

Consumer “End-User” Trends

Client Business Trends

INFORM

Brightcove Strategy
SECOND TIER STREAMING SERVICES RAPIDLY GROWING SHARE

Consumer Linear vs Streaming Views (Sept 2022)

- Broadcast: 24.2%
- Cable: 33.8%
- Streaming: 36.9%
- Other: 5.1%

+23% YoY | 200+ and Growing
These trends in consumer behaviors are forcing shifts in the business models and offerings of media clients.
Rapid acceleration of spending on, and production of content to meet consumer demand + Over investing in building everything “in house” = Unsustainable business models for the big players

BIG MEDIA STREAMING MODEL was challenged from the beginning
Media companies are consolidating and / or shutting down services + Everyone cutting costs = To maintain their core competencies and advantage...

...AND NOW the reckoning has begun
PLAY

THE DAWN OF THE PRODUCER ECONOMY

MARC DeBEVOISE
Chief Executive Officer
Brightcove
ENTERPRISE CLIENTS SERVE THREE TYPES OF “CONSUMERS” FOR WHICH SPECIFIC TRENDS EXIST

- **DTC** Consumers
- **B2B** Buyers
- Employees
Video Is Critical To The DTC BUYER’S JOURNEY

73% of people prefer a short video to learn about a product/service.

People Are Using Video to Inform Purchase Decisions...

88% of people are convinced to buy a product after watching a video.

Increasingly Being Convinced to Purchase Based on Video...

Source: Activate 2022 TMT Report, WyzOwl 2022 Video Marketing Trends, McKinsey 2021 Article
Video Is Critical To The B2B BUYER’S JOURNEY

70% of B2B buyers report that video makes the most impact over other content formats

97% of recent video viewers say that they would be more receptive to sales communication from a business after consuming their video content

Source: Brightcove Internal Survey, Hubspot 2022 State of Inbound Marketing Trends
Shift to Hybrid Workforce and Remote Working Remains a Challenge for Employers

Only 40% understand their organization's goals. 50% of businesses report higher turnover compared to pre-pandemic. 76% report feeling disconnected to their organization's culture.

Source: BCOV 2022 Corp Overview, Upwork 2022 Report, Gartner 2022 Poll
SHIFTS IN BUSINESS MODELS AND OFFERINGS FOR ENTERPRISE CLIENTS

- Marketing
- Employee Engagement

- Video for lead generation
- Video for purchase decision
- Video direct to transaction
- Video as dominant medium for internal comms
Every company needs to think and act like a MEDIA COMPANY
BRIGHTCOVE’S STRATEGY
Is Grounded in the Realities of Market Trends

Consumer “End-User” Trends

Client Business Trends

INFORM

Brightcove Strategy
STRATEGIC FRAMEWORK

SOLUTIONS & SERVICES
Create New & Larger Opportunities
+ Improve Retention

GO TO MARKET
Better & More Efficiently Capture Addressable Market

More End-to-End
Accelerate & Incubate Customers

Super-Serve Largest Customers
Partner in Broad Market

Increase Business Model Flexibility & Revenue Opportunities
STRATEGIC INITIATIVES

**GTM-RELATED**
- GTM Focus Shifts
- Broadening Services / Advisory Expansion
- Partnerships & Partner Marketplace
- Producer/Creator Economy

**MEDIA CENTRIC**
- Ad Monetization & Insights
- Cloud Playout / FAST Expansion
- QoS/QoE
- CAE & CDN Switching

**ENTERPRISE CENTRIC**
- Digital Marketing Services
- Content as a Service
- Internal Comms Video Portal
- Accelerate Enterprise Solutions
OUR SOLUTIONS

SCOTT LEVINE
Head of Product
PLATFOROM, PRODUCTS & SOLUTIONS

END TO END OFFERINGS

Marketing Studio
Media Studio
OTT & DTC
Monetization

ENCODING
PLAYERS & PLAYOUT
AUDIENCE INSIGHTS
STREAMING SUPPLY CHAIN

Content Creation

Content Ingestion and Management

Playback and Distribution

Monetization and Analytics

END TO END BRIGHTCOVE SOLUTIONS
WORLD CLASS ENCODING & DELIVERY FROM ZENCODER

- Highly Scalable
- Content Aware Encoding delivers up to 50% savings
- Supports AI/ML automation for transcription and beyond
- Rich API layer for developers
MOST SCALABLE AND ROBUST PLAYERS

- Scales to support the biggest events: +100M streams per day
- Full DRM and Digital Advertising Support
- Productized, ease of use interactivity
- Supports 3rd party integrations
Maximize Audience Lifetime Value through unique insights and data-driven actions

Attention Index gives a better view into how content is performing

Designed to support a multitude of (50+) partner data sources
MEDIA STUDIO AND VIDEO CLOUD

- End to End Streaming Supply Chain
- Ingest, Tag, Metadata, Manage, Distribute, Play, Monetize, Analyze - all together
- Rich API layer for developers
The streaming video solution that accelerates business growth by bridging teams and technology to deliver premium experiences and drive more conversions.
PRODUCT INITIATIVES

- Ad Monetization & Insights
- Cloud Playout / FAST
- Quality of Service/ Quality of Experience
- Communications Video Portal
- Accelerate Enterprise Solutions via 3rd Party Integrations
BUILDING A STREAMING FIRST CONTENT STRATEGY

JENNIFER SMITH
Chief Marketing Officer
CONTENT SERVICES PRACTICE

Content AUDIT
“What do I have now?”

Content ASSESSMENT
“How is it performing?”

Content PLANNING
“What do I need next?”

Content ACQUISITION
“How do I get more?”

Content Scoping
Performance Optimization
Programming Advisory
Gap Filling
MATURITY STAGES

Exploratory
Grow video use

Performance
Driving tactics on consumption statistics

Operationalizing
Incorporating video & streaming across all company communications

Next-generation Digital Marketing
Leading w/ new channels & mediums

VIDEO-FIRST CONTENT STRATEGY
Webby Honoree in Apps and Software - BEST OTT SERVICE
PLAY

CHANGE THE WAY YOU THINK ABOUT STREAMING

RICH GREENFIELD
General Partner
LightShed Ventures

TEDD CITTADINE
Vice President of Content Partnerships
Roku

CHRISTINA SPADE
CEO
AMC Networks

30+ NEW EPISODES
AWARD WINNING

finastra.com/universetv

Finance is Open
2 seasons
Join Finastra leaders and industry innovators as they discuss some of the biggest trends impacting the financial ecosystem and future of banking.

Episode 1: Finance is open
Simon Park explores what it means to be open in banking, and how innovations in technology are pushing the boundaries toward fairer and more inclusive financial services.
$2: E1

Episode 2: ESG: a North Star for Purpose & Impact
Learn from Jay how to create an institution of purpose and impact, by establishing ESG criteria as the bank’s North Star, using ecosystem offerings as a catalyst.
$2: E2

Episode 3: FusionFabric.cloud: Orchestrating the Future of Finance
Leading financial institutions are embracing an ecosystem mindset toward digital evolution. Shilpa explains the essentiality of FinTech partnerships in the new era of banking.
$2: E3
VIDEO FIRST PERSONALIZED MARKETING AT SCALE

SOCIAL MEDIA
facebook, twitter, linkedin, Hootsuite

MARKETING AUTOMATION
Marketo, eloqua, HubSpot, salesforce, pardot

CONFERENCING SOLUTIONS
Zoom, Microsoft Teams

Centralized Video Studio

WEB ANALYTICS
Adobe Analytics, Tealium, Google Analytics, SharePoint, Adobe Experience Manager, sitecore, WordPress, Drupal

CONTENT MANAGEMENT

CRM
salesforce, sales cloud

ECOMMERCE
Magento, salesforce, commerce cloud

 Macedo
GO TO MARKET INITIATIVES

DAN FREUND
Chief Revenue Officer
Super-serving the largest accounts

Partnering to reach a broader market
Focus on our top 100 accounts

Sales coverage model focused on new logo, target accounts
Launching a global channels team

Increasing the number of enterprise level partnerships

Better monetizing our existing partner marketplace
PARTNER MARKETPLACE
NPS INCREASE

+10 PTS QoQ

+25 PTS YoY
FINANCIALS

ROB NORECK
Chief Financial Officer
1. ACCELERATING REVENUE GROWTH
2. DRIVING SCALE
3. ATTRACTIVE LONG TERM MODEL
ACCELERATING REVENUE GROWTH
BUSINESS MODEL FLEXIBILITY

95%+ SaaS Revenue Today

80%+ SaaS Revenue in the Future

Revenue Share Model

Services

Other Revenue Models
REVENUE GROWTH DRIVERS

- STRATEGIC ACCOUNTS
- MORE END TO END SOLUTIONS
- BUSINESS MODEL FLEXIBILITY
- ARPU, NRR & LARGER CUSTOMERS
REVENUE GROWTH TO 10% +
2 DRIVING SCALE
EXPANDING GROSS MARGINS

Non-GAAP Gross Margin

- YTD 3Q22: 65%
- Future: 70%+

60%
65%
70%
ADJ. EBITDA MARGIN TO 20% +
## STRONG BALANCE SHEET

<table>
<thead>
<tr>
<th></th>
<th>Dec 31, 2021</th>
<th>Sept 30, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash and Cash Equivalents</strong></td>
<td>$45.7</td>
<td>$31.3</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$216.5</td>
<td>$231.2</td>
</tr>
<tr>
<td><strong>Deferred Revenue</strong></td>
<td>$62.1</td>
<td>$65.1</td>
</tr>
<tr>
<td><strong>Total Debt</strong></td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$120.2</td>
<td>$127.9</td>
</tr>
<tr>
<td><strong>Total Stockholders Equity</strong></td>
<td>$96.3</td>
<td>$103.3</td>
</tr>
</tbody>
</table>
3 ATTRACTION LONG TERM MODEL
## ORGANIC LONG TERM MODEL

<table>
<thead>
<tr>
<th></th>
<th>2022 Guide</th>
<th>Long Term Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Growth</td>
<td>0%</td>
<td>10% +</td>
</tr>
<tr>
<td>Non-GAAP Gross Margin</td>
<td>N/A</td>
<td>70% +</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>N/A</td>
<td>50%</td>
</tr>
<tr>
<td>Adjusted EBITDA %</td>
<td>8%-9%</td>
<td>20% +</td>
</tr>
</tbody>
</table>
During this call and/or in this presentation, we have provided the non-GAAP financial measures of non-GAAP income (loss) from operations, non-GAAP net income (loss), adjusted EBITDA and non-GAAP diluted net income (loss) per share. Brightcove uses these non-GAAP financial measures internally in analyzing its financial results and believes they are useful to investors, as a supplement to GAAP measures, in evaluating Brightcove’s ongoing operational performance. Brightcove believes that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends and in comparing its financial results with other companies in Brightcove’s industry, many of which present similar non-GAAP financial measures to investors. The non-GAAP financial results of non-GAAP income (loss) from operations, non-GAAP net income (loss) and non-GAAP diluted net income (loss) per share exclude stock-based compensation expense, amortization of acquired intangible assets, merger-related expenses, and other (benefit) expense. The non-GAAP financial results of adjusted EBITDA is defined as consolidated net income (loss), plus other income/expense, including interest expense and interest income, the provision for income taxes, depreciation expense, the amortization of acquired intangible assets, stock-based compensation expense, merger-related expenses, and other (benefit) expense. Merger-related expenses include fees incurred in connection with an acquisition. Non-GAAP financial measures have limitations as an analytical tool and should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. Investors are encouraged to review the reconciliation of these non-GAAP measures to their most directly comparable GAAP financial measures. A reconciliation of our non-GAAP financial measures to their most directly comparable GAAP financial measures has been provided in the financial statement tables included in the following slide(s). The Company’s earnings press releases containing such non-GAAP reconciliations can also be found on the Investors section of the Company’s web site at http://www.brightcove.com.
<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended September 30,</th>
<th></th>
<th>Nine Months Ended September 30,</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
<td>2021</td>
<td>2022</td>
<td>2021</td>
</tr>
<tr>
<td><strong>Revenue:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscription and support revenue</td>
<td>$51,814</td>
<td>$49,726</td>
<td>$156,403</td>
<td>$148,667</td>
</tr>
<tr>
<td>Professional services and other revenue</td>
<td>$2,190</td>
<td>$2,937</td>
<td>$5,367</td>
<td>$9,785</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>$54,004</td>
<td>$52,663</td>
<td>$161,770</td>
<td>$158,452</td>
</tr>
<tr>
<td><strong>Cost of revenue: (1) (2)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of subscription and support revenue</td>
<td>$18,747</td>
<td>$16,406</td>
<td>$52,172</td>
<td>$48,840</td>
</tr>
<tr>
<td>Cost of professional services and other revenue</td>
<td>$1,816</td>
<td>$2,247</td>
<td>$5,175</td>
<td>$8,205</td>
</tr>
<tr>
<td><strong>Total cost of revenue</strong></td>
<td>$20,563</td>
<td>$18,653</td>
<td>$57,347</td>
<td>$57,045</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td>$33,441</td>
<td>$33,910</td>
<td>$104,423</td>
<td>$101,407</td>
</tr>
<tr>
<td><strong>Operating expenses: (1) (2)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research and development</td>
<td>$7,931</td>
<td>$7,902</td>
<td>$24,540</td>
<td>$24,041</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>$10,023</td>
<td>$10,451</td>
<td>$55,772</td>
<td>$52,730</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$7,748</td>
<td>$7,345</td>
<td>$24,921</td>
<td>$21,822</td>
</tr>
<tr>
<td>Merger-related</td>
<td>-</td>
<td>45</td>
<td>$747</td>
<td>900</td>
</tr>
<tr>
<td>Other expense (benefit)</td>
<td>-</td>
<td>-</td>
<td>$1,149</td>
<td>(1,065)</td>
</tr>
<tr>
<td><strong>Total operating expenses</strong></td>
<td>$34,702</td>
<td>$33,743</td>
<td>$106,059</td>
<td>$96,828</td>
</tr>
<tr>
<td>(Loss) income from operations</td>
<td>($821)</td>
<td>($233)</td>
<td>($2,076)</td>
<td>6,479</td>
</tr>
<tr>
<td>Other (expense) income, net</td>
<td>($668)</td>
<td>($316)</td>
<td>($1,880)</td>
<td>(937)</td>
</tr>
<tr>
<td>(Loss) income before income taxes</td>
<td>(1,489)</td>
<td>(552)</td>
<td>($3,956)</td>
<td>5,542</td>
</tr>
<tr>
<td>Loss (benefit) from provision for income taxes</td>
<td>$191</td>
<td>(348)</td>
<td>($588)</td>
<td>552</td>
</tr>
<tr>
<td><strong>Net (loss) income</strong></td>
<td>($1,680)</td>
<td>($1,020)</td>
<td>($5,618)</td>
<td>$4,890</td>
</tr>
<tr>
<td><strong>Net (loss) income per share—basic and diluted</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td>($0.04)</td>
<td>($0.02)</td>
<td>($0.09)</td>
<td>$0.12</td>
</tr>
<tr>
<td>Diluted</td>
<td>($0.04)</td>
<td>($0.02)</td>
<td>($0.09)</td>
<td>$0.12</td>
</tr>
<tr>
<td><strong>Weighted-average shares—basic and diluted</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td>41,972</td>
<td>40,935</td>
<td>41,712</td>
<td>40,571</td>
</tr>
<tr>
<td>Diluted</td>
<td>41,972</td>
<td>40,935</td>
<td>41,712</td>
<td>42,257</td>
</tr>
</tbody>
</table>

(1) Stock-based compensation included in above line items:
- Cost of subscription and support revenue: $132, $117, $353, $301
- Cost of professional services and other revenue: 76, 113, 334, 299
- Research and development: 378, 408, 2,035, 1,251
- Sales and marketing: 1,015, 583, 2,857, 2,082
- General and administrative: 1,245, 1,072, 4,109, 3,091
- Other expense (benefit): - - 249 -

(2) Amortization of acquired intangible assets included in the above line items:
- Cost of subscription and support revenue: $376, $335, $1,156, $1,006
- Sales and marketing: 417, 407, 1,246, 1,245
<table>
<thead>
<tr>
<th>Operating activities</th>
<th>Nine Months Ended September 30.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
</tr>
<tr>
<td>Net (loss) income</td>
<td>$ (3,618)</td>
</tr>
<tr>
<td>Adjustments to reconcile net loss to net cash provided by operating activities:</td>
<td></td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>7,141</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>9,969</td>
</tr>
<tr>
<td>Provision for reserves on accounts receivable</td>
<td>166</td>
</tr>
<tr>
<td>Changes in assets and liabilities:</td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>(1,871)</td>
</tr>
<tr>
<td>Prepaid expenses and other current assets</td>
<td>(1,351)</td>
</tr>
<tr>
<td>Other assets</td>
<td>38</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>863</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>(247)</td>
</tr>
<tr>
<td>Operating leases</td>
<td>5,202</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>3,452</td>
</tr>
<tr>
<td>Net cash provided by operating activities</td>
<td>19,749</td>
</tr>
<tr>
<td>Investing activities</td>
<td></td>
</tr>
<tr>
<td>Cash paid for acquisition, net of cash acquired</td>
<td>(13,215)</td>
</tr>
<tr>
<td>Purchases of property and equipment, net of returns</td>
<td>(8,617)</td>
</tr>
<tr>
<td>Capitalization of internal-use software costs</td>
<td>(9,675)</td>
</tr>
<tr>
<td>Net cash used in investing activities</td>
<td>(31,510)</td>
</tr>
<tr>
<td>Financing activities</td>
<td></td>
</tr>
<tr>
<td>Proceeds from exercise of stock options</td>
<td>142</td>
</tr>
<tr>
<td>Deferred acquisition payments</td>
<td>-</td>
</tr>
<tr>
<td>Other financing activities</td>
<td>(50)</td>
</tr>
<tr>
<td>Net cash provided by financing activities</td>
<td>92</td>
</tr>
<tr>
<td>Effect of exchange rate changes on cash and cash equivalents</td>
<td>(2,722)</td>
</tr>
<tr>
<td>Net (decrease) increase in cash and cash equivalents</td>
<td>(14,391)</td>
</tr>
<tr>
<td>Cash and cash equivalents at beginning of period</td>
<td>45,739</td>
</tr>
<tr>
<td>Cash and cash equivalents at end of period</td>
<td>$ 31,348</td>
</tr>
</tbody>
</table>
Brightcove Inc.

Reconciliation of GAAP Gross Profit, GAAP Income (Loss) From Operations, GAAP Net (Loss) Income and GAAP Net (Loss) Income Per Share to Non-GAAP Gross Profit, Non-GAAP Income From Operations, Non-GAAP Net Income and Non-GAAP Net Income Per Share
(in thousands, except per share amounts)

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended September 30</th>
<th>Nine Months Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
<td>2021</td>
</tr>
<tr>
<td><strong>GROSS PROFIT:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP gross profit</td>
<td>$33,881</td>
<td>$33,510</td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>208</td>
<td>270</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets</td>
<td>376</td>
<td>335</td>
</tr>
<tr>
<td><strong>Non-GAAP gross profit</strong></td>
<td>$34,465</td>
<td>$34,115</td>
</tr>
<tr>
<td><strong>INCOME (LOSS) FROM OPERATIONS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP (loss) income from operations</td>
<td>$(321)</td>
<td>$(233)</td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>2,846</td>
<td>2,333</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets</td>
<td>793</td>
<td>742</td>
</tr>
<tr>
<td>Merger-related</td>
<td>-</td>
<td>45</td>
</tr>
<tr>
<td>Other expense (benefit)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Non-GAAP income from operations</strong></td>
<td>$2,818</td>
<td>$2,887</td>
</tr>
<tr>
<td><strong>NET INCOME (LOSS):</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP net (loss) income</td>
<td>$(1,680)</td>
<td>$(1,020)</td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>2,846</td>
<td>2,333</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets</td>
<td>793</td>
<td>742</td>
</tr>
<tr>
<td>Merger-related</td>
<td>-</td>
<td>45</td>
</tr>
<tr>
<td>Other expense (benefit)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Non-GAAP net income</strong></td>
<td>$1,936</td>
<td>$2,100</td>
</tr>
<tr>
<td><strong>GAAP diluted net (loss) income per share</strong></td>
<td>$(0.01)</td>
<td>$(0.02)</td>
</tr>
<tr>
<td><strong>Non-GAAP diluted net income per share</strong></td>
<td>$0.02</td>
<td>$0.03</td>
</tr>
</tbody>
</table>

Shares used in computing GAAP diluted net (loss) income per share
41,972  40,935  41,712  42,237
Shares used in computing Non-GAAP diluted net income per share
42,148  41,736  42,080  42,237
Brightcove Inc.
Calculation of Adjusted EBITDA
(in thousands)

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended September 30,</th>
<th>Nine Months Ended September 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
<td>2021</td>
</tr>
<tr>
<td>Net (loss) income</td>
<td>$(1,680)</td>
<td>$(1,020)</td>
</tr>
<tr>
<td>Other expense, net</td>
<td>668</td>
<td>319</td>
</tr>
<tr>
<td>Loss (benefit) from income taxes</td>
<td>191</td>
<td>468</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>2,914</td>
<td>2,006</td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>2,846</td>
<td>2,333</td>
</tr>
<tr>
<td>Merger-related</td>
<td>-</td>
<td>45</td>
</tr>
<tr>
<td>Other expense (benefit)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$ 4,939</td>
<td>$ 4,151</td>
</tr>
</tbody>
</table>