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Demand Africa, New Streaming Service Launching on October 1, to Use Brightcove OTT Flow

Service will launch with over 140 hours of video, showcasing African lifestyle, travel and entertainment

BOSTON & HOLLYWOOD--(BUSINESS WIRE)-- [Brightcove](#) (NASDAQ: BCOV), the leading provider of cloud services for video, announced today that a new streaming service, Demand Africa, will launch on October 1 utilizing Brightcove OTT Flow powered by Accedo.

This Smart News Release features multimedia. View the full release here:

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[Demand Africa](#), which is being launched by The Africa Channel (TAC), will be primarily subscription-based and will offer complementary content to TAC. Unlike TAC, Demand Africa will focus on short-form content, spotlighting African culture, lifestyle, entertainment and travel. At launch, the new channel will be available on the web, iOS, Android, Roku, AppleTV, and FireTV.

"Brightcove provided us with the technology to get Demand Africa up and running quickly and at a low cost," Dean Cates, director of digital strategy and marketing, The Africa Channel, said. "We're eager to see the result of our partnership next month when the service debuts on Apple TV, Roku, and for mobile devices."

"The Africa Channel has distinguished itself by delivering dedicated content from Africa to a global audience," Andrew Feinberg, CEO, Brightcove, said. "We are pleased that we can help it make the leap to streaming devices everywhere with the creation of Demand Africa and look forward to partnering with them on the service in the future."

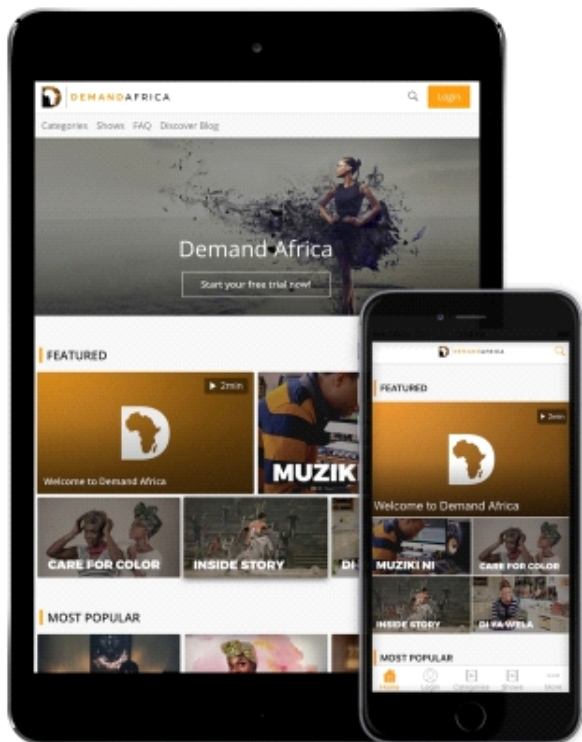
About Brightcove

Brightcove Inc. (NASDAQ:BCOV) is the leading global provider of powerful cloud solutions for delivering and monetizing video across connected devices. The company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring and monetizing video across devices. Brightcove has thousands of customers in over 70 countries that rely on the company's cloud solutions to successfully publish high-quality video experiences to audiences everywhere. To learn more, visit 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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Demand Africa, New Streaming Service Launching on October 1, to Use Brightcove OTT Flow (Photo: Business Wire)

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