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## **Yahoo!7 Partners with Brightcove to Drive Online Video Consumption and Monetization in Australia**

*Brightcove Video Cloud enables Yahoo!7 to deliver high-quality, catch-up TV experiences across the Web, smartphones and tablets*

SYDNEY--(BUSINESS WIRE)-- [Brightcove Inc.](#) (NASDAQ: BCOV), a leading global provider of cloud content services, today announced that Yahoo!7, one of the most comprehensive and engaging online destinations for Australian consumers and advertisers, has teamed with Brightcove to deliver a technology platform for online video consumption and monetization in Australia.

Through the partnership, Brightcove Video Cloud enables Yahoo!7 to deliver high-quality catch-up TV, including long and short-form content, to viewers throughout Australia across desktops, smartphones and tablets. The video experience is now live on the Yahoo!7 network.

Grant Howie, Head of Network Products, Yahoo!7 said: "Yahoo!7 is visited by approximately eight million Australians every month on desktop and a rapidly expanding mobile audience of approximately five million Australians. This video partnership with Brightcove allows us to connect users to the premium content and experiences they want in an engaging way that will drive a daily habit encouraging users to return to the network," he said.

With Brightcove Video Cloud, Yahoo!7 has access to the most comprehensive and advanced features for publishing and distributing video content to audiences on every screen. The Video Cloud Smart Player enables Yahoo!7 to ensure that content is accessible across both HTML5 and Flash-based devices and operating systems without having to sacrifice the stability and consistency required for reliable advertising and analytics.

Yahoo!7 will also take advantage of Video Cloud's studio-grade multi-platform DRM capabilities to deliver premium video content across devices while preventing unauthorized access and distribution.

"Broadcasters and publishers throughout the Asia-Pacific region are racing to address the multi-screen digital opportunity, and we are thrilled to help Yahoo!7 take advantage of this fast-growing market," said Mark Blair, vice president for media solutions, Asia-Pacific at Brightcove. "Video Cloud's rich out-of-the-box advertising integration capabilities and studio-grade DRM support will be crucial in helping Yahoo!7 move the online video experience forward in Australia."

Yahoo!7 joins several other major media businesses in the Asia-Pacific region that rely on Brightcove technology for digital distribution, including TVNZ, Nine Entertainment Co, NineMSN, Sony Entertainment, Foxtel, ABS-CBN, DMG Radio and Maori Television.

### **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 and Zencoder, a leading cloud-based media processing service and HTML5 video player technology provider. Brightcove has more than 6,300 customers in over 60 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>.

*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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