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Brightcove Launches Video Marketing Suite to Help Marketers Increase Engagement and Drive Conversions

Introduces comprehensive suite of video technologies built for the needs of the modern marketer

NEW YORK--(BUSINESS WIRE)-- [Brightcove Inc.](#) (NASDAQ: BCOV), a leading global provider of cloud services for video, today launched the Brightcove Video Marketing Suite to help marketers drive awareness, engagement and conversion with video. The Brightcove Video Marketing Suite is a comprehensive suite of technologies built for the needs of the modern marketer, combining industry-leading video management, video marketing and analytics to help brands maximize the reach and ROI of their video campaigns with a single solution.

"The digital marketing space is evolving and expanding rapidly, with marketing budgets reallocated from traditional advertising models to experience and content-driven marketing," said Steve Rotter, vice president of marketing at Brightcove. "Brands are becoming digital publishers, creating original content to attract and retain customers, and video is a crucial part of their marketing mix. With today's announcement, Brightcove is making it easy for marketers to utilize video as part of larger campaigns with a single, unified interface that supports new discovery, delivery and conversion models."

Video has quickly risen to be one of the most critical components of the marketing mix. This dramatic growth has been driven largely by the global shift in audience consumption patterns from text to rich media, the disruptive changes in buyer behavior toward a self-directed, content-driven buyer experience, as well as an explosion of technologies focused on supporting marketing's new role as the primary driver of digital demand. As a result, today's digital marketers need integrated, interoperable solutions to help drive all of their content marketing and demand generation activities.

The Brightcove Video Marketing Suite addresses this need by providing a comprehensive suite of video technologies that combine industry-leading video solutions to help marketers maximize ROI. The Video Marketing Suite consists of the Brightcove Video Cloud online video platform and Video Cloud Live, Brightcove Gallery ([see separate release](#)), and a number of marketing automation software integrations, including a new Brightcove Cloud Component for Oracle Eloqua ([see separate release](#)).

The Video Marketing Suite is generally available now. For more information, visit www.brightcove.com.

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 6,100 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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