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Brightcove Announces PLAY 2014 Customer Conference World Tour

PLAY 2014 events will bring together hundreds of Brightcove customers, partners and industry leaders across four continents

- May 8, 2014 -- New York
- May 13, 2014 -- London
- May 30, 2014 -- Tokyo
- June 3, 2014 - Sydney

BOSTON--(BUSINESS WIRE)-- Brightcove (NASDAQ: BCOV), a leading global provider of cloud services for video, today announced the company is taking its popular annual customer conference, [Brightcove PLAY](#), on a world tour for 2014. Brightcove will bring together hundreds of customers, partners and industry leaders who are transforming the video industry on every screen for four exciting events in New York, London, Tokyo and Sydney.

"Brightcove PLAY has been a hugely successful event in Boston for the last three years, attracting more than 1,200 digital media and digital marketing experts, cutting-edge developers and a broad ecosystem of technology partners and agencies," said Jeff Whatcott, chief marketing officer at Brightcove. "We're thrilled to bring the PLAY experience to customers and partners around the world in 2014, helping a wide-range of attendees to learn and share best practices, network with their peers and connect with partners."

Since 2011, Brightcove PLAY has brought together hundreds of media companies, marketers and developers from around the world for three days of in-depth strategy sessions, next-generation product demos, all star keynotes and networking. PLAY has also featured dynamic keynote presentations and expert-led breakout sessions for business decision makers and strategists, day-to-day users, developers and more.

In 2014, Brightcove will bring the PLAY experience to customers and partners in four continents for one-day events focused on innovation and best practices that are shaping the next phase of growth and disruption for the video industry:

- May 8th - [Mandarin Oriental](#), New York, New York
- May 13th - [Vinopolis](#), London, UK
- May 30th - [Grand Hyatt](#), Tokyo, Japan
- June 3rd - [Doltone House | Hyde Park](#), Sydney, Australia

Registration

Brightcove PLAY 2014 events will be invitation-only events. Invitations for these exclusive events will go out in early 2014. If you would like to inquire about attending one of the events, please email play@brightcove.com.

Community

For regular updates on PLAY 2014 events, speakers and sessions, and to connect to the broader Brightcove PLAY community, [follow Brightcove PLAY on Twitter](#) and [like us on Facebook](#).

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 and Zencoder, a leading cloud-based media processing service and HTML5 video player technology provider. Brightcove has more than 6,300 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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