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CRTV Selects Brightcove to Power OTT Service

Superior customer support, advanced video features and easy migration cited as key factors

BOSTON--(BUSINESS WIRE)-- CRTV has selected Brightcove to power its new Subscription Video-on-Demand OTT service.

The brand, a source for the thought-provoking personalities and ideas unavailable on traditional media outlets, features daily episodic shows, weekly features and specials from unique entertainers and hosts. It launched its web presence and mobile apps earlier this month and is available directly on CRTV.com, as well on Roku, Amazon Fire and Apple TV.

"We chose to run our service on Brightcove for its superior player technology, world-class global customer support and seamless migration process," Cheryl Wood, Senior Vice President, Operations, CRTV. "The migration was painless and easy."

CRTV is using Brightcove Video Cloud, its flagship hosting and publishing platform, to power the new OTT SVOD service across desktop and mobile. It has leveraged Brightcove's integration with Sitecore for streamlined content management and improved workflow efficiency.

In 2017, CRTV plans to explore Brightcove's Live capabilities and create greater personalization for its subscribers, using the recommendation engine from Brightcove partner, IRIS.TV. CRTV is part of the beta program for Brightcove's Quality of Experience reporting, which provides publishers and brands with playback quality metrics so they can optimize their customers' viewing experience. The company is also evaluating Brightcove Social, Brightcove's social management tool that allows users to publish content natively to Facebook, Twitter and YouTube. "We know our customers are going to find us through social platforms." Wood added.

"We are happy to help CRTV grow its OTT service, and look forward to expanding our relationship in the coming year. As the leading independent video platform and solutions provider, Brightcove delivers the most innovative and scalable video services to drive revenue and growth," said Anil Jain, Executive Vice President and General Manager of Brightcove. "We have a proven track record of successfully launching video experiences with media organizations, large and small, enabling them put online video at the center of their business strategy."

Supporting resources:

- [Brightcove Video Cloud](#)
- [Brightcove OTT Flow](#)
- [Brightcove Social](#)

Brightcove on social media:

- [Brightcove Blog](#)
- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)

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.

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