













Safe Harbor Statement

These slides and the accompanying oral presentation contain certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements related to Brightcove Inc.'s (the "Company", "Brightcove", "we" or "us") predictions about industry and market trends, our position to execute on our growth strategy, and our ability to expand our leadership position and market opportunity. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this presentation that are not historical facts and statements identified by words such as "may,", "will," "should," "expects," "anticipates," "continues," "intends," "plans," "explores," "believes," "seeks," "estimates," "projects" or words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control including, without limitation: the effect of the COVID-19 pandemic, including on our business operations, as well as its impact on the general economic and financial market conditions; our ability to retain existing customers and acquire new ones; our history of losses; the timing and successful integration of the Ooyala acquisition; expectations regarding the widespread adoption of customer demand for our products; the effects of increased competition and commoditization of services we offer, including data

This presentation includes statistical and other industry and market data that the Company obtained from industry publications and research, surveys and studies conducted by third parties. Industry publications and third-party research, surveys and studies generally indicate that their information has been obtained from sources believed to be reliable, although they do not guarantee the accuracy or completeness of such information. While the Company believes that these industry publications and third-party research surveys are reliable, the Company has not independently verified such data and the Company does not make any representation as to the accuracy of the information.

Non-GAAP Financial Measures

Brightcove has provided in this presentation the non-GAAP financial measure of adjusted EBITDA. Brightcove uses this non-GAAP financial measure internally in analyzing its financial results and believes it is useful to investors, as a supplement to GAAP measures, in evaluating Brightcove's ongoing operational performance. Brightcove believes that the use of this non-GAAP financial measure provides an additional tool for investors to use in evaluating ongoing operating results and trends and in comparing its financial results with other companies in Brightcove's industry, many of which present a similar non-GAAP financial measure to investors. The non-GAAP financial results discussed above of adjusted EBITDA is defined as consolidated net income (loss), plus stock-based compensation expense, the amortization of acquired intangible assets, merger-related expenses, restructuring expense, depreciation expense, other income/expense, including interest expense and interest income, and the provision for income taxes.

Merger-related expenses include fees incurred in connection with an acquisition. Non-GAAP financial measures have limitations as an analytical tool and should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. Investors are encouraged to review the reconciliation of these non-GAAP measures to their most directly comparable GAAP financial measures. A reconciliation of adjusted EBITDA to its most directly comparable GAAP measure has been provided at the end of this presentation on the slide titled "Reconciliation net loss to adjusted EBITDA."

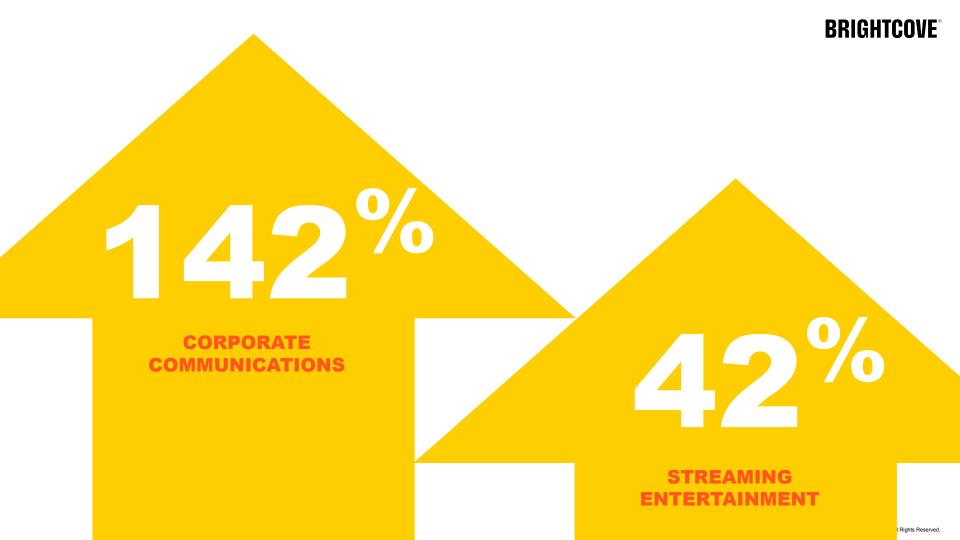
Additionally, Brightcove's earnings press releases containing such non-GAAP reconciliations can be found on the Investors section of Brightcove's web site at https://www.brightcove.com

JEFF RAY CHIEF EXECUTIVE OFFICER





THE ONLY MEDIUM TO CONNECT STORIES











SONY MUSIC





SXSW. ONLINE **2021**







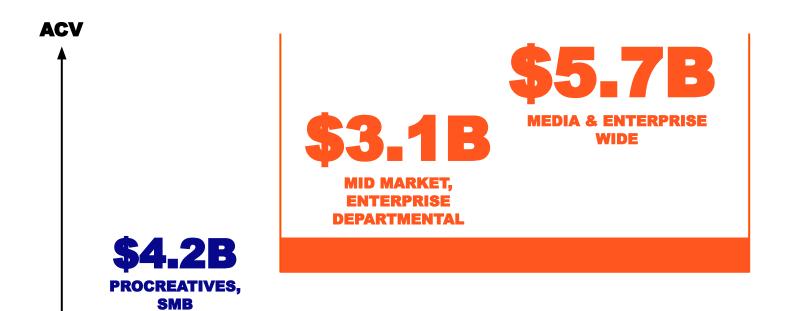


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OPPORTUNITY

JENNIFER GRIFFIN SMITH
CHIEF MARKETING OFFICER

WE SERVE A LARGE GROWING MARKET



ROBUSTNESS

- Global Scale
- Broadcast-Grade
- Quality / Reliable

MAJOR MARKET OPPORTUNITY

More video content uploaded in

30

days than the major US TV networks have created in 30 years!

LEADING OTT GROWTH

MAJOR MARKET OPPORTUNITY

Recommendations drive

80%

of shows watched on Netflix

MACHINE LEARNING DRIVEN

MAJOR MARKET OPPORTUNITY

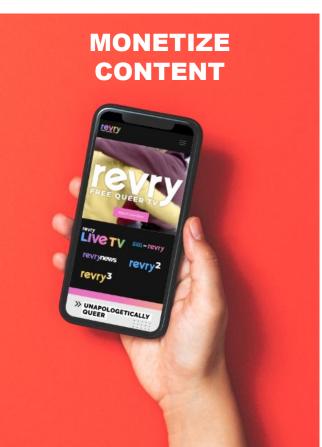
Video will drive

90%

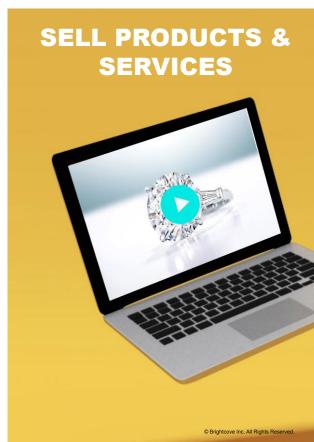
Of household data usage growth in the next 5 years

VIDEO SCIENCE INNOVATION

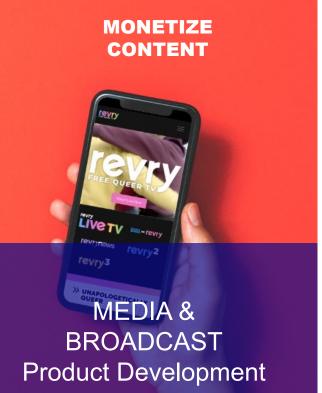
CUSTOMERS USE VIDEO TO



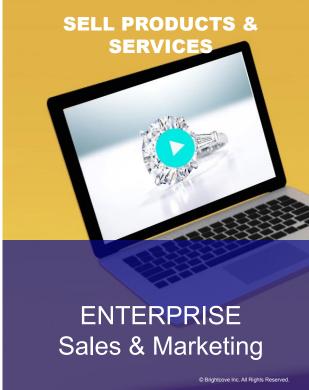




DELIVERING APPLICATIONS FOR USE CASES THAT DRIVE GROWTH AND RETENTION







PRODUCT UPDATE

NAMITA DHALLAN
CHIEF PRODUCT OFFICER

OUR SOLE MISSION:

TO HELP BIG BRANDS ACCOMPLISH BIG THINGS.



OUR BELIEFS

- WHY CUSTOMERS LOVE US: BEAUTIFUL PRODUCTS
- WHY CUSTOMERS RELY ON US: SECURITY & SCALABILITY
- WHY CUSTOMERS BELIEVE IN US: INNOVATION



INDUSTRY LEADER IN VIDEO TECHNOLOGY







US Patent & Trademark Office World Intellectual Property Organization

Two Technology & Engineering Emmy[®] Awards Standards Developing Organizations Industry Boards

SUPERIOR SCALABILITY: REACHING AUDIENCES EVERYWHERE

+875M VIEWERS A WEEK 134M VIDEOS A DAY

80,000 to 3.4M concurrent users in 24 minutes

99.95% PLAYER UPTIME IN 2020

WORLD CLASS SECURITY: PROTECTING CUSTOMERS AND CONTENT

- Encryption
- Privacy Compliance







Unparalleled DRM

- ✓ Domain restriction
- ✓ IP restriction
- ✓ Date/Time restriction
- ✓ Geo restriction
- ✓ Entitlement check

- ✓ Designated Market Area
- ✓ Proxy restriction
- / Mid-Stream Rights check
- ✓ Stream concurrency
- ✓ Device registration



BRIGHTCOVE INTELLIGENT VIDEO CLOUD

- Live Streaming
- Security
- **▶** Viewer Experiences
- Monetization

- Dynamic Delivery
- **▶** DRM / Encryption
- ► CMS
- Player Experiences
- ► Live / VOD Transcoding
- Viewer Management
- ► Video Portals
- Social Distribution

BRIGHTCOVE INTELLIGENT VIDEO CLOUD

ML

- ► Intelligent Video Delivery ► Smart Playlists
- ▶ Video Insights
- Ad Insights

Recommendations

- Content Analysis
- **▶** Viewer Insights
- **▶** QOS

- **Live Streaming**
- Security
- **Viewer Experiences**
- Monetization

- **Dynamic Delivery**
- **DRM / Encryption**
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BRIGHTCOVE INTELLIGENT VIDEO CLOUD



APPs











ML

- ► Intelligent Video Delivery ► Smart Playlists
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Recommendations

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- **▶** Viewer Insights
- **▶** QOS

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BRIGHTCOVE INTELLIGENT VIDEO CLOUD



APIs / SDKs



Dev Partners



App Partners

APPs





Demand Gen



Employee Engagement



Over the Top



eCommerce

ML

- ► Intelligent Video Delivery ► Smart Playlists
- Video Insights
- Ad Insights

Recommendations

- Content Analysis
- **▶** Viewer Insights
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- **Live Streaming**
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- **Social Distribution**

BRIGHTCOVE VIDEO CLOUD

DELIVER YOUR VIDEO WITH
SECURITY
& SCALE

ENGAGE YOUR AUDIENCE WITH LIVE & LINEAR

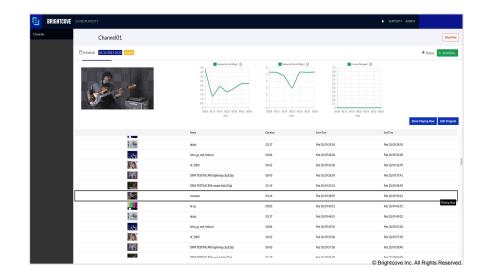
DRIVE REVENUE WITH MONETIZATION

VIDEO CLOUD

LIVE & CLOUD PLAYOUT

BEACON & SSAI

VIDEO CLOUD	PLAYERS •	SUPPORT▼ ADMIN▼ Brandon Dobro
Player Information	Back to Players Gallery Player	Delete Deactivate Revert Changes Preview Publish & Embed
Styling	Gallety Flayer	
Playback	Player Information	
Controls	Player ID ryjnYBglG	
Social	Name * (Internal Only) Gallery Player	186
Plugins		
End Screens	Player Type Single Video Playlist	
Advertising	Short Description (Internal Only)	228
Content Restriction	Gallery Default Player	
Third-Party Analytics ▼	Sizing Responsive Fixed	This player is published. You can make changes and publish them when you are ready.
Google Analytics	Aspect Ratio Player Dimensions * (Width, Height)	
Adobe Analytics	16:9 ▼ 960 × 540 px ▼	



BRIGHTCOVE VIDEO CLOUD*

BROADEN YOUR
REACH WITH
VIRTUAL EVENTS

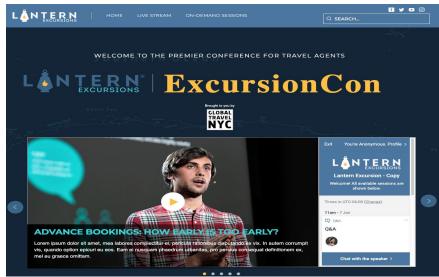
BRAND
AWARENESS

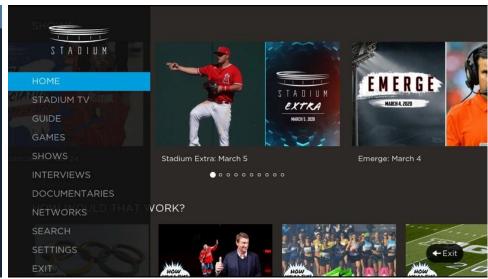
TAKE IT
OVER
THE TOP

VIRTUAL EVENT EXPERIENCES

VIDEO MARKETING SUITE

BEACON







ROADMAP

CUSTOMER EXPERIENCE

Auto Transcription

Smart Playlists

Monetization

TV Everywhere



ROADMAP

PLATFORM SCALE

- VOD Forensic Watermarking
- Global Payment Support
- China Delivery
- Right to Left Support



GO-TO-MARKET RICK HANSON CHIEF REVENUE OFFICER



DIFFERENTIATING PLATFORM

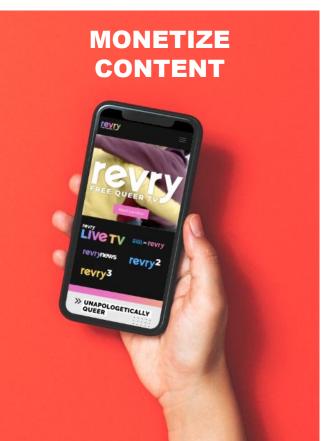
LARGE MARKET OPPORTUNITY

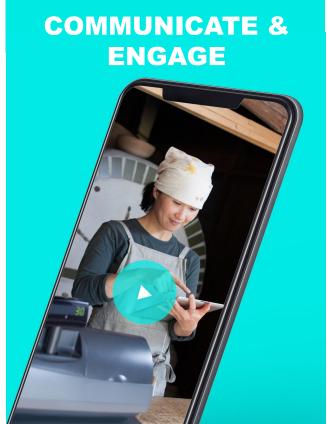
DIFFERENTIATING PLATFORM

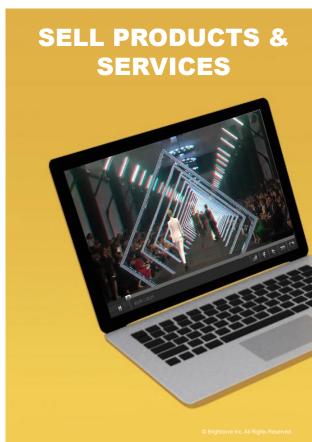
LARGE MARKET OPPORTUNITY

HOW WE WIN IN MARKET

WE WIN BY FOCUSING ON CUSTOMER USE CASE







USING VIDEO TO MONETIZE CONTENT



We need the best technology to service our goals. We chose Brightcove video because we won't have the pitfalls, hiccups or complaints about our user experience that we had in the past."

DAMIAN PELLICCIONECEO AND CO-FOUNDER, REVRY



MEDIA & BROADCAST

Head of OTT | CEO | Product Development





USING VIDEO TO COMMUNICATE & ENGAGE



Video is an invaluable communications tool. We're seeing a greater return on our video investment by increasing engagement and delivering more compelling messages with greater frequency."

GLEN SCHWARTZ

SENIOR DIRECTOR OF CORPORATE COMMUNICATIONS, DUNKIN' BRANDS

DUNKIN

ENTERPRISE

Corporate Communications

BRIGHTCOVE®



USING VIDEO TO SELL PRODUCTS & SERVICES



Brightcove was truly an ideal partner...we knew Video Cloud was robust enough to handle the scalability and spikes in viewership and that it would all just work!"

HUGO BOSS



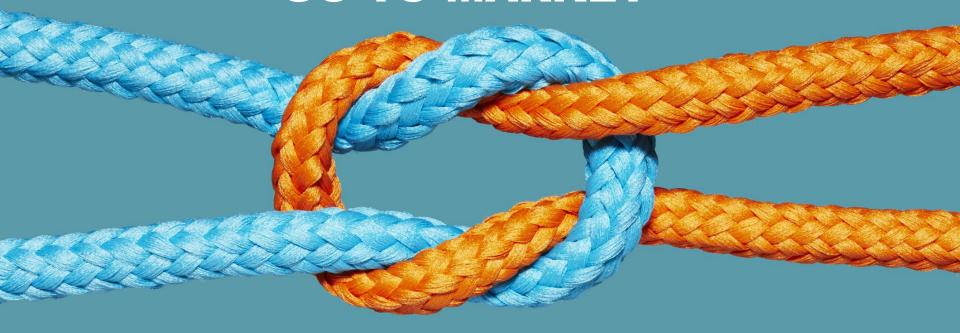
ENTERPRISE

Sales & Marketing

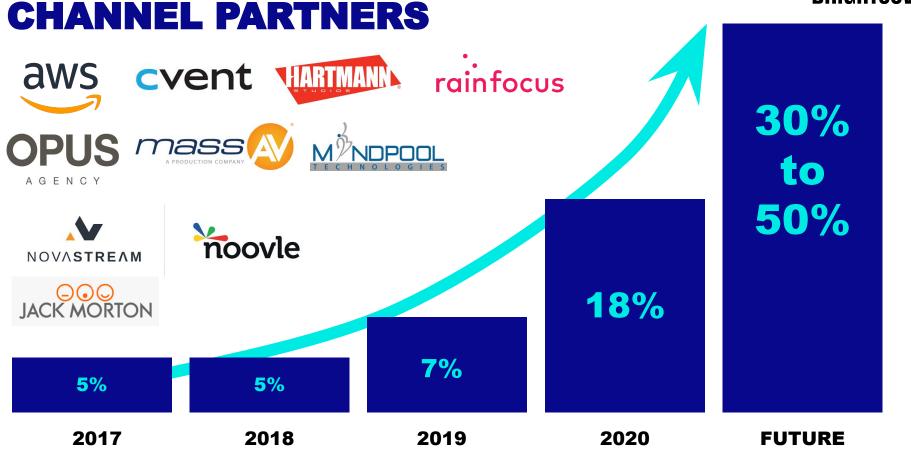


GO-TO-MARKET

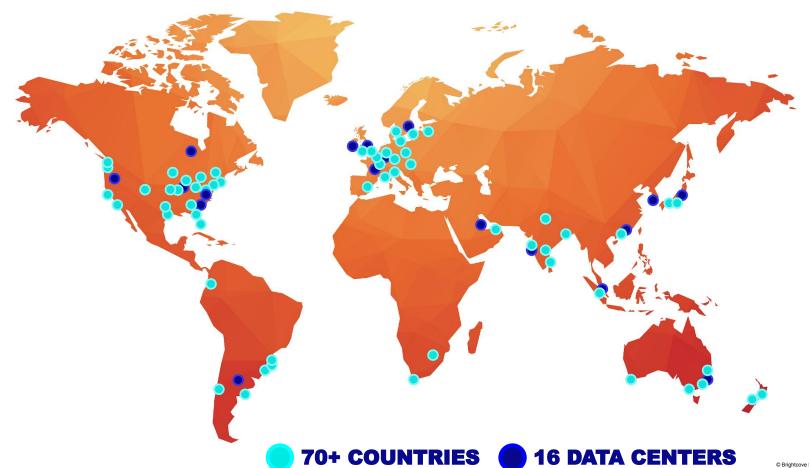
BRIGHTCOVE°



POWER OF DIRECT & INDIRECT



GLOBAL REACH



GLOBAL CUSTOMER BASE SPANNING INDUSTRIES















TECHNOLOGY



STRONG SERVICES MODEL

STICKIER CUSTOMERS

LARGER DEAL SIZES

2.7x \$14K

ADDITIONAL CUSTOMER GROWTH



WHY WE WIN

CUSTOMER OBSESSION

GLOBAL REACH

STRONG SERVICES

EXTENSIVE CHANNEL ECOSYSTEM

HIGH PERFORMING DIRECT SALES ENGINE

USE CASES FOCUS
ON CUSTOMER
PAIN

FINANCE UPDATE

ROBERT NORECK
EVP & CHIEF FINANCIAL OFFICER

ACCELERATING REVENUE GROWTH

2 IMPROVING PROFITABILITY

3 ATTRACTIVE LONG TERM MODEL

ACCELERATING REVENUE GROWTH



MULTIPLE PATHS TO ACCELERATE REVENUE GROWTH

Expansion within the Customer Base

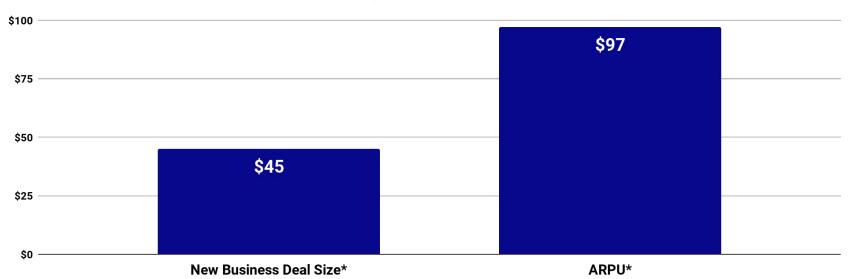
Accelerate Bookings Growth through Channel Partners

Improve Retention Rates



EXPANSION WITHIN THE CUSTOMER BASE

\$ in Thousands

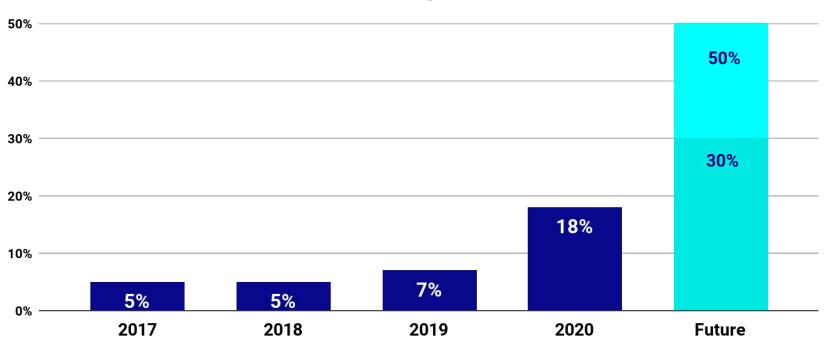


*Q4 2020 results



GROWTH IN BOOKINGS FROM CHANNEL

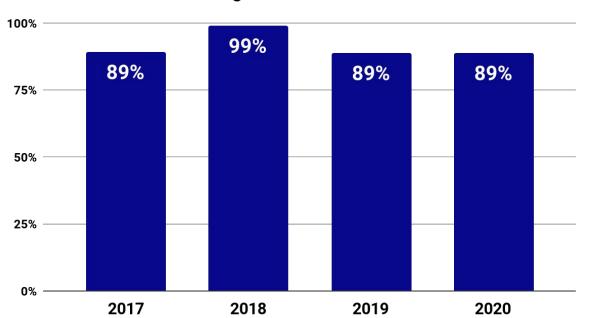
Channel Bookings % of Total





RETENTION RATE IMPROVEMENTS WILL SIGNIFICANTLY IMPACT GROWTH RATES

Recurring Dollar Retention Rate



Target mid-90's Retention Rate

A 1% point improvement creates 1% of incremental revenue growth annually



CUSTOMER
JOURNEY

PARTNER
COMMUNITY

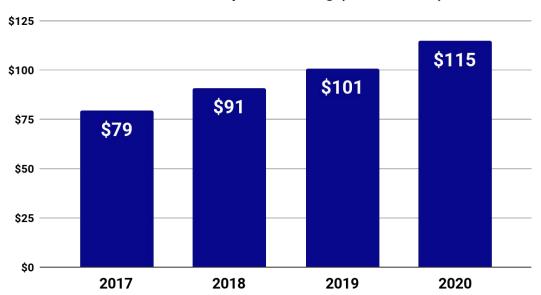
SOLVE BUSINESS
PROBLEMS

DATA ANALYTICS
AND MACHINE
LEARNING



GROWTH IN 12 MONTH BACKLOG

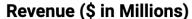
12-Month Subscription Backlog (\$ in Millions)

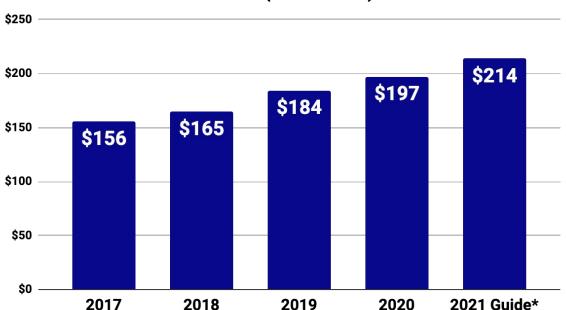


Backlog growth is a leading indicator of Revenue Growth



ACCELERATING REVENUE GROWTH RATES



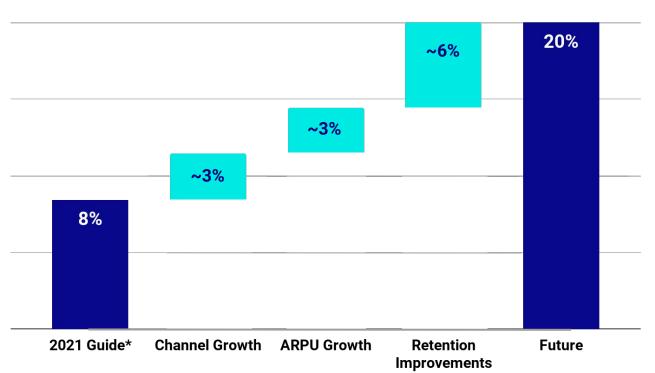


Revenue CAGR of 8% over the last 5 years



ACHIEVING BREAKOUT GROWTH

Revenue Growth Bridge

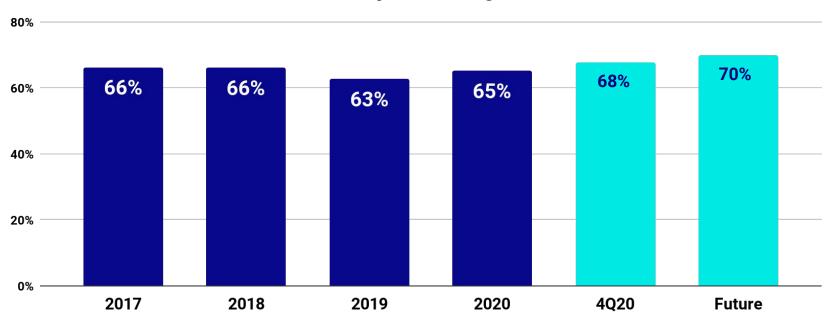


IMPROVING PROFITABILITY



IMPROVING SUBSCRIPTION MARGINS

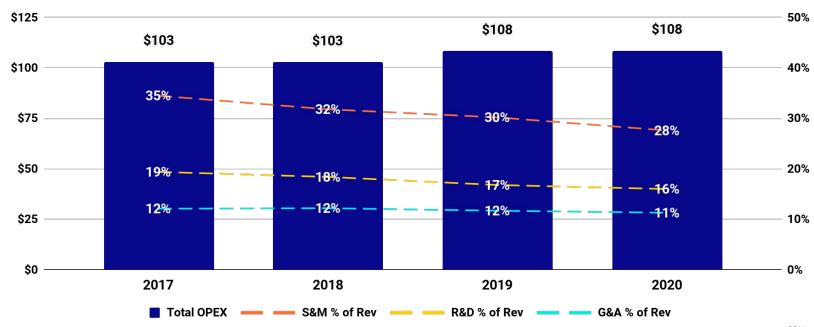
Subscription Margin %





DISCIPLINED INVESTMENT DECISIONS DRIVING OPERATING EXPENSE EFFICIENCIES

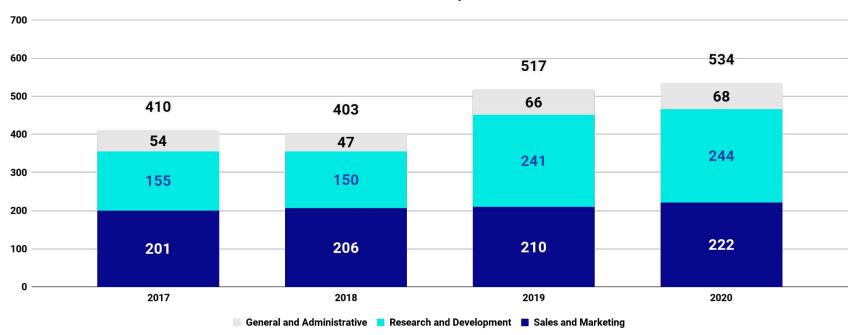
Operating Expenses (\$ in Millions)





INVEST IN HEADCOUNT TO INCREASE CAPACITY

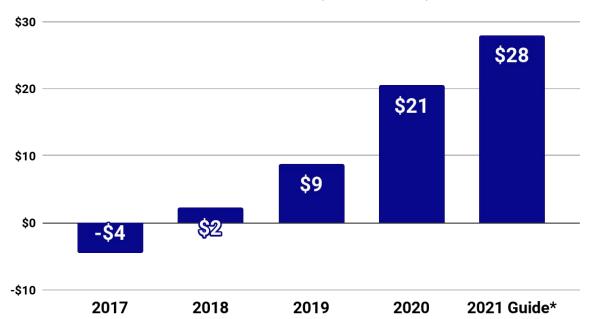
OPEX Headcount by Function





IMPROVING PROFITABILITY PROFILE



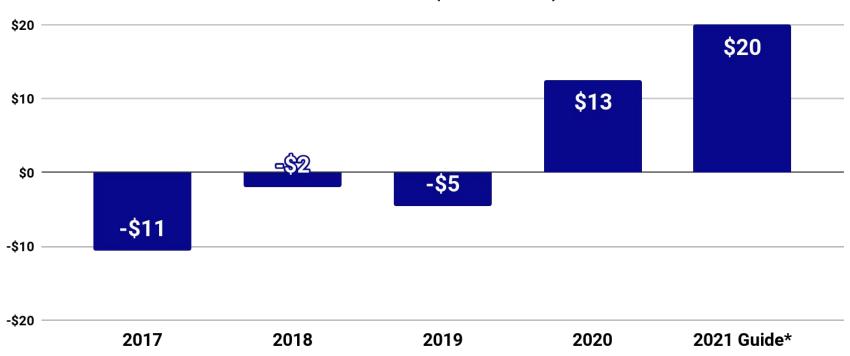


Improving profitability the result of disciplined investment decisions



GENERATING FREE CASH FLOW

Free Cash Flow (\$ in Millions)

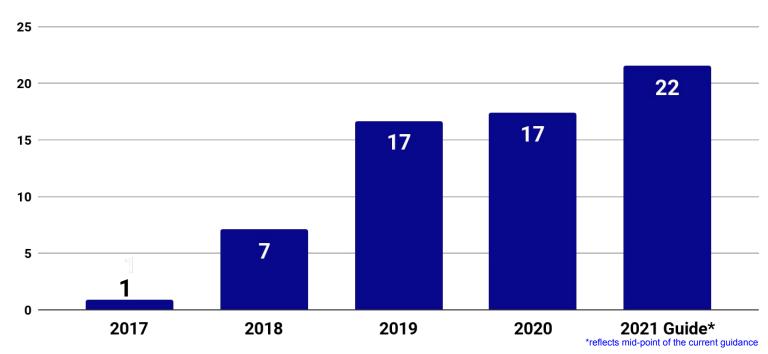


*reflects mid-point of the current guidance of \$17.5M - \$22.5M



SIGNIFICANT PROGRESS MADE ON "RULE OF" PERFORMANCE

Rule of Calculation



ATTRACTIVE LONG TERM MODEL

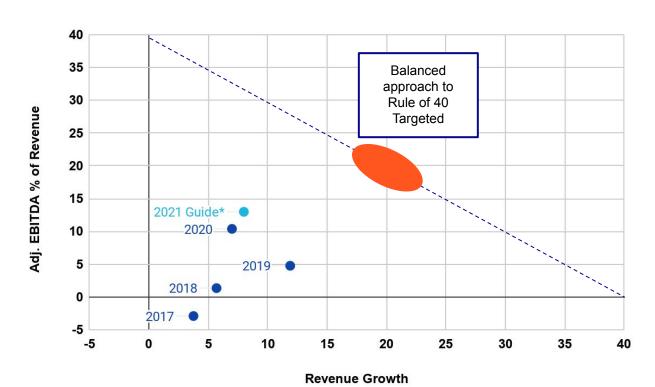


RULE OF 40 TARGETED

2020 <u>Actual</u>	Long Term <u>Targets</u>	
7%	20% +	
65%	70% +	
55%	50%	
10%	20% +	
17	40 +	
	7% 65% 55% 10%	Actual Targets 7% 20% + 65% 70% + 55% 50% 10% 20% +

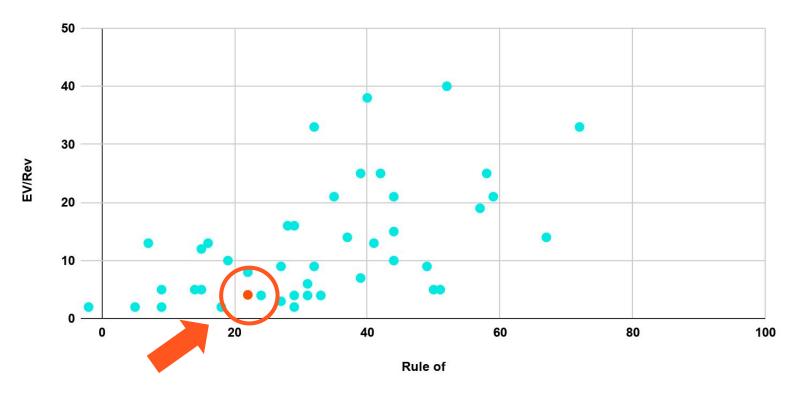


LONG TERM MODEL IMPROVES BOTH REVENUE GROWTH RATES AND MARGINS





BRIGHTCOVE UNDERVALUED IN RELATION TO PEER GROUP







WE ENJOY A LARGE AND GROWING MARKET

WE HAVE GLOBAL REACH AND DIVERSE BRAND LEADERS

OUR PLATFORM DRIVES ECOSYSTEM AND INNOVATION

POSITIVE TREND
IN PROFITABLE
GROWTH THAT IS
UNDERVALUED

APPENDIX



NON-GAAP RECONCILIATION - 4Q20

	Thr	Three Months Ended December 31,		
		2020		2019
GROSS PROFIT:				
GAAP gross profit	\$	34,232	S	28,803
Stock-based compensation expense		221		408
Amortization of acquired intangible assets		335		495
Restructuring		70		
Non-GAAP gross profit	S	34,788	S	29,706
INCOME (LOSS) FROM OPERATIONS:				
GAAP income (loss) from operations	S	1,623	5	(6,870)
Stock-based compensation expense		2,061		4,755
Amortization of acquired intangible assets		812		963
Merger-related		-6		3,356
Restructuring	<u> </u>	873	89	-
Non-GAAP income from operations	S	12	S	2,204
NET INCOME (LOSS):				
GAAP net income (loss)	S	2,021	S	(6,712)
Stock-based compensation expense		2,061		4,755
Amortization of acquired intangible assets		812		963
Merger-related		-		3,356
Restructuring	1 <u>0</u>	873		
Non-GAAP net income	S	5,767	5	2,362
GAAP diluted net income (loss) per share	\$	0.05	S	(0.17)
Non-GAAP diluted net income per share	\$	0.14	S	0.06
Shares used in computing GAAP diluted net income (loss) per share		39,932		38,891
Shares used in computing Non-GAAP diluted net income per share		41,646		39,691



NON-GAAP RECONCILIATION - FY20

	Twe	Twelve Months Ended December 31,			
	8 <u>4</u>	2020		2019	
GROSS PROFIT:					
GAAP gross profit	\$	121,256	S	108,986	
Stock-based compensation expense		906		972	
Amortization of acquired intangible assets		1,501		1,621	
Restructuring	2-	51		292	
Non-GAAP gross profit	\$	123,714	S	111,871	
INCOME (LOSS) FROM OPERATIONS:					
GAAP income (loss) from operations	\$	(5,323)	S	(21,063)	
Stock-based compensation expense		8,785		9,259	
Amortization of acquired intangible assets		3,410		3,205	
Merger-related		5,768		11,447	
Restructuring		2,583		752	
Non-GAAP income from operations	S	15,223	S	3,600	
NET INCOME (LOSS):					
GAAP net income (loss)	S	(5,813)	S	(21,903)	
Stock-based compensation expense		8,785		9,259	
Amortization of acquired intangible assets		3,410		3,205	
Merger-related		5,768		11,447	
Restructuring		2,583	s	752	
Non-GAAP net income	S	14,733	S	2,760	
GAAP diluted net income (loss) per share	\$	(0.15)	S	(0.58)	
Non-GAAP diluted net income per share	\$	0.36	S	0.07	
Shares used in computing GAAP diluted net income (loss) per share		39,473		37,739	
Shares used in computing Non-GAAP diluted net income per share		40,449		39,104	