



Archived Press Release: BestTV to Become Exclusive Reseller of Brightcove Online Video Platform in Israel

BestTV Joins Brightcove Alliance Program to Provide Integrated Video Solutions for Media Companies and Marketers Jerusalem Post First Customer to Sign under Reseller Partnership

CAMBRIDGE, Mass. and TEL-AVIV, Israel, October 14, 2010—Brightcove, the world's leading online video platform, and BestTV, Israel's preferred provider of online video technology and services, today announced that BestTV will become the exclusive reseller and service provider for the Brightcove offering in Israel.

The Brightcove online video platform is the most widely adopted on-demand software for publishing and distributing professional video on the Web. More than 1,800 customers in 48 countries rely on Brightcove for video content management, player publishing, video syndication, monetization and analytics. Following the agreement, BestTV, a Rhodium portfolio company, will offer migration services to the Brightcove platform for its existing customers as well as for new prospects.

BestTV will also join the Brightcove Alliance global partner ecosystem, which consists of more than 200 leading technology and distribution partners who have integrated with the Brightcove platform, as well as solution providers building customer websites and video applications using Brightcove.

The first customer to take advantage of the new reseller partnership between Brightcove and BestTV is the Jerusalem Post online edition (www.jpost.com), the number one English-language newspaper and most read English website covering Israel, the Middle East, and the Jewish world.

"BestTV has built a substantial customer base in Israel and has established itself as a leading online video services provider in the country," said Jeremy Allaire, Brightcove chairman and chief executive officer. "Together with BestTV, we are well positioned to take advantage of the fast-growing market for online video in Israel. We look forward to working with BestTV to provide media companies and marketers throughout Israel with a comprehensive solution to meet all of their video needs."

"We are pleased to become a Brightcove partner," said Yuval Gliks, BestTV Chief Executive Officer. "The relationship announced today presents a long term opportunity for BestTV to leverage its marketing, service and development capabilities to build on top of the leading video platform and introduce powerful new solutions for the fast-growing and ever-changing online video market in Israel. As global partners, we can now enable our customers to provide high-quality and engaging video experiences that address a wide range of video use cases from advertising-supported media to direct-to-consumer marketing."

"We are excited to take advantage of the new partnership with Brightcove and BestTV as we strive to deliver the highest quality video experience possible to all of our readers around the world," said Yariv Carni, CEO of JPost.com, the Jerusalem Post's online edition. "Brightcove and BestTV enable our organization to introduce a scalable, flexible video experience that meets the needs of our global online audience and deepens consumer engagement with our video content."

About Brightcove

Brightcove is a cloud-based online video platform. Media companies, businesses and organizations worldwide use Brightcove to publish and distribute video on the Web. Founded in 2004, Brightcove has offices across North America, Europe and Asia and customers in 48 countries. For more information, visit <http://www.brightcove.com>.

About BestTV

BestTV is an international provider of online video technologies and services. Founded as an Internet TV pioneer, BestTV serves today a broad range of customers and a variety of applications in the Publishing, Media, Education, Index, Defense and other industries. Customers include the Jerusalem Post, KidsTV productions, Sports Channel 2, Golden Pages portal and IDC Education Center.

BestTV is a privately held company based in Tel-Aviv and backed by Shiff Group and Rhodium Group (Rhodium.co.il).

Press Contacts

North America
Erika Shaffer
SutherlandGold Group for Brightcove
206-972-5514

erika@sutherlandgold.com

Europe
Sheen Riviera
AxiCom for Brightcove
+44 20 8392 4064
sheena.riviera@axicom.com