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Brightcove and Evergent Partner to Power Subscription OTT Services for Leading Global Media Organizations

BOSTON--(BUSINESS WIRE)-- [Brightcove, Inc.](#) (NASDAQ: BCOV), a leading provider of cloud services for video, and [Evergent Technologies](#) announced a global partnership to accelerate the delivery and monetization of OTT and IPTV video services for broadcasters, operators and telcos looking to tap into the growing direct-to-consumer market opportunity for premium content.

The collaboration brings together Brightcove's industry-leading video platform solutions and deep OTT experience with Evergent's proven cloud-based service management solutions. Brightcove's cloud video services and Evergent's carrier-grade Cloud Business Management suite are used by media organizations around the world with recent success in supporting massive OTT viewership for broadcast customers in Europe and Asia.

"We are excited to add Evergent to Brightcove's ecosystem," said Anil Jain, EVP and GM of Brightcove's Media Business. "Our collaboration with Evergent will extend both companies' ability to provide sophisticated solutions to leading media companies looking to deliver global, direct-to-consumer subscription offerings."

"OTT is rapidly becoming a strategic imperative for mobile carriers, broadband providers, cable operators, broadcasters, and content owners," says Vijay Sajja, Evergent CEO. "Companies around the world are looking to Brightcove and Evergent for an enterprise-class, end-to-end solution to support them as they launch new OTT services."

Brightcove and Evergent have announced their partnership with initial customers in the APAC region.

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.

About Evergent

Evergent is the leading provider of cloud-based subscriber and partner management solutions that enable success for cloud video service providers. Evergent's carrier grade cloud-based software enables video service providers to generate more revenue, delight customers and partners and run their back-office efficiently. Evergent's customers include leading carriers such as SingTel and T-Mobile, and leading media companies such as FOX Latin America and Sony Entertainment Television. Evergent is headquartered in Menlo Park, California, and has offices in Denver, Colorado, Hyderabad, India, and Mexico City, Mexico. For more information, visit <http://evergent.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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North America:
Brightcove
Phil LeClare, 617-674-6510
press@brightcove.com
or

Europe:
WE Communications for Brightcove
Rebecca Lake, + 020 7632 3856
rlake@we-worldwide.com

or

Evergent Technologies, Inc.
Charles Breed, 650-817-5777
SVP-Business Development
cbreed@evergent.com

Source: Brightcove Inc.

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