

September 14, 2017

Brightcove Hires Veteran Media Executive to Head Its European Sales Operations

Allen Dickson joins as vice president of Media, EMEA, after successful stints at RealNetworks, Rhapsody (Napster), and Nielsen

BOSTON--(BUSINESS WIRE)-- [Brightcove Inc.](#) (NASDAQ: BCOV), the leading provider of cloud services for video, today announced the hiring of Allen Dickson as vice president of media, EMEA. Dickson will lead the Media business in Europe, which includes responsibility for new and existing Media business across the region.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170914005093/en/>



Dickson brings 15 years of experience working with European customers in executive roles at technology and digital media companies like RealNetworks, Rhapsody (Napster), and Nielsen. Previous to joining Brightcove, Dickson spent 10 years in a variety of leadership roles at RealNetworks, a provider of Internet streaming media delivery software and services. In his most recent role, Dickson was vice president of media entertainment for RealNetworks in Europe and worked with a broad spectrum of mobile customers to deliver digital music services. Focusing on the distribution and adoption of the new personal media cloud service, Dickson worked to resolve the complexity of video while pioneering story creation automation by intelligently combining location, photos, video, and music.

Allen Dickson at the Brightcove headquarters in Boston. (Photo: Business Wire)

"We are thrilled to have Allen on board to oversee our existing business while working

to aggressively grow our Media business in Europe. Throughout his career, Allen has continually proven his ability to build teams across the region and execute on goals," Mark Blair, senior vice president, international at Brightcove, said. "He brings an impressive track record with vast knowledge and experience in the video ecosystem including codecs, encoding, streaming and player software technology. As we continue take this journey with our media customers to improve the user experience, reduce costs, and increase revenue potential, we look forward to harnessing Allen's experience."

"After multiple leadership positions at RealNetworks, I am excited to be making the move to Brightcove to lead the Media Business in Europe," Dickson said. "As the demand for streaming video and delivering TV-like experiences grows stronger than ever, I look forward to working with the team across the region and globally to deliver truly unique experiences for our customers while working to address the challenges at hand."

Brightcove on social media:

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

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.

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.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170914005093/en/>

North America:

Brightcove Inc.

Meredith Duhaime, 617-299-8702

press@brightcove.com

or

Brightcove (Europe):

WE Communications for Brightcove

Rebecca Lake, + 020 7632 3856

rlake@we-worldwide.com

Source: Brightcove Inc.

News Provided by Acquire Media