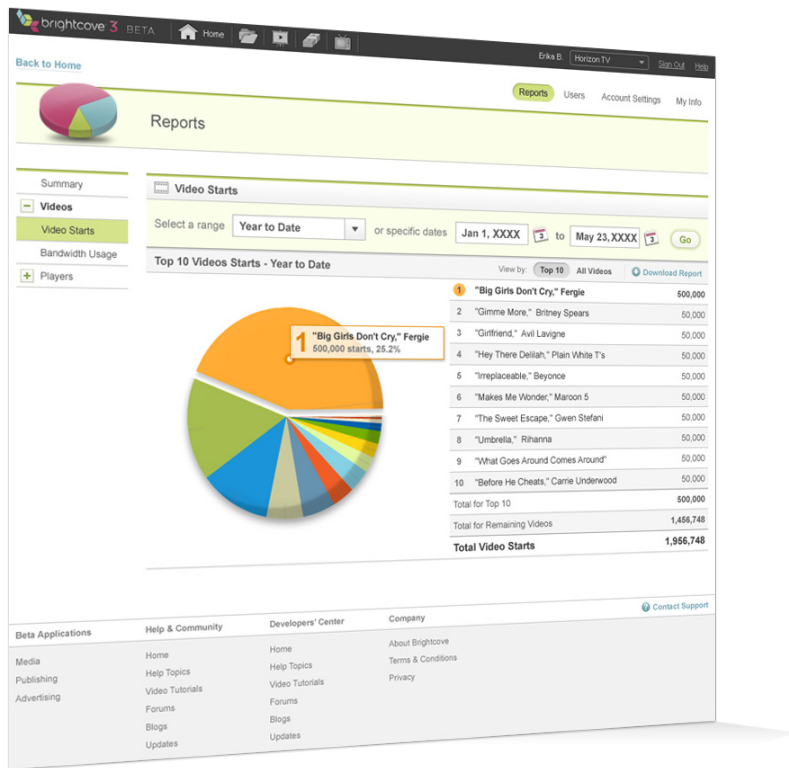


Gain Deeper Insight

Understanding the performance of your content is critical to your online video business. At Brightcove, we offer two **easy solutions to meet your reporting needs**: you can use the interactive reports built right into the Brightcove dashboard, or we can intergrate Brightcove with your own web analytics engine to consolidate reporting across your website. Either option lets you review key metrics quickly and easily.



VIDEO REPORTING

With Brightcove, you can quickly run reports to analyze performance and usage metrics across all of your videos. With a single click, you can download all of your reporting data for even more in-depth analyses.

- Track metrics by video, playlist and player
- Customize reports by timeframe
- Download performance data to conduct custom analyses

3RD PARTY ANALYTICS INTEGRATION

Brightcove supports integration with leading web analytics platforms, as well as homegrown solutions. With sample code for Google Analytics™ and partnerships with Omniture SiteCatalyst™ and Visible Measures™, you can get up and running right away.

- Track performance and interaction metrics with 3rd party solutions, including Google Analytics™, Omniture SiteCatalyst™, Visible Measures™, WebTrends™, and your own proprietary system
- Analyze the performance of videos placed on your own website and syndicated to partner sites
- Enable tracking on a player-by-player basis
- Consolidate web and video analytics into a single view

KEY VIDEO METRICS

With Brightcove's reporting capabilities, you can track key metrics that give you deeper insight into your site's performance. By integrating your own analytics engine, you can even define custom variables geared around specific business goals. Here are a few examples:

- **Basic Events** – Video starts, video completes, and player loads
- **Interaction Events** – Pause clicks, menu clicks, and video scrubbing
- **Viewer Sessions** – Total viewers, new & returning viewers, returning viewers, average views per visitor and demographic information
- **Viewer Engagement** – Percent completion and playlist navigation