

Brightcove Basic

With Brightcove Basic, you can **use the leading online video platform in the market to reliably publish and distribute video at a very affordable price.** Brightcove Basic is designed to meet the online video needs of professionals, small businesses and even departments or divisions within larger organizations. If you are searching for the best way to build and manage a professional video presence on your website, then Brightcove Basic is right for you.

KEY BENEFITS

- Bring your website to life with high-quality video experiences
- Use the same core platform as the largest media companies and corporations in the world
- Enjoy 24/7 access to your video publishing and distribution operations
- Benefit from a simple, intuitive workflow designed for non-technical users
- Create, customize and publish video players without the need for developers or IT
- Control branding and advertising around your videos
- Monetize your content without the need for your own ad sales team

WHO USES BRIGHTCOVE BASIC

Brightcove Basic is ideal for individuals, as well as small and medium-sized organizations who require the proven reliability, quality and affordability. Brightcove Basic appeals to a wide variety of organizations such as small businesses, emerging media companies, schools, non-profits, and direct marketers.

KEY FEATURES

- **Brightcove Studio** – Manage your account, user roles and admin settings; review activity reports
- **Media Module** – Easily upload and transcode content, manage metadata, and program videos
- **Publishing Module** – Create, customize and publish an unlimited number of professional video players
- **Branding Control** – No forced advertising or requirements to publish your videos on 3rd party sites
- **Ad Networks** – Take advantage of out-of-the-box integration with Tremor's Acudeo network
- **Syndication & Viral Distribution** – Distribute videos through viral sharing, affiliate partners, major search engines and Brightcove's major distribution partners
- **Bundled Bandwidth** – Brightcove's aggregate buying power translates into low pricing for you—and better yet, bandwidth is included with Basic
- **Free Customer Support** – Trained professionals ready to address your questions in a timely manner

HOW TO PURCHASE

For more information about Brightcove Basic, please contact a Brightcove business development representative or visit us at: www.brightcove.com

DATASHEET BRIGHTCOVE BASIC EDITION

WHAT'S INCLUDED

You—and your customers—expect the very best. We have packaged our award-winning platform into an attractively-priced solution that meets the needs of businesses like yours. With Brightcove Basic, you'll receive:

ALLOCATIONS

- 1 Brightcove Account
- 1 (Max of 5) Users
- Bronze Customer Support Package

MEDIA MANAGEMENT

- Usability-tested Media Library Management
- Server-Side Video Transcoding to Flash Video (FLV) or H.264
- Standard Video Metadata Fields

ADVERTISING

- Ad Network Integration
- Video and Player-Level Ad Policies
- Batch Add Key: Value Pairs
- Cue Point Editing

PUBLISHING

- Fast-Loading Standard Player Templates
- Advanced Player Styling Controls
- Language Localization
- Dynamic Delivery
- Flash Video (FLV) & H.264 Playback
- UGC Module (Fees Apply)

DISTRIBUTION

- API-Based Video Syndication
- Viral Distribution Tools
- Access to Pre-Built Distribution Partner Integrations

REPORTING

- Standard Reports
- Analytics Integration

DEVELOPER TOOLS

- Read Media API
- Player API