

Grow Your Audience

Your audience is fragmented across the Web—with Brightcove’s flexible distribution capabilities, you can easily find and **reach new viewers beyond your own website**. Brightcove provides the out-of-the-box tools and deep 3rd party relationships you need to rise above the crowd and be noticed. Whether it’s viral sharing, managed syndication or search engine indexing—Brightcove brings your distribution strategy to life.



Email



Link



Get Code



RSS

VIDEO SYNDICATION

Whether you’re looking for an easy way to share content with a few trusted partners or create a major affiliate network—Brightcove provides the tools and flexibility to get you there.

- Create customized players & player templates to accommodate the needs of any distribution partner
- Enable players to be embedded within 3rd party Flash applications
- Target and manage advertising within individual syndicated players
- Easily share players with distribution partners
- Access syndication performance data through Brightcove reports or your 3rd party analytics engine
- Create custom content and metadata feeds

VIRAL SHARING

With Brightcove, you can easily provide viewers with the ability to spread your content virally across the Web.

- Enable out-of-the-box menu functionality for email sharing, “get link”, and “get code”
- Present sharing options automatically at the video end screen
- Integrate 3rd party social bookmarking and viral sharing tools into your player templates
- Track viral activity through your 3rd party analytics engine

AFFILIATE MANAGEMENT

Brightcove lets you realize the full potential of your distribution strategy by streamlining the affiliate workflow.

- Give affiliates access to our Media API to grab new content and update content in real-time
- Use our extensible player templates to make any custom affiliate integration possible
- Harness the power of our advanced player customization capabilities without the need for a developer

DISTRIBUTION PARTNERS

Through partnerships with leading search engines, video destinations and social networks, Brightcove gives you direct access to a massive audience.

- Have your videos automatically indexed and available through leading search engines such as AOL, Yahoo!, and Blinkx
- Distribute your content to major video portals, aggregators and social networks such as Veoh and Bebo
- Get started quickly and easily by using turnkey integrations with Brightcove distribution partners