

Broadcast Your Message

Video is a compelling medium for reaching your employees, customers, partners and stakeholders. As consumers are spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — corporate marketers need to adapt. Communications professionals have a powerful opportunity to **convey their message in a new way.**

Brightcove is working closely with major corporations and leading interactive agencies to add online video to their marketing mix. With the Brightcove online video platform, corporate marketers can focus on their message while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest corporations in the world
- **Speed-to-Market:** Get your message online tomorrow
- **Quality:** Showcase your content in the best possible light
- **Intuitive:** Designed for non-technical users, including creative pros
- **Affordable:** Priced to fit your interactive budget
- **Customizable:** Easily create unique, one-of-a-kind experiences
- **Innovative:** Keep up with the latest trends in video

SELECTED CUSTOMERS

- Sun Microsystems
- Inova Health System
- Beth Israel Deaconess Medical
- Kohler

KEY USE CASES

- Turn a static online presence into a multimedia experience
- Reach a global audience with on-demand content
- Ensure effective and timely dissemination of information
- Make training easily accessible with a secure, self-service infrastructure
- Deliver important human resources communications
- Build customer relationships with external training and education programs
- Improve partner relationships with partner and channel training

CASE STUDIES

Learn how media companies are using Brightcove in a variety of highly innovative ways at www.brightcove.com/customers/case-studies.cfm.

Dow Jones: Using the Brightcove platform, Dow Jones created an online community of viewers who syndicate and share their videos across the Web.

DuPont: DuPont and its marketing agency developed a highly effective viral marketing campaign that told DuPont's story to a new generation through online video.