

Moving the Masses

Online video lets faith-based organizations improve external and internal communications and better engage their audience. 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 — faith-based organizations need to adapt. Religious professionals have a powerful opportunity to **reach new audiences and convey their mission.**

Brightcove is working closely with faith-based organizations to add online video to their content mix. With the Brightcove online video platform, religious professionals can focus on their mission while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest faith-based organizations in the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your initiatives and leadership 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

- Beliefnet.com
- Samaritan's Purse
- Inspiration Networks
- BillyGraham.org

KEY USE CASES

- Mobilize and inspire with the richness of video
- Turn a static online presence into a multimedia network
- Reach new members and inform existing members
- Expand your audience for meetings, events and announcements
- Give a human face to your communications presence online
- Eliminate the need for complex and expensive technology systems

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.