

Engaging Citizens

Online video lets government agencies and organizations more effectively communicate with their constituents. 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 — organizations need to adapt. Government professionals have a powerful opportunity to **reach new audiences and convey their mission.**

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

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest government 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

- BarackObama.com
- NYC.gov
- America.gov
- Minneapolis.org
- Homeland Security Television
- DevalPatrick.com

KEY USE CASES

- Turn a static online presence into a multimedia experience
- Expand your audience for meetings, speeches, and announcements
- Give a human face to your communications
- Reach new constituents through viral sharing
- Eliminate the need for complex and expensive technology systems
- Create video players quickly and easily that can integrate into your site

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.