

## Bits. Bytes. Brand.

Online video gives technology companies an innovative way to advertise new products and directly engage with customers. With consumers spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — technology marketers have a powerful opportunity to **use video to demonstrate high-interest and complex products.**

Brightcove is working closely with major technology companies to add online video to their marketing mix. With the Brightcove online video platform, high-tech marketers can focus on selling great products while Brightcove takes care of everything else.

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### BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest technology companies in the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your brand 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

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### SELECTED CUSTOMERS

- Citrix
- Seagate
- Sun Microsystems
- Saba Software
- Opto 22
- Intuit

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### KEY USE CASES

- Create video campaigns to develop brand awareness
- Drive consumer engagement through branded mini-sites
- Leverage UGC campaigns to connect with customers
- Showcase and demo new products
- Repurpose TV advertising online
- Reach a broader customer base through viral sharing

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### CASE STUDIES

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

**Stop & Shop:** Partnering with its agency, Mullen, Stop & Shop created a consumer-generated media campaign using out-of-the-box functionality.

**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.