

Grow Readership with Video

Online video is a compelling medium for print publishers to **expand their content offering, engage new audiences, and grow new revenue streams**. 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 — traditional print media needs to adapt. Print publications have a powerful opportunity to use engaging video content to grow their online audience and expand their advertising opportunities.

Brightcove is working closely with major print publishers and leading media companies to add online video to their content mix. With the Brightcove online

video platform, publishers can focus on their content while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest print publishers in the world
- **Speed-to-Market:** Get your content 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

- The New York Times
- Wall Street Journal
- Rodale
- Hachette Filipacchi
- Meredith
- The Guardian
- Telegraph Media Group
- Crain Communications
- Conde Nast
- Wenner Media
- The Boston Globe
- Gruner+Jahr
- eMap
- Washington Post / Newsweek
- Time
- Elle
- People
- Hearst Newspapers
- Reader's Digest
- Vibe Magazine

KEY VIDEO METRICS

- Turn your website into a multimedia network
- Drive revenue with a wide range of new ad formats and targeting options
- Reach new readers, viewers, and users through viral sharing
- Contextually publish video within related articles and stories
- Give a human face to notable writers and sections
- Leverage UGC campaigns to connect with readers
- Promote and publicize existing text-based content

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.

Showtime: Showtime seamlessly transitioned from an in-house video solution to the Brightcove online video platform.