

Expand Your Distribution

Online video is a compelling medium for TV and film producers to **expand content distribution, directly engage with online audiences, and grow new revenue streams.**

According to comScore, online viewers watch an average of 3.4 hours of video per month, and as a result, the production industry needs to adapt. Content producers have a powerful opportunity to use video to directly and immediately reach their audience.

Brightcove is working closely with major studios and independent producers to add online video to their content mix. Producers can focus on their content while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest content producers 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

- FOX Searchlight
- Marvel Entertainment
- Virgin Films
- Simply Media
- Sullivan Movies
- Tribeca Film Festival
- Buena Vista Television
- David Blaine Productions
- A&E
- Shine Limited

KEY USE CASES

- Enhance revenue through online video syndication and distribution
- Promote and publicize content to potential distribution partners
- Showcase your entire video library, including archival content
- Reach new viewers through viral sharing
- Leverage UGC campaigns to connect with viewers
- Drive direct revenue with new ad formats and targeting options

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: After depending on an in-house video solution, Showtime seamlessly transitioned to the Brightcove online video platform.