

# Build Your Video Property

Online video gives real estate firms an innovative way to display property listings and engage customers online. 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 — realtors have a powerful opportunity to **reach consumers and grow revenue**.

Brightcove is working closely with major real estate companies and websites to add online video to their marketing mix. With the Brightcove online video platform, real estate professionals can focus on their sales while Brightcove takes care of everything else.

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## BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest real estate companies in the world
- **Speed-to-Market:** Get your message online tomorrow
- **Quality:** Showcase your properties 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
- **Confirmable Results:** Analyze specific video use and success statistics

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## SELECTED CUSTOMERS

- National Association of Realtors
- Alaska Real Estate Video Tours
- New York Times Real Estate
- About the House
- Boston Globe Real Estate
- Vail Resorts

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## KEY USE CASES

- Showcase property listings through video tours
- Turn a static online presence into an engaging multimedia experience
- Reach a broader customer base through viral sharing
- Repurpose TV advertising online
- Enhance revenue through integrated advertising campaigns
- Eliminate the need for complex and expensive technology systems

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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.