

Grow New Revenue Streams

Online video is a compelling medium for television broadcasters to **drive on-air tune-in, engage new 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, broadcasters need to adapt. TV broadcasters have a powerful opportunity to use video to directly reach their audience and expand their advertising opportunities.

Brightcove is working closely with major national and regional networks to add online video to their content mix. Broadcasters can focus on their audience while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest broadcasters in the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your content with high-quality streaming
- **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

- Showtime
- Discovery
- Big Ten Network
- FX
- Lifetime
- Rainbow Media
- National Geographic
- The Weather Channel
- Channel 4
- Georgia Public Broadcasting
- A&E
- The History Channel

KEY USE CASES

- Control your brand experience
- Drive revenue with a wide range of ad formats and targeting options
- Integrate with your existing video production and content management systems
- Publish full episodic programming to provide viewers with catch-up TV
- Automate release windows and scheduling of video players
- Leverage UGC campaigns to connect with viewers

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.