

Brightcove Pro

Brightcove Pro provides a comprehensive and flexible online video platform that is **designed to meet the needs of a video or digital media team that operates a single web property**. Brightcove Pro includes all the features and functionality available in Brightcove Basic, as well as providing additional capabilities critical to growing your online video presence. The Pro edition offers a roles-based interface with drag-and-drop and multi-select capabilities that will make your entire team more productive and effective. With Brightcove Pro, you can also integrate with internal solutions such as your CMS, DAM, or analytics engine.

KEY BENEFITS

- Bring your website to life with high-quality video experiences
- Use the same core platform as the largest media companies and corporations in the world
- Increase productivity by streamlining your online video workflow
- Save time and money on player development
- Gain speed-to-market by using Brightcove's suite of APIs to create highly custom experiences
- Leverage Brightcove's partner ecosystem to easily integrate 3rd party applications
- Monetize your content with your ad server

WHO USES BRIGHTCOVE PRO

Brightcove Pro is ideal for medium and larger-sized organizations who require proven reliability, quality and comprehensiveness. Brightcove Pro is used by a wide variety of organizations, including media companies, Fortune 1000 corporations, universities, brand marketers and non-profit organizations.

KEY FEATURES

- **Advertising Module** - Benefit from turnkey integration with major ad servers including: DFP, DART Enterprise, and ADTech or easily integrate your own ad serving solution
- **Custom Templates** - Create, save, and re-use your own custom video player templates
- **Robust APIs** - Take advantage of the limitless possibilities with our Publishing APIs, Media APIs (both Read and Write interfaces) and Advertising APIs
- **Widget Integration** - Easily integrate 3rd party widgets and applications into your video players
- **Batch Uploading** - Quickly upload large libraries of content and metadata via FTP or our Media API
- **Media Scheduling** - Manage your online video windowing strategy with robust scheduling features
- **Geo-Restriction** - Access to powerful geo-filtering capabilities which ensure your videos comply with your distribution rights
- **Enhanced Customer Support** - Rely on Bronze Support or upgrade to faster response times and phone support with our Silver and Gold Support packages.

HOW TO PURCHASE

For more information about Brightcove, please contact a Brightcove business development representative or visit us at: www.brightcove.com

WHAT'S INCLUDED

Brightcove Pro is the leading online video platform in the market—you'll have everything you need to build and manage professional video experiences across your entire organization with Brightcove Pro, you'll receive:

ALLOCATIONS

- 1 Brightcove Account
- 10 Users
- Bronze / Silver / Gold Customer Support Packages

MEDIA MANAGEMENT

- Usability-Tested Media Library Management
- Server-Side Video Transcoding to Flash Video (FLV) or H.264
- FTP Batch Uploads
- Standard Video Metadata Fields
- Media Scheduling

ADVERTISING

- Ad Network Integration
- Ad Server Integration
- Video and Player-Level Ad Policies
- Batch Edit Key/Value Pairs
- Cue Point Editing

PUBLISHING

- Fast-Loading Standard Player Templates
- Advanced Player Styling Controls
- Custom Player Template Development
- Brightcove Experience Markup Language (BEML)
- Language Localization
- Dynamic Delivery
- Flash Video (FLV) & H.264 Playback
- UGC Module (Fees Apply)
- Quova Geo-Filtering Module (Fees Apply)

DISTRIBUTION

- API-Based Video Syndication
- Viral Distribution Tools
- Access to Pre-Built Distribution Partner Integrations

REPORTING

- Standard Reports
- Analytics Integration

DEVELOPER TOOLS

- Read Media API
- Write Media API
- Player API
- Advertising API
- Video Player Plug-Ins