REACH YOUR AUDIENCE, WHEREVER THEY ARE

Deliver the premium experience your viewers expect with speed and ease. Develop and launch easy-to-navigate experiences for web, mobile, Smart TVs, and connected TVs. Once launched, promote audience loyalty with flexible pay models and consistent experiences across all devices.

BENEFITS

CAPTIVATING EXPERIENCES
Give your viewers the high-quality, easy-to-navigate experiences they’ve grown to expect, regardless of their device choice.

QUICK TO MARKET
Brightcove’s streamlined development process gets you up and running on more devices—in the time it used to take to deploy just one.

FLEXIBLE MONETIZATION
Brighcove’s flexible monetization options empower you to align your monetization strategy to corporate goals.
THE BRIGHTCOVE OTT ADVANTAGE

ENGAGE VIEWERS
Create consistent experiences across mobile, connected TVs, and Smart TVs—giving viewers the same look and feel, regardless of their device choice.

SIMPLIFY WORKFLOWS
Our streamlined development process enables you to configure and manage applications for multiple platforms, all in one place. Use configurable templates to define unique, branded apps and ensure consistent experiences across all platforms.

SCALE QUICKLY
Brightcove's online video platform allows users to upload, transcode, tag, and organize videos into playlists. The system provides the ability to set availability windows and filter by geography.

MONETIZE EASILY AND SECURELY
 Trusted subscriber management partnerships provide authentication, subscription registration, and tracking capabilities for any experience.

MAXIMIZE REVENUE
Define entitlements for ad-supported, subscription, freemium, or authentication pay models. Maximize viewership and ROI by using analytics data to inform content, monetization, marketing, and platform choices.

REDUCE CHURN
Integrated analytics from Brightcove and Stripe track and measure purchasing, viewership, and content metrics.

To find out how Brightcove can help you reach your OTT goals, contact sales@brightcove.com.