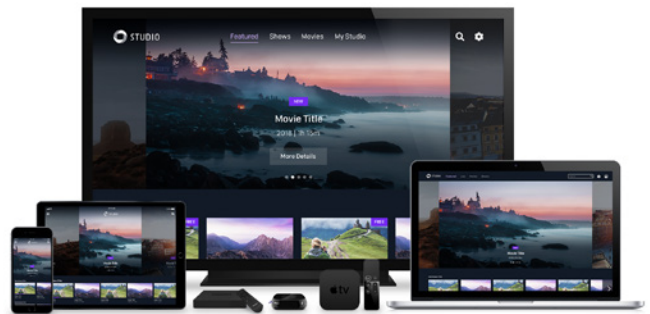




# REACH YOUR AUDIENCE, WHEREVER THEY ARE

Deliver the premium experience your viewers expect with speed and ease. Develop and launch easy-to-navigate apps 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

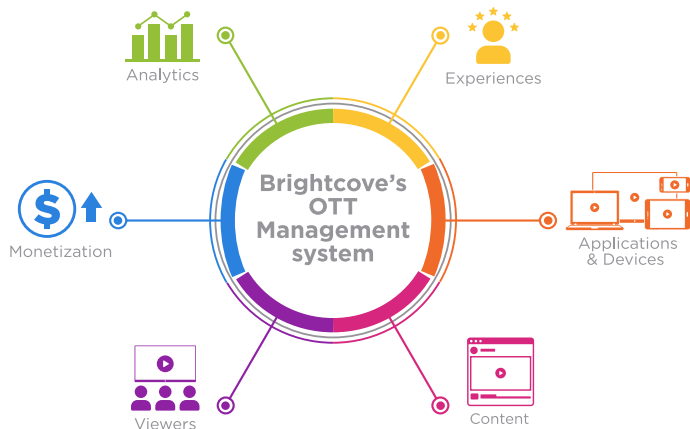
Brightcove's streamlined development process gets you up and running on more devices—in the time it used to take to deploy just one.



### FLEXIBLE MONETIZATION

Brightcove's flexible monetization options empower you to align your monetization strategy to corporate goals.

# THE BRIGHTCOVE OTT ADVANTAGE



## EXPERIENCE MANAGEMENT

- Define the viewer app experiences on mobile, tablet, connected TV, and smart TV.
- Deliver a consistent experience across devices.
- Reduce time to market from months to weeks.

## CONTENT MANAGEMENT

- Curate and deliver content for your audience segments.
- Automate the curation of playlists and carousels.
- Securely store and deliver content with DRM protection.
- Automate content availability windows by time, geography, and device.
- Configure VOD and live content offerings for the demographic changes that occur throughout the week or day.

## VIEWER MANAGEMENT

- Streamline the purchase process with in-app purchasing through any store or platform.
- Create a frictionless viewer registration experience.
- Enable users to sign-on and authenticate with ease.
- Maintain watch history and preferences with viewer profiles.
- Create customized packages for different types of viewers.
- Manage stream concurrency to allow or restrict account sharing to build your business.

## ANALYTICS

- Gather insights on viewer behavior to drive content programming, product layout, and monetization decisions.
- Google Analytics integration captures and reports viewership from all devices.

## MONETIZATION

- Choose from our flexible monetization models: SVOD, AVOD, AuthVOD, and Freemium.
- Combine monetization methods to create unique offers.
- Monetize viewers throughout their journeys.

## DEVICE MANAGEMENT

- Secure content and limit the number of devices per account.
- Maintain control and easily enable and disable devices.
- Easily deploy changes across all devices.

To find out how Brightcove can help you reach your OTT goals, contact [sales@brightcove.com](mailto:sales@brightcove.com).

