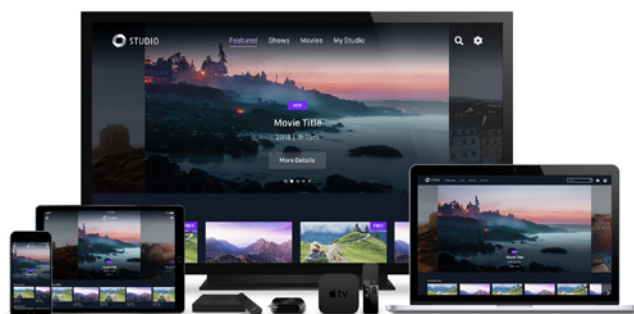




REACH YOUR AUDIENCE, WHEREVER THEY ARE

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

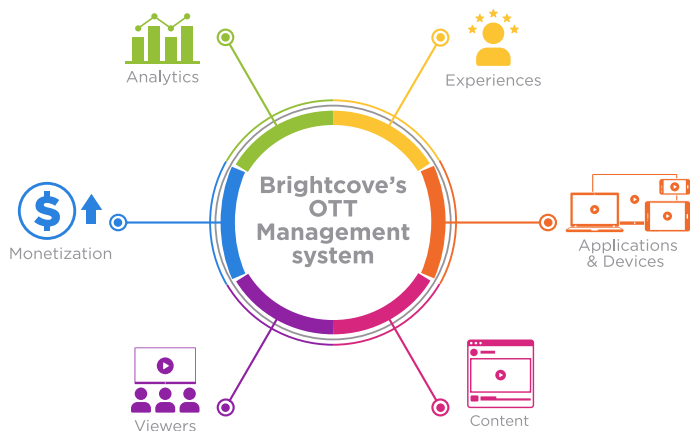
Brightcove's streamlined development process gets you up and running on more devices—in the time it used to take to deploy just one.



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.

