

Corporate Fact Sheet



At a Glance

Brightcove is an Internet TV service that empowers video producers and programmers to build broadband businesses while giving viewers more choices and control over their use of video and television. Founded by Internet pioneer Jeremy Allaire in 2004 and based in Cambridge, Massachusetts, Brightcove is the market-leading Internet video partner for international news and entertainment businesses, including

British Sky Broadcasting (Sky), CBS Corporation, Discovery Communications Inc., Dow Jones & Company, Inc., MTV Networks, The New York Times Company, Sony BMG, Time Life, Warner Music Group, Washingtonpost.Newsweek Interactive, and The Weather Channel.

Services

The Brightcove online service is used by content owners, consumers, web publishers, and advertisers. With Brightcove, content owners can create, distribute and monetize Internet TV channels. At the same time, consumers use Brightcove to discover, watch, share and participate in channels. Web publishers can find content and syndicate channels to enhance their sites and generate new revenue. Finally, marketers can use Brightcove to aggregate online video audiences and reach consumers across wide range of niche channels with both advertising and branded broadband content.

Investors

Accel	General Electric
Allen & Company	InterActiveCorp/IAC
Alliance Bernstein	The Hearst Corporation
AOL/Time Warner	Maverick
Brookside Captial	New York Times Company
General Catalyst Partners	Transcosmos

Key Milestones

August 2004	Series A financing
March 2005	Company publicly launches
August 2005	First beta customers go live
November 2005	Series B financing
March 2006	Brightcove acquires MetaStories
March 2006	Open commercial preview launches
October 2006	The Brightcove Network launches
December 2006	Series C financing
July 2007	Brightcove Launches in UK

Company Profile

Industry	Internet TV
Founded	March 2004
CEO	Jeremy Allaire
Headquarters	Cambridge, MA
Offices	Seattle, New York
Employees	120
Status	Privately held

Management

Jeremy Allaire
Chairman & Chief Executive Officer

Adam Berrey
Senior Vice President, Marketing & Strategy

Elisabeth Bentel Carpenter
Senior Vice President, Worldwide Sales & Business Development

Eric Elia
Vice President, Creative Services

Andrew W. Feinberg
Senior Vice President, Corporate Development & General Counsel

Tareef Kawaf
Senior Vice President, Engineering & Operations

Bob Mason
Co-Founder & Chief Technology Officer

Brian Monnin
Vice President, Publishing Products

Scot Rosenblum
Chief Financial Officer

Randy Fisher
Vice President, Services & Support

▶ One Cambridge Center
Cambridge, MA 02142

617 500 4947 tel
617 395 8352 fax
www.brightcove.com