

Your Partner for Online Video Services

Online video is a compelling medium for enterprise web publishers to **expand their content offerings, engage new audiences and grow new revenue streams**. As consumers are spending more time than ever viewing online video, corporate marketers need to adapt. Marketing & Communications professionals have a powerful opportunity to convey their message in a new way.

Brightcove is working closely with the worlds leading Creative Design, Interactive, Ad/Marketing Agencies, Web Developers, Video Production Companies, and System Integrators in delivering online video to their marketing and service delivery mix.

WHY VIDEO PUBLISHERS USE BRIGHTCOVE

- **Proven:** The leading online video platform
- **Customizable:** Quickly deliver custom branded player experiences
- **Integrated:** Drive online video services with contextual publishing
- **Easy to Implement:** Get your video content online tomorrow
- **Affordable:** Cost effective to fit your clients marketing budgets
- **High-Quality:** Showcase your clients content in the best possible light
- **Innovative:** Keep up with the latest trends in video

SELECTED CUSTOMERS USING BRIGHTCOVE

- General Motors
- Kohler
- DuPont
- Sun Microsystems
- Adobe
- Johnson & Johnson
- Liberty Mutual
- Time Life
- Showtime
- Dow Jones
- Wall Street Journal
- Warner Music Group
- HBO
- Nestle Purina

KEY USE CASES

- Branded mini-sites that leverage video to drive consumer engagement
- Create video players quickly & easily that integrate into current portals
- Enhance revenue through online video syndication & distribution
- Turn a static online presence into a multimedia experience
- Viral video distribution to reach consumers with brand messages
- Leverage User Generated Video to connect with customers
- Reach a global audience with on-demand content
- Build customer relationships with video training & education programs
- Drive direct revenue with new ad formats and targeting options
- Eliminate the need for complex & expensive technology systems

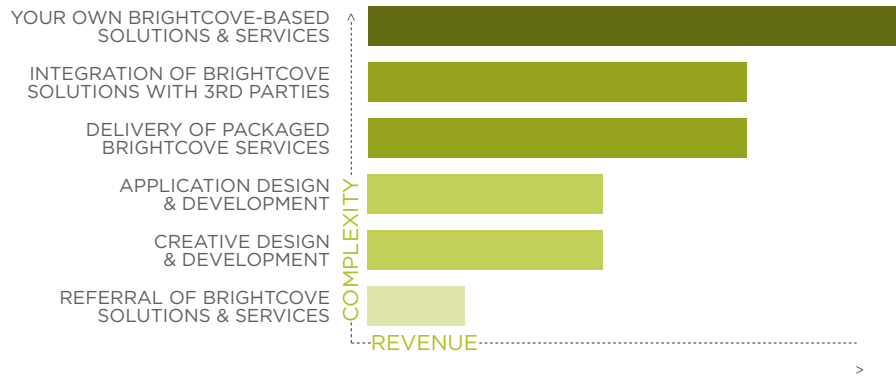
WHY PARTNER WITH BRIGHTCOVE

- Comprehensive video solution portfolio & leading SaaS Service
- Referral Program – partners earn commissions for referrals
- Expert training and certification programs
- Sales and pre-sales technical support
- Extensive service opportunities providing new revenue streams

BRIGHTCOVE SOLUTIONS PARTNER PROGRAM

VALUE TO SOLUTION PARTNERS - FLEXIBLE NEW ONLINE VIDEO SERVICE OPPORTUNITIES

As a Brightcove Solution Partner, you can offer a range of Brightcove Online Video & Media solutions to your clients. Brightcove products are designed to be highly complementary to your own solutions and services.



As a new Solution Partner, you can begin with simple sales referral of packaged Brightcove solutions and services. Sales referrals allow you to offer a simple packaged solution to your clients for a commission.

Expanding your client offerings both to deliver Brightcove solutions and services as well as to develop your own solutions will enable you to realize a greater revenue stream and offer a comprehensive solution set.

- Creative Design and Application Development
- Content and Experience Integration
- System Integration

As you become trained and certified on Brightcove solutions, you can expand your client offerings to include the Brightcove On-line Video SasS Service with your own creative and application development services that take advantage of Brightcove capabilities.

BRIGHTCOVE SOLUTION PARTNER REQUIREMENTS & BENEFITS

PARTNER CATEGORY	PRIME	STANDARD
Program Administration		
Signed NDA	Yes	Yes
Signed Partner Agreement	Yes	Web-based
Sales Referral Fee Program	Yes	Yes
Partner Program Membership Fee	By Invitation	Yes
Partner Qualifications		
Partner sales staffing (min)	2	1
Post-sale consultant staffing (min)	2	0
Sales & Marketing Benefits		
Partner Management	Yes	Inside Sales Only
Brightcove Direct Sales Support	Yes	Inside Sales Only
Brightcove Marketing Support	Yes	For value accounts
Authorized Brightcove Platform Products	BC3 Enterprise BC3 Pro	BC3 Pro BC3 Basic
Free trial account access level	Yes	Yes
Authorization to offer Brightcove services	Yes	No
Partner Support Resources		
Free e-Learning courses	Yes	Yes
Access to partner portal	Yes	Yes
Partner Technology Forum Membership	Yes	Yes
On-site sales training	Yes	No
On-site functional training	Yes	No
Certification and technical support	Yes	No
Brightcove Account Management, Implementation Services	Based on client contract	None