

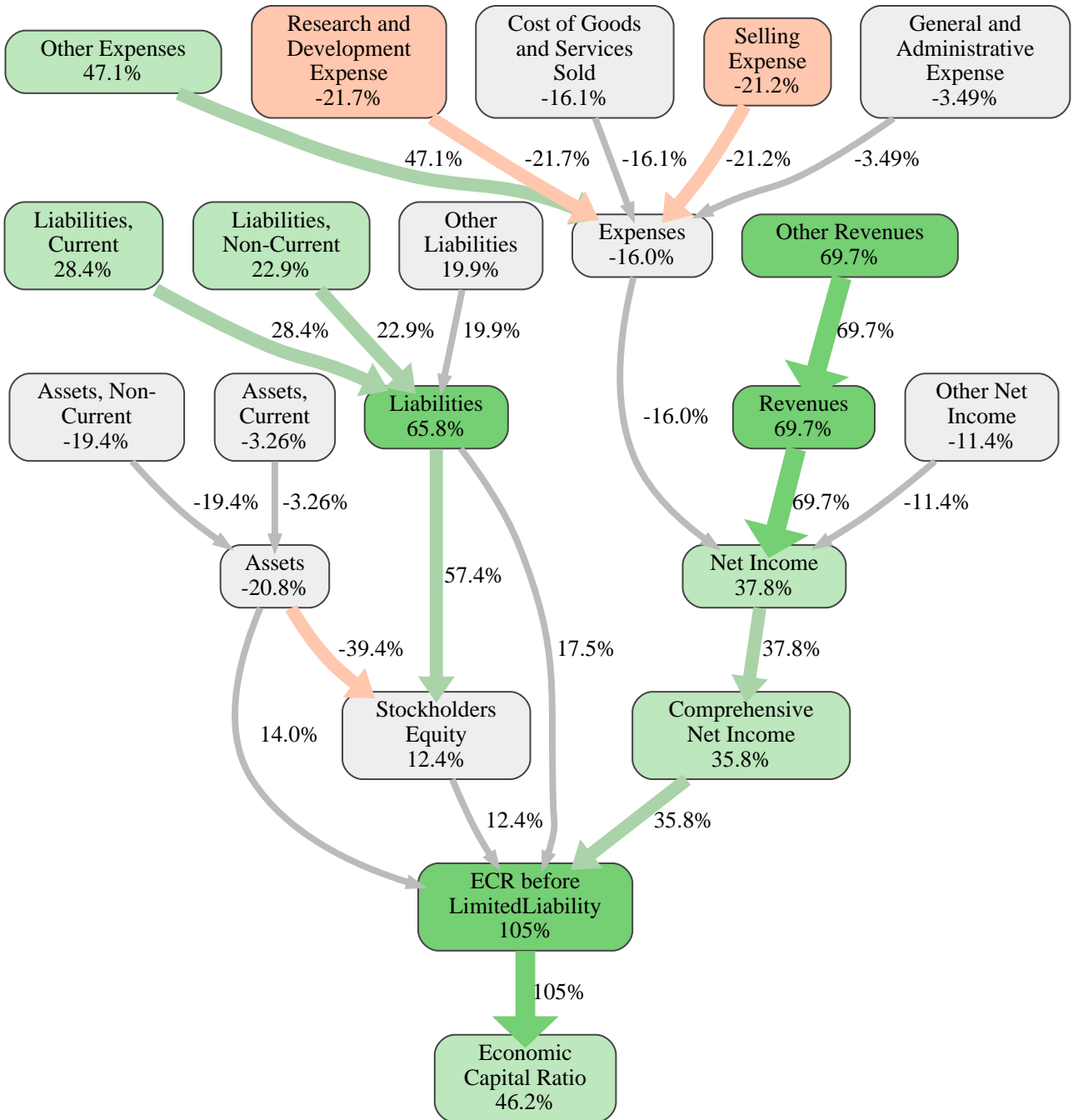


RealRate

DATA PROCESSING 2013

Brightcove INC
Rank 20 of 53

BRIGHTCOVE





The relative strengths and weaknesses of Brightcove INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Brightcove INC compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 70% points. The greatest weakness of Brightcove INC is the variable Research and Development Expense, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 261%, being 46% points above the market average of 215%.

Input Variable	Value in 1000 USD
Assets, Current	52,204
Assets, Non-Current	9,114
Cost of Goods and Services Sold	27,384
Depreciation, Depletion, Amortization	0
General and Administrative Expense	16,734
Intangible Assets	32,405
Liabilities, Current	31,474
Liabilities, Non-Current	1,027
Other Assets	3,270
Other Compr. Net Income	-1,218
Other Expenses	-1,143
Other Liabilities	0
Other Net Income	0
Other Revenues	87,973
Research and Development Expense	18,725
Selling Expense	38,725

Output Variable	Value in 1000 USD
Assets	96,993
Liabilities	32,501
Expenses	100,425
Revenues	87,973
Stockholders Equity	64,492
Net Income	-12,452
Comprehensive Net Income	-13,670
BaseVar	206,959
ECR before LimitedLiability	119%
Economic Capital Ratio	261%