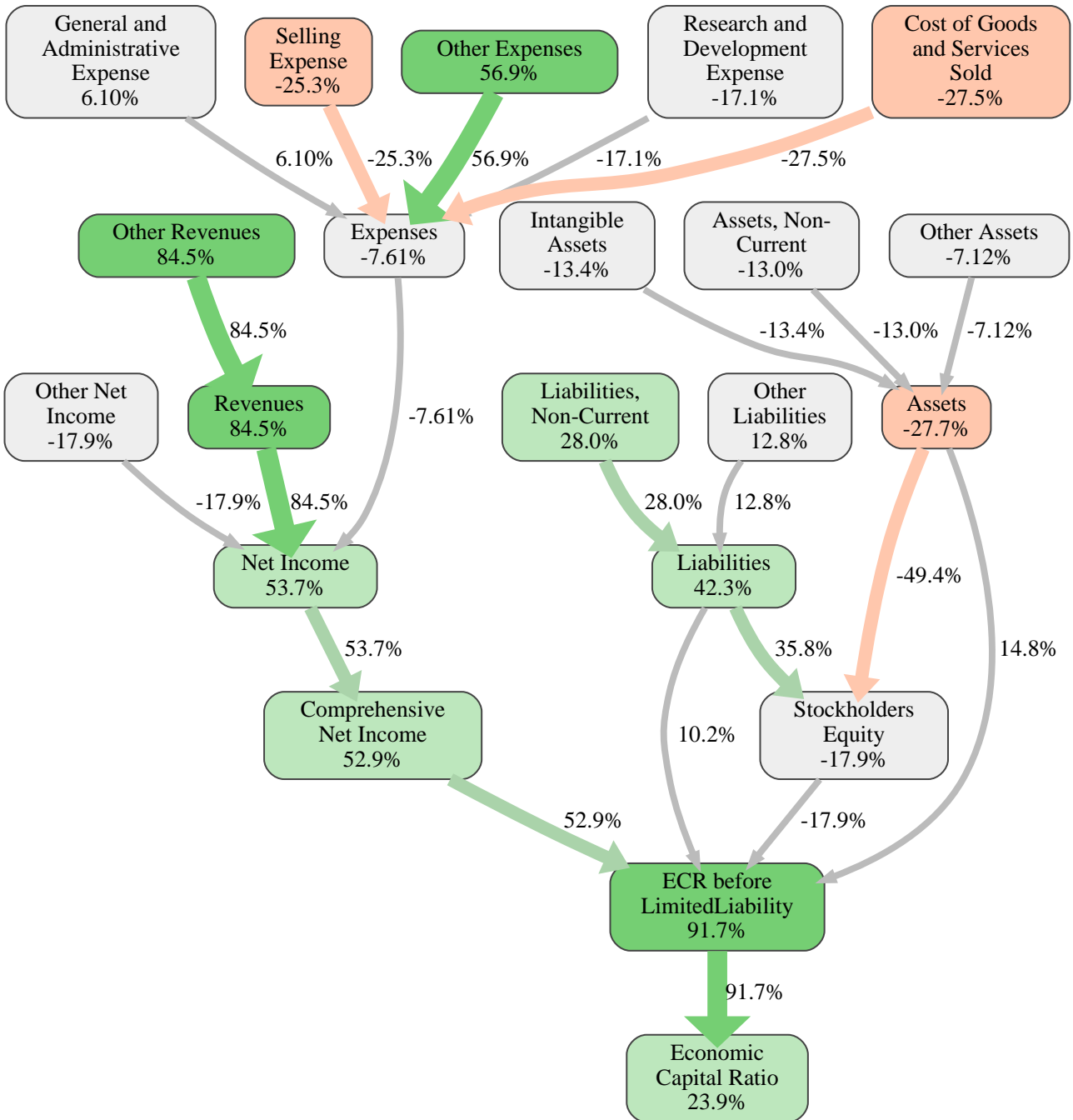




RealRate

# DATA PROCESSING 2014

Brightcove INC  
Rank 24 of 49





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 Other Revenues, increasing the Economic Capital Ratio by 85% points. The greatest weakness of Brightcove INC is the variable Assets, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 247%, being 24% points above the market average of 223%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	61,925	Assets	103,126
Assets, Non-Current	10,314	Liabilities	42,746
Cost of Goods and Services Sold	36,790	Expenses	119,601
Depreciation, Depletion, Amortization	0	Revenues	109,895
General and Administrative Expense	18,478	Stockholders Equity	60,380
Intangible Assets	30,686	Net Income	-10,242
Liabilities, Current	41,413	Comprehensive Net Income	-11,287
Liabilities, Non-Current	1,333	BaseVar	246,244
Other Assets	201	ECR before LimitedLiability	102%
Other Compr. Net Income	-1,045	Economic Capital Ratio	247%
Other Expenses	2,281		
Other Liabilities	0		
Other Net Income	-536		
Other Revenues	109,895		
Research and Development Expense	21,052		
Selling Expense	41,000		