

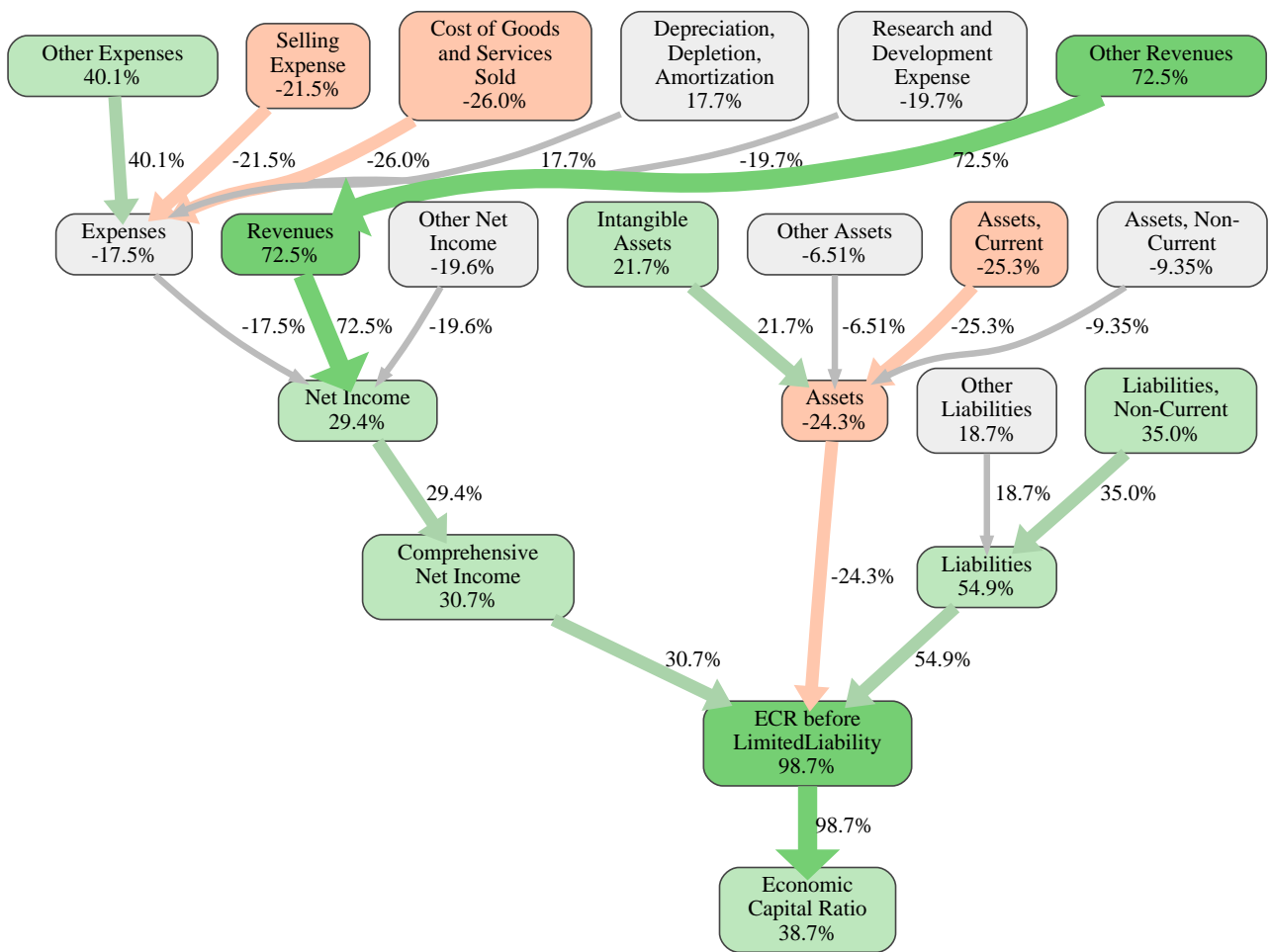


RealRate

DATA PROCESSING 2015

Brightcove INC
Rank 15 of 47

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 Other Revenues, increasing the Economic Capital Ratio by 73% points. The greatest weakness of Brightcove INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 26% points.

The company's Economic Capital Ratio, given in the ranking table, is 254%, being 39% points above the market average of 216%.

Input Variable	Value in 1000 USD
Assets, Current	48,830
Assets, Non-Current	10,879
Cost of Goods and Services Sold	43,733
Depreciation, Depletion, Amortization	0
General and Administrative Expense	19,136
Intangible Assets	67,674
Liabilities, Current	44,203
Liabilities, Non-Current	2,618
Other Assets	201
Other Compr. Net Income	0
Other Expenses	3,335
Other Liabilities	0
Other Net Income	-1,440
Other Revenues	125,017
Research and Development Expense	28,252
Selling Expense	46,014

Output Variable	Value in 1000 USD
Assets	127,584
Liabilities	46,821
Expenses	140,470
Revenues	125,017
Stockholders Equity	80,763
Net Income	-16,893
Comprehensive Net Income	-16,893
BaseVar	287,398
ECR before LimitedLiability	111%
Economic Capital Ratio	254%