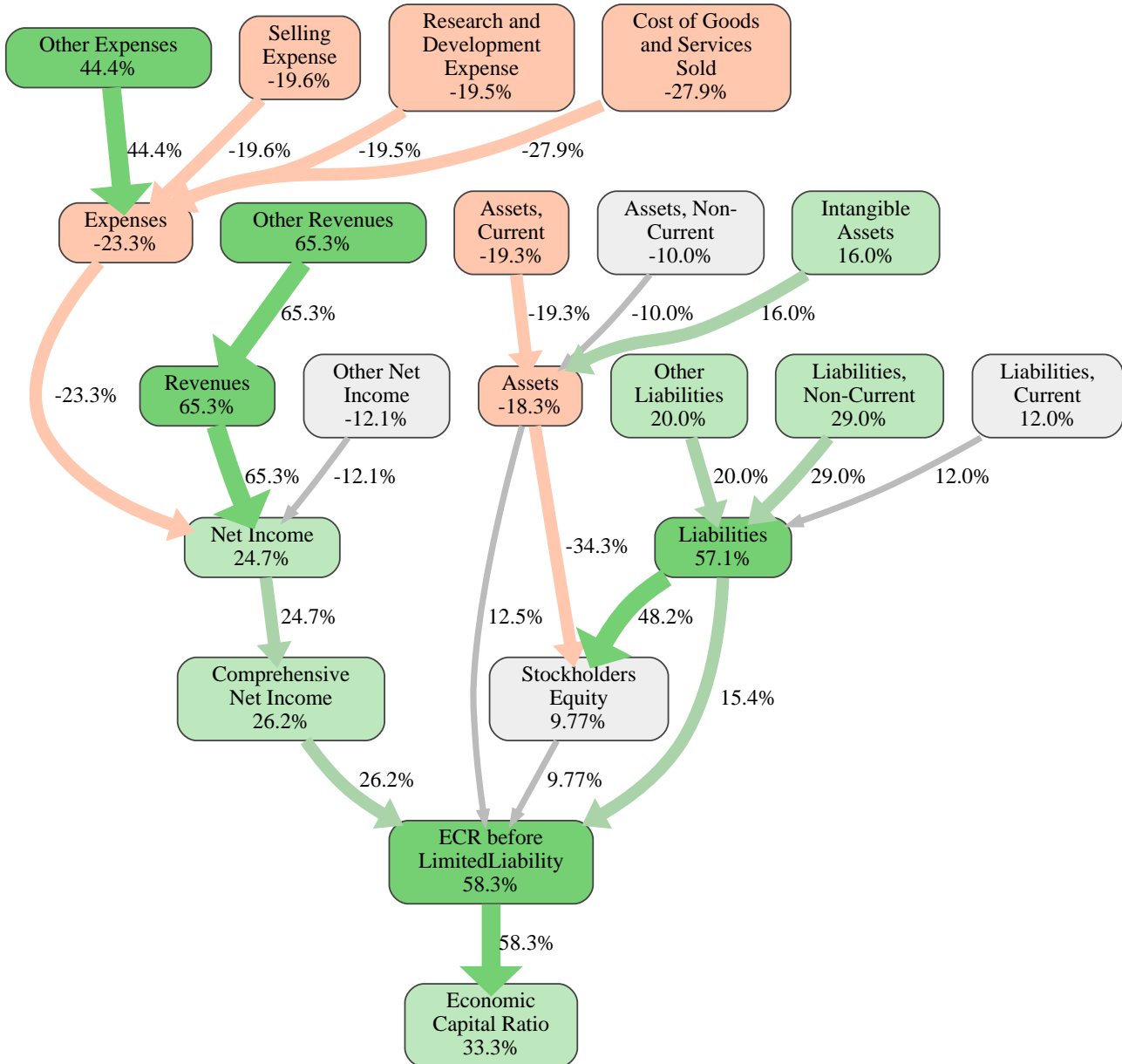




RealRate

DATA PROCESSING 2016

Brightcove INC
Rank 16 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 Revenues, increasing the Economic Capital Ratio by 65% points. The greatest weakness of Brightcove INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 262%, being 33% points above the market average of 229%.

Input Variable	Value in 1000 USD
Assets, Current	53,429
Assets, Non-Current	9,413
Cost of Goods and Services Sold	46,477
Depreciation, Depletion, Amortization	0
General and Administrative Expense	19,862
Intangible Assets	64,562
Liabilities, Current	46,932
Liabilities, Non-Current	2,601
Other Assets	264
Other Compr. Net Income	-112
Other Expenses	592
Other Liabilities	0
Other Net Income	-258
Other Revenues	134,706
Research and Development Expense	29,302
Selling Expense	45,795

Output Variable	Value in 1000 USD
Assets	127,668
Liabilities	49,533
Expenses	142,028
Revenues	134,706
Stockholders Equity	78,135
Net Income	-7,580
Comprehensive Net Income	-7,692
BaseVar	296,428
ECR before LimitedLiability	120%
Economic Capital Ratio	262%