



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 51% points. The greatest weakness of Brightcove INC is the variable Expenses, reducing the Economic Capital Ratio by 20% points.

The company's Economic Capital Ratio, given in the ranking table, is 97%, being 64% points above the market average of 33%.

| Input Variable                        | Value in<br>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<br>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              |
| Economic Capital Ratio   | 97%                  |