

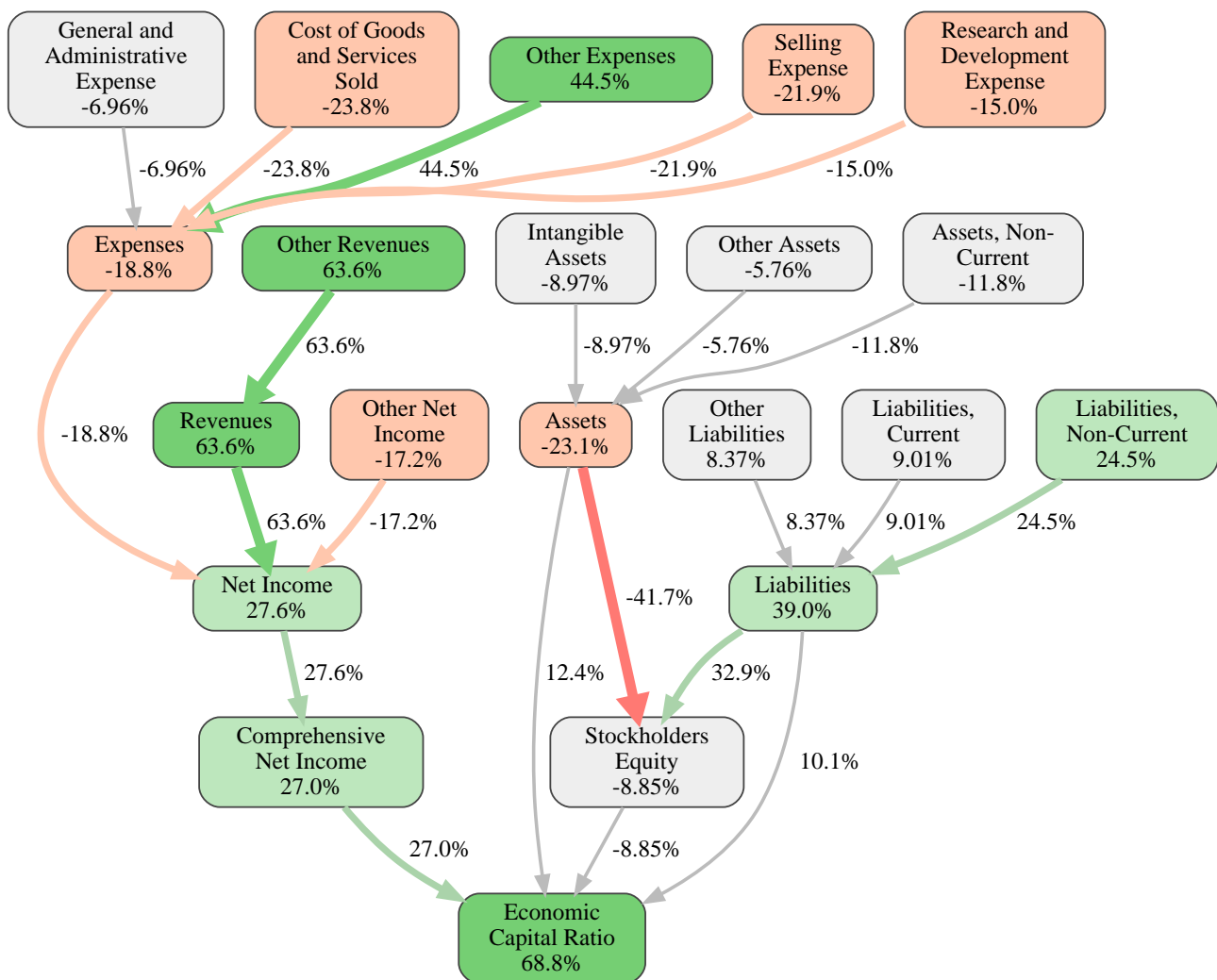


RealRate

DATA PROCESSING 2014

Brightcove INC
Rank 24 of 48

BRIGHTCOVE®



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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 64% points. The greatest weakness of Brightcove INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 83%, being 69% points above the market average of 14%.

Input Variable	Value in 1000 USD
Assets, Current	61,925
Assets, Non-Current	10,314
Cost of Goods and Services Sold	36,790
Depreciation, Depletion, Amortization	0
General and Administrative Expense	18,478
Intangible Assets	30,686
Liabilities, Current	41,413
Liabilities, Non-Current	1,333
Other Assets	201
Other Compr. Net Income	-1,045
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

Output Variable	Value in 1000 USD
Assets	103,126
Liabilities	42,746
Expenses	119,601
Revenues	109,895
Stockholders Equity	60,380
Net Income	-10,242
Comprehensive Net Income	-11,287
Economic Capital Ratio	83%