

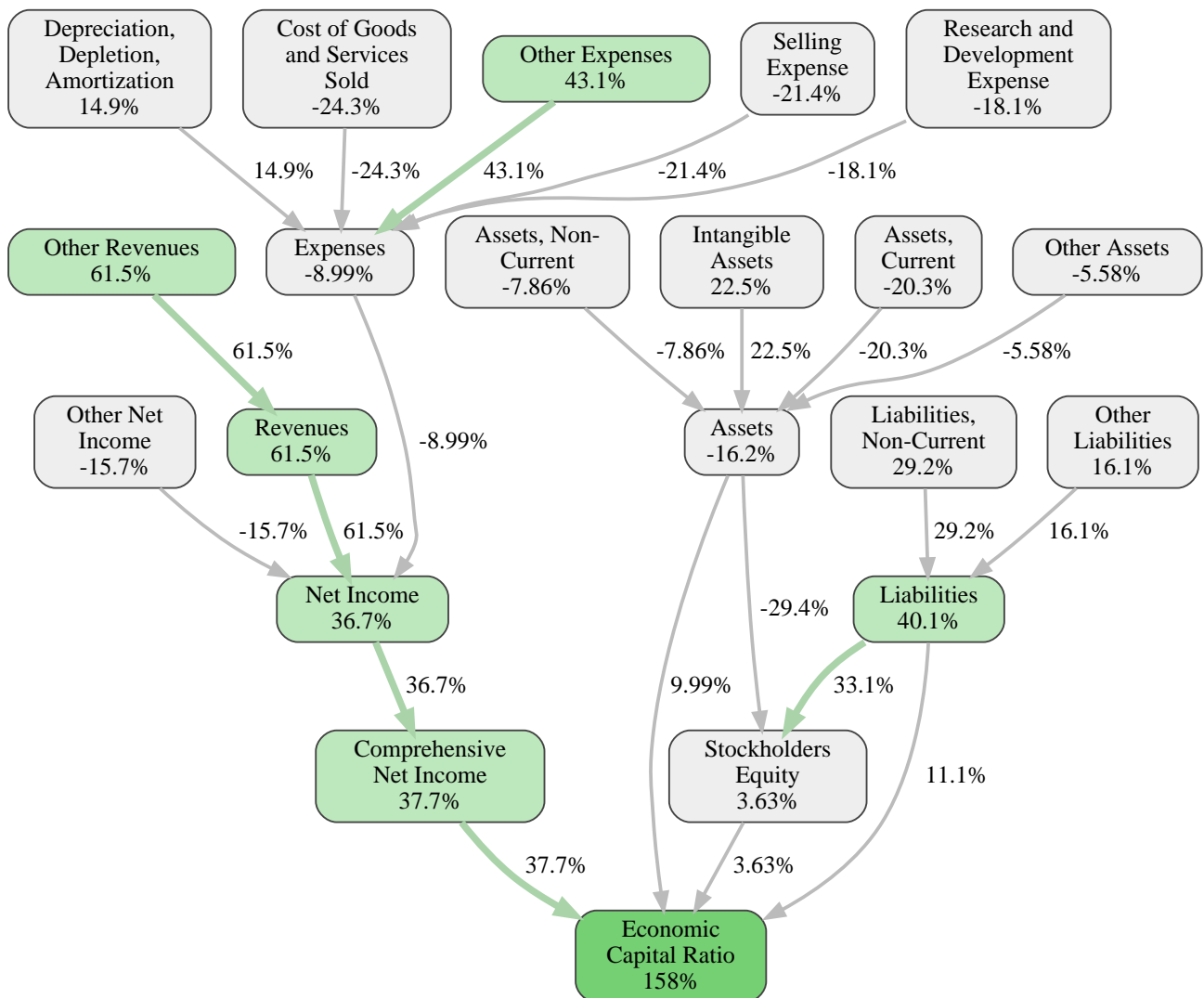


RealRate

DATA PROCESSING 2015

Brightcove INC
Rank 15 of 49

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 61% 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 91%, being 158% points above the market average of -67%.

| 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 |
| Economic Capital Ratio | 91% |