

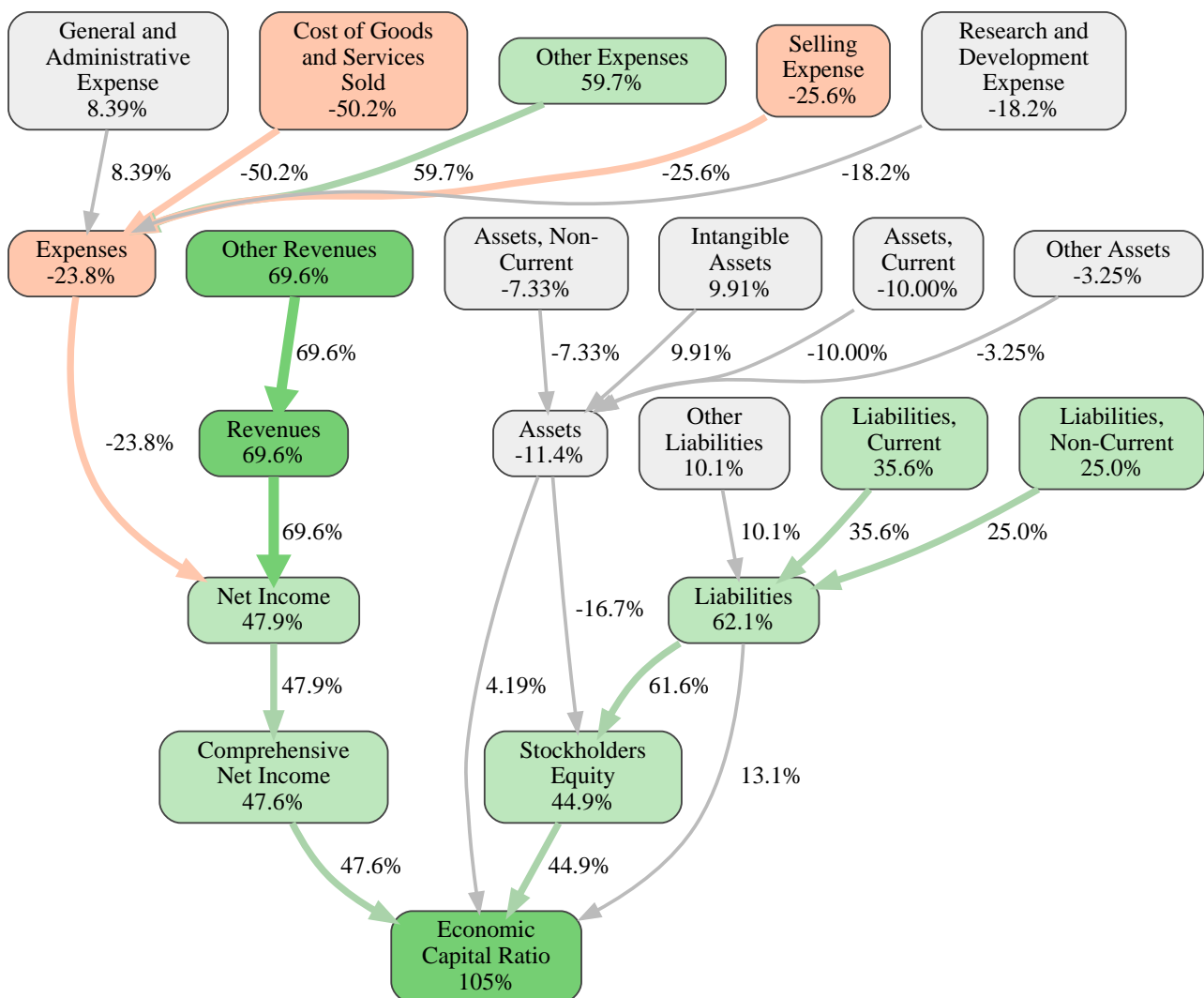


RealRate

DATA PROCESSING 2018

Brightcove INC
Rank 24 of 46

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 70% points. The greatest weakness of Brightcove INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 64%, being 105% points above the market average of -41%.

Input Variable	Value in 1000 USD
Assets, Current	58,404
Assets, Non-Current	10,112
Cost of Goods and Services Sold	64,618
Depreciation, Depletion, Amortization	0
General and Administrative Expense	21,847
Intangible Assets	59,012
Liabilities, Current	59,631
Liabilities, Non-Current	1,228
Other Assets	87
Other Compr. Net Income	363
Other Expenses	370
Other Liabilities	0
Other Net Income	547
Other Revenues	155,913
Research and Development Expense	31,850
Selling Expense	57,294

Output Variable	Value in 1000 USD
Assets	127,615
Liabilities	60,859
Expenses	175,979
Revenues	155,913
Stockholders Equity	66,756
Net Income	-19,519
Comprehensive Net Income	-19,156
Economic Capital Ratio	64%