



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 Net Income, increasing the Economic Capital Ratio by 73% points. The greatest weakness of Brightcove INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 71%, being 183% points above the market average of -112%.

Input Variable	Value in 1000 USD
Assets, Current	64,506
Assets, Non-Current	12,155
Cost of Goods and Services Sold	66,624
Depreciation, Depletion, Amortization	0
General and Administrative Expense	23,103
Intangible Assets	56,695
Liabilities, Current	61,686
Liabilities, Non-Current	1,028
Other Assets	0
Other Compr. Net Income	-143
Other Expenses	1,317
Other Liabilities	28
Other Net Income	-326
Other Revenues	164,833
Research and Development Expense	31,716
Selling Expense	55,775

Output Variable	Value in 1000 USD
Assets	133,356
Liabilities	62,742
Expenses	178,535
Revenues	164,833
Stockholders Equity	70,614
Net Income	-14,028
Comprehensive Net Income	-14,171
Economic Capital Ratio	71%