



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 62% points. The greatest weakness of Brightcove INC is the variable Selling Expense, reducing the Economic Capital Ratio by 14% points.

The company's Economic Capital Ratio, given in the ranking table, is 63%, being 121% points above the market average of -58%.

Input Variable	Value in 1000 USD
Assets, Current	77,320
Assets, Non-Current	65,355
Cost of Goods and Services Sold	77,073
Depreciation, Depletion, Amortization	0
General and Administrative Expense	33,699
Intangible Assets	85,138
Liabilities, Current	103,957
Liabilities, Non-Current	21,509
Other Assets	0
Other Compr. Net Income	-931
Other Expenses	695
Other Liabilities	0
Other Net Income	-1,035
Other Revenues	211,008
Research and Development Expense	33,524
Selling Expense	73,997

Output Variable	Value in 1000 USD
Assets	227,813
Liabilities	125,466
Expenses	218,988
Revenues	211,008
Stockholders Equity	102,347
Net Income	-9,015
Comprehensive Net Income	-9,946
Economic Capital Ratio	63%