



brightcove™





# Welcome!

## Brightcove Executive Publishers Luncheon at Digital Media Asia 2016

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**OUR MISSION** is to Revolutionise the Way Organisations Deliver Video Experiences

FOUNDED



2004

IPO 2012

HEADQUARTERS



BOSTON,  
MASSACHUSETTS

450 EMPLOYEES

REVENUE



\$145M

TSM

CUSTOMERS



~ 5,000

IN MORE THAN 70 COUNTRIES

SCALE



> 2 billion

AVERAGE MONTHLY STREAMS

CORE OFFERINGS

 brightcove  
**VIDEO CLOUD**

 brightcove  
**ZENCODER**

 brightcove  
**ONCE**

 brightcove  
**LIFT**

 brightcove  
**OTT FLOW**  
powered by accedo

 brightcove  
**GALLERY**

 brightcove  
**PERFORM**

# Our Media Customers

Driving Ad Supported, Subscription, and Transactional Business Models for the World's Leading Publishers



Time Inc.

VOX MEDIA



CBS Interactive

GANNETT



HEARST

News Corp



KOMPAS GRAMEDIA



MailOnline



SONY



CATCHPLAY



CONDÉ NAST



Tastemade

YAHOO!7

A young man and woman are looking at a tablet together. The man is on the left, leaning in and pointing at the screen. The woman is on the right, holding the tablet and smiling broadly. The word "TRENDS" is overlaid in white text across the center of the image.

TRENDS

HOW WE CONSUME NEWS

2008



2016



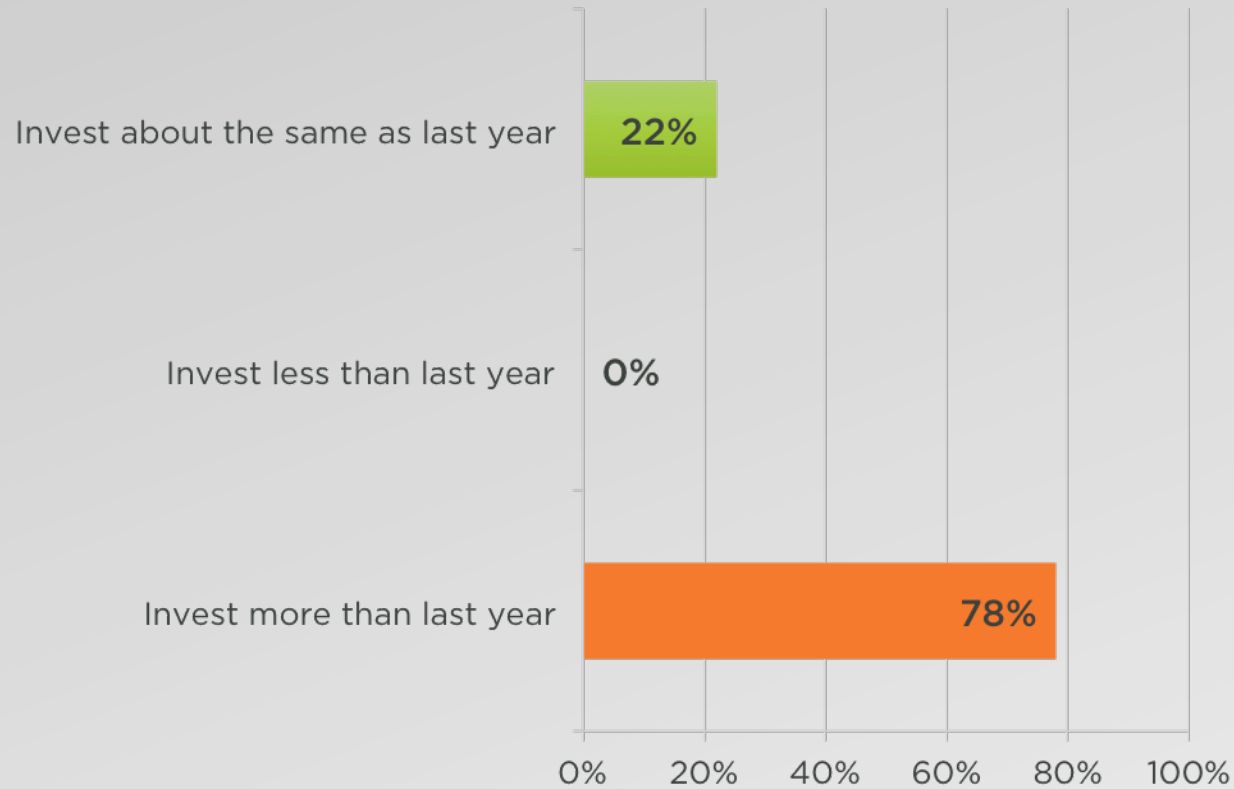


**Social media** is having a big impact on how content is distributed, consumed and ultimately monetised



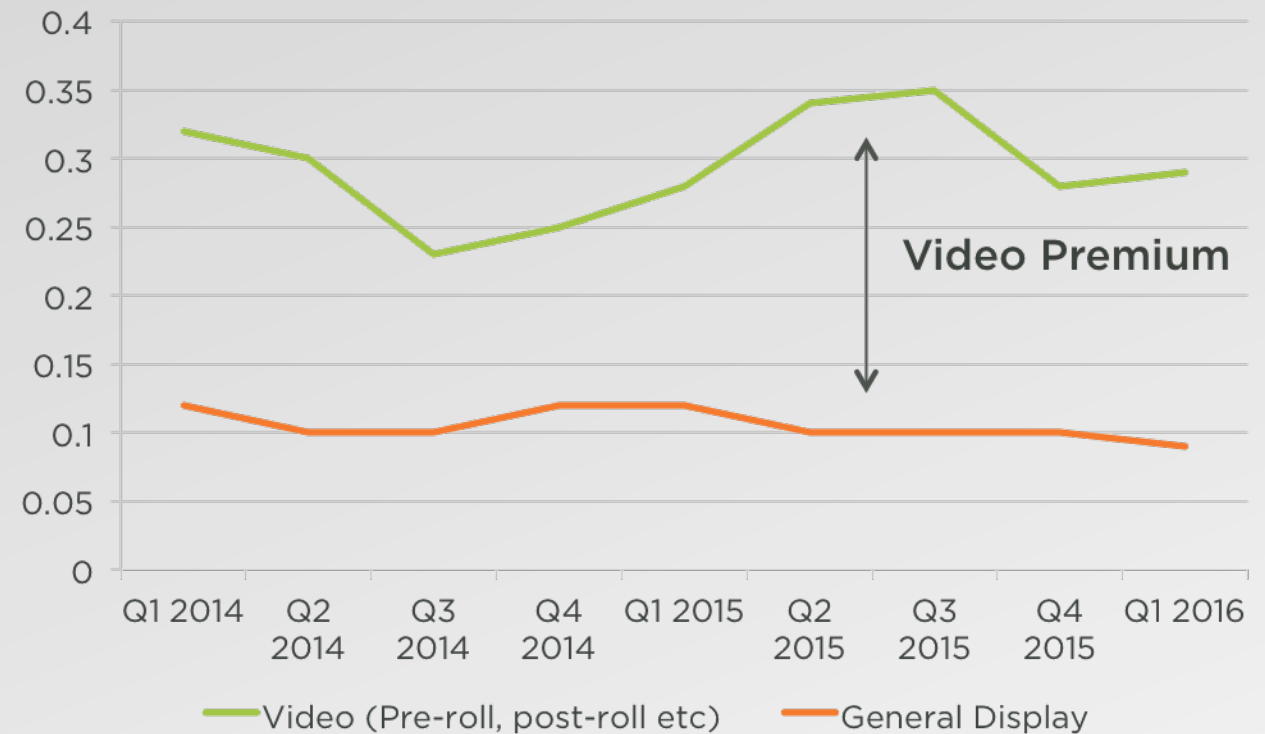
# VIDEO INVESTMENT IS GROWING

## What are your company's plans for online video



Source: Reuters Institute Digital Leader's Survey 2016

## Video CPMs vs general CPMs 2015-16 (Europe, Middle East and Africa)



Source: Sizmek Open Ad Platform, 2016



**But with opportunities, publishers are facing some challenges ...**

## CHALLENGES WITH DELIVERING VIDEO INCLUDES DEALING WITH:

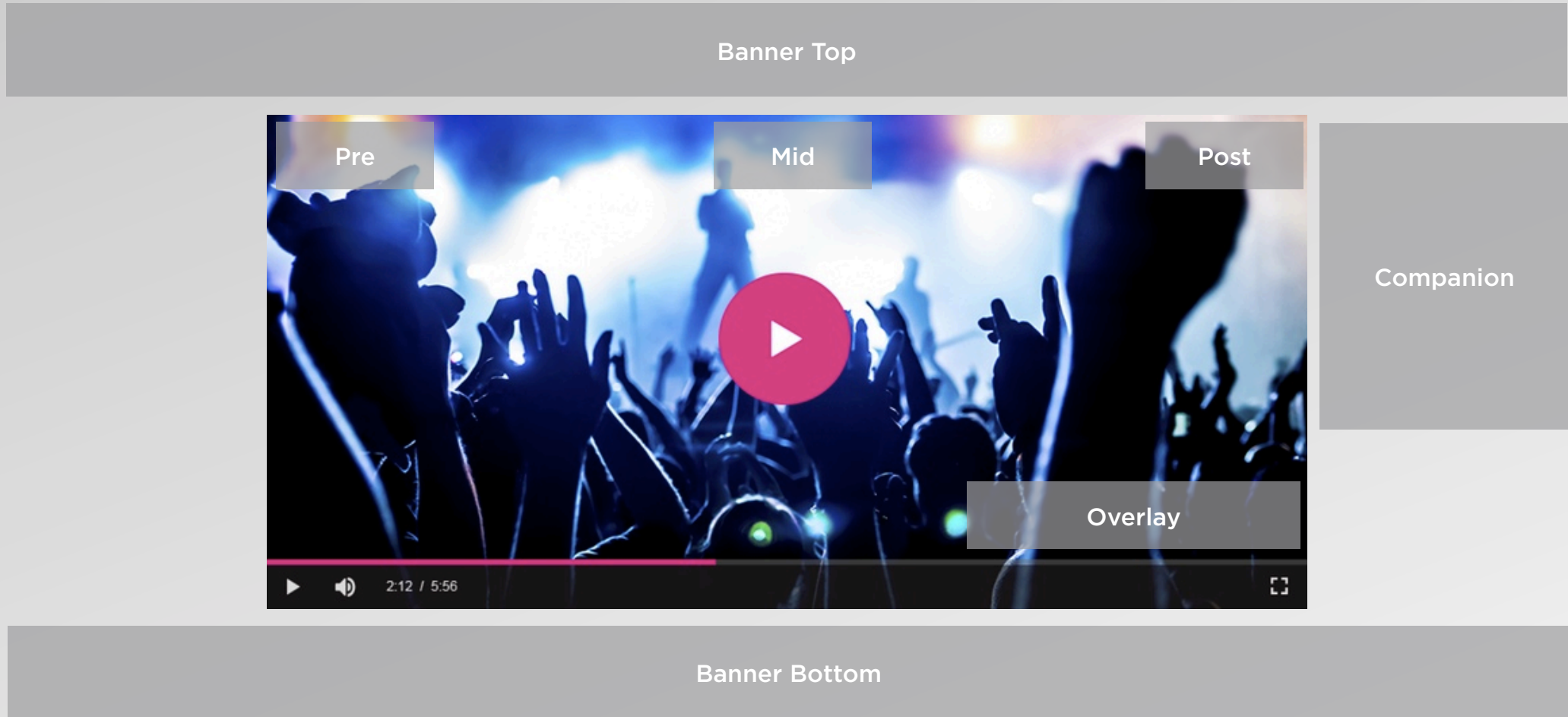
- Monetisation challenges
- The rise of ad blockers
- Keeping users engaged
- Opportunities and threats from social



A person is shown from the side, looking at a laptop screen in a dimly lit room. The background is blurred, showing another screen with some indistinct content. The overall atmosphere is dark and focused on the digital content being viewed.

# VIDEO MONETISATION

# HOW TO MONETISE EFFECTIVELY



# New York Times has seen strong growth in the digital subscription business

- 1.4 million digital subscriptions vs 590,00 print circulation
- Digital subs revenue \$54 million
- Digital ad revenue \$42 million, representing 1/3 of total ad revenue

## NYT video player strategy

Video is

**4x**

larger on home page

Video player offers a

**larger**

stage for advertiser's  
video messages

Content is preceded by

**15s/30s**

ads

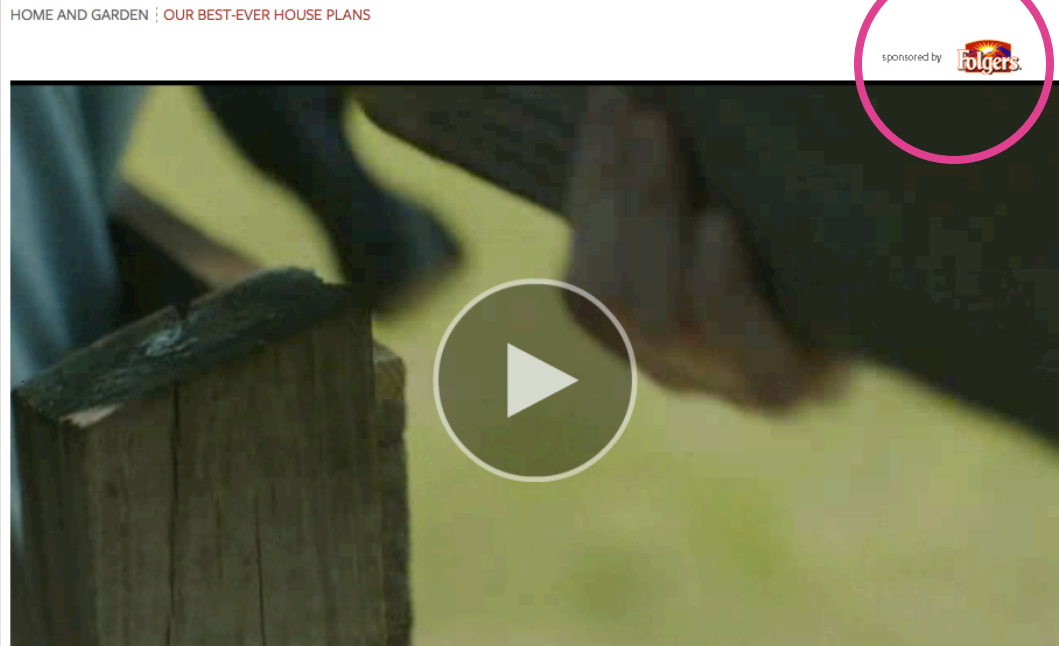
Shorter ads are

**Non-  
skippable**

# LOOK FOR OPPORTUNITIES THAT DON'T INTERRUPT



LOGO BAR



Southern Living

A close-up, slightly blurred photograph of a person's hands holding a silver tablet. The person is wearing a dark t-shirt and has their left hand resting on their chin. The background is out of focus, showing a white wall and a dark surface. The text 'AD BLOCKERS' is overlaid in the center in a bold, white, sans-serif font.

# AD BLOCKERS



## AD BLOCKER USE IS GROWING

- Ad blocker use is widespread
- In the US, 41% have installed an ad blocker in their browsers
- 30% of Internet users worldwide have installed one
- 18-24 year olds particularly affected
- In the US, 63% have installed an ad blocker
- Affects browsers on both PC and mobile devices

Source: Fractl and Moz, "Inbound vs Outbound: Consumer Perspectives on Marketing Effectiveness, Sep 1, 2015


A grayscale image of a human skull, viewed from the front, with a slightly open mouth showing teeth. The skull is centered in the background. Overlaid on the skull is the word "ADPOCALYPSE" in large, bold, red, distressed capital letters. Below it, the words "THE RISE OF" and "AD-BLOCKERS" are written in smaller, bold, black, distressed capital letters, stacked vertically.

**ADPOCALYPSE**  
**THE RISE OF**  
**AD-BLOCKERS**

## TWO SIDES OF THE DEBATE



**STOP  
ADS**



**AD  
BLOCKERS**

ULTIMATELY, IT IS ALL ABOUT THE  
CONSUMER EXPERIENCE

## SERVER SIDE AD INSERTION

### Benefits

- More seamless experience for end users
- Overcomes brute force ad blocking tools
- Compatible with ad networks and standards

### Brightcove solution

- Seamless delivery in HLS and MPEG-DASH
- Integration with leading HTML5 player and native SDKs



# CASE STUDY



“With Brightcove Lift, we’ve seen significantly improved quality and consistency in the video playback experience across mobile devices which allowed us to re-enable ad delivery.”

- Brendan Murphy, Product Manager, Video, at Vox Media



A person is sitting at a light-colored wooden table, using a tablet computer. The person's hands are visible, interacting with the screen. To the right of the tablet is a white cup of coffee on a matching saucer. The background is slightly blurred, showing a dark-colored bag or jacket on the table. The overall scene is dimly lit, with a soft, ambient light.

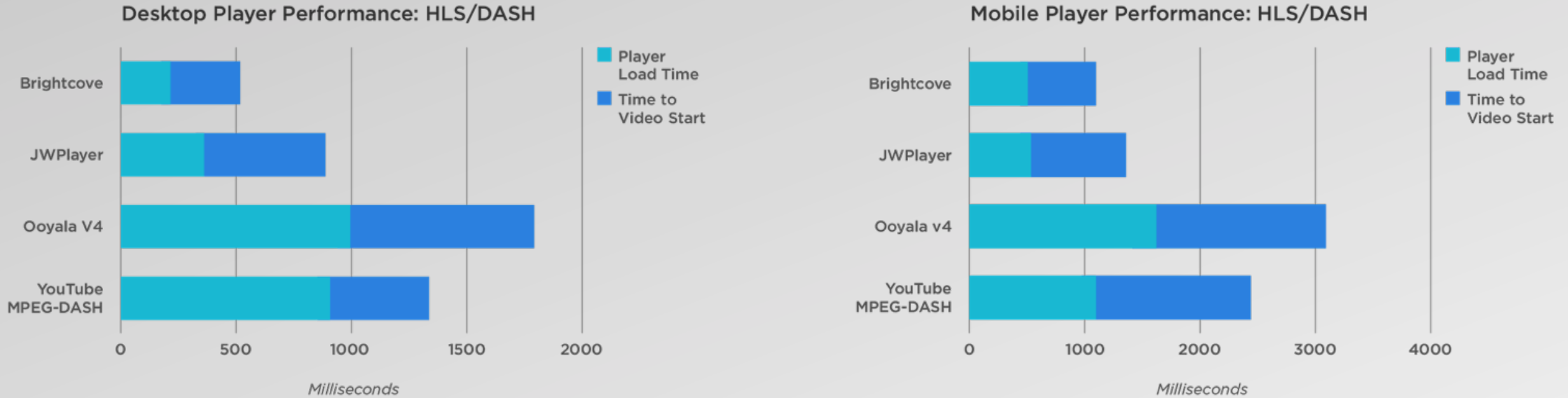
Focus on the **user experience**  
to increase engagement



**Performance** is one of the  
most important player  
features

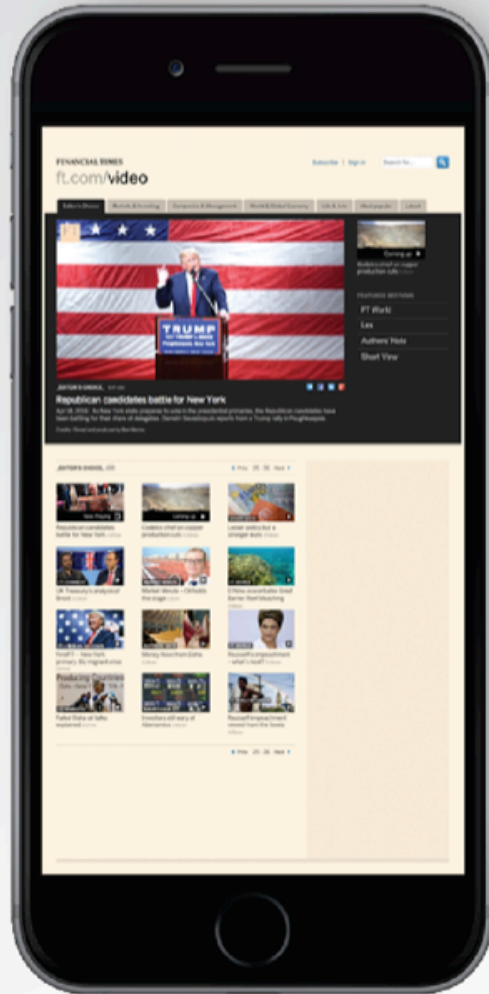
# PLAYER PERFORMANCE

## Brightcove Player: The Fastest Player. Period.

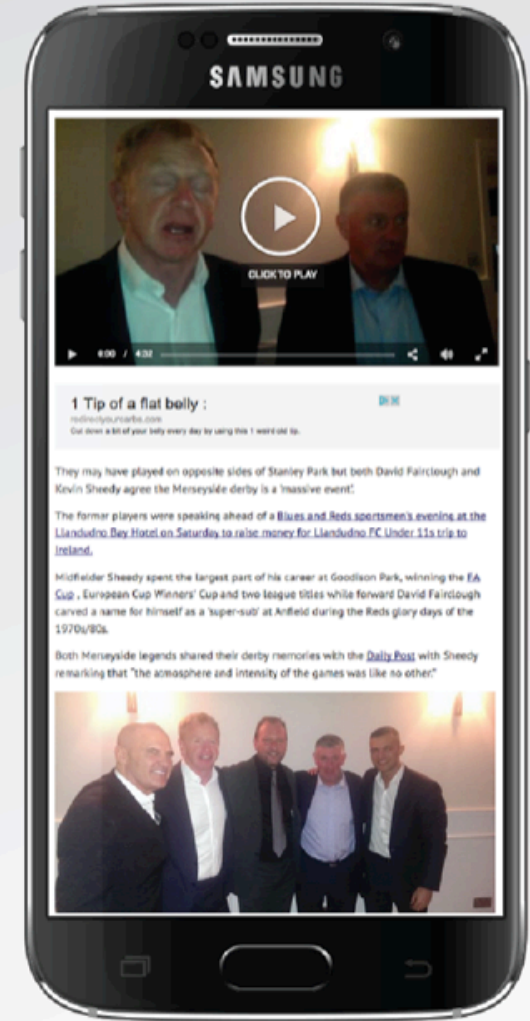


Source: Independent third party research commissioned by Brightcove  
Test data: March 31, 2014 (Brightcove, JW, YouTube), June 30, 2016 (Ooyala v4 – Desktop), August 31, 2016 (Ooyala v4 – Mobile)

# ADVANCING MOBILE PERFORMANCE

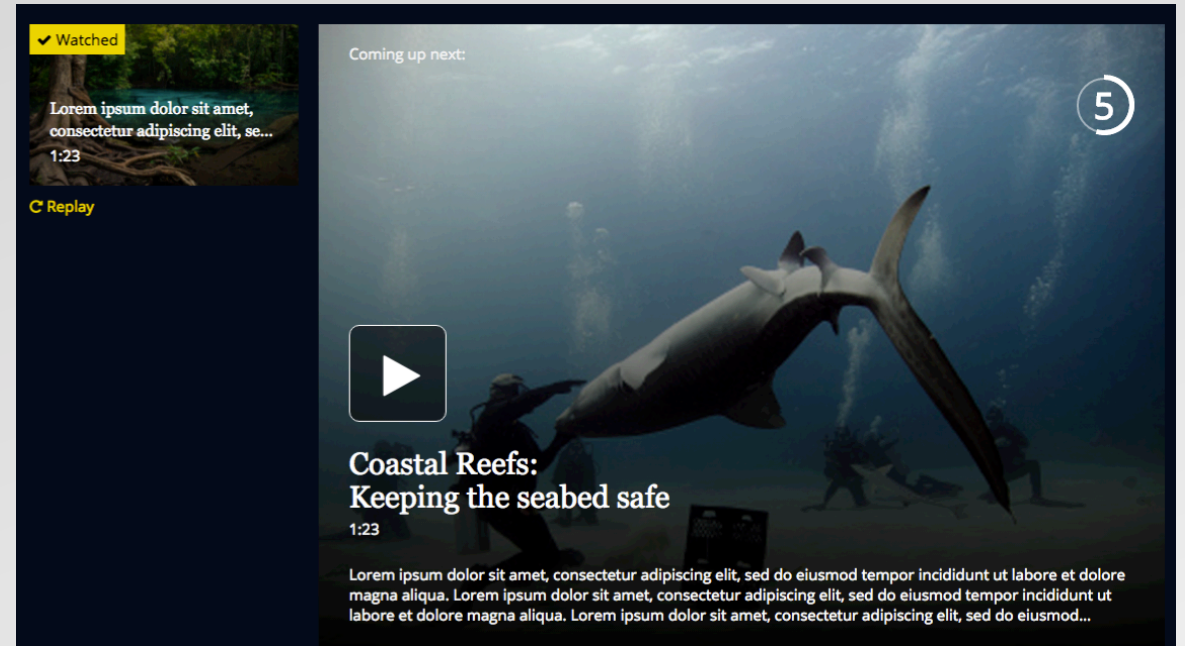


Trinity Mirror plc



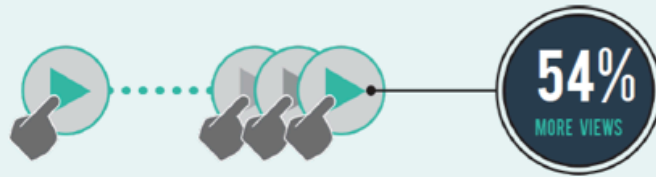


# DESIGN TO MAXIMISE ENGAGEMENT



## Performance

### Consumption



IRIS.TV customers on average experience a 54% increase in total monthly views within one month of integration

### Engagement

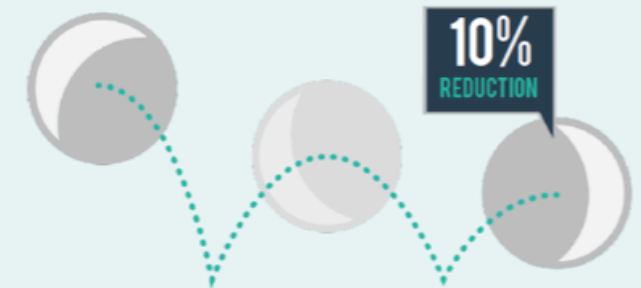


Engagement is measured as views per viewing session.  
Viewers have watched 62% more videos per viewing session.

### Retention



70% increase in returning viewers



Overall bounce rates declined by 10%.

A man in a dark blue suit, white shirt, and red tie is looking down at a smartphone in his hands. He is wearing black-rimmed glasses and has a short beard. The background is a blurred crowd of people in a public space, possibly a train station or a busy street. The overall image has a dark, semi-transparent overlay.

**SOCIAL**

## SOCIAL CHANNELS: FRIEND OR FOE?

Consumption on social is the new reality. You need to:

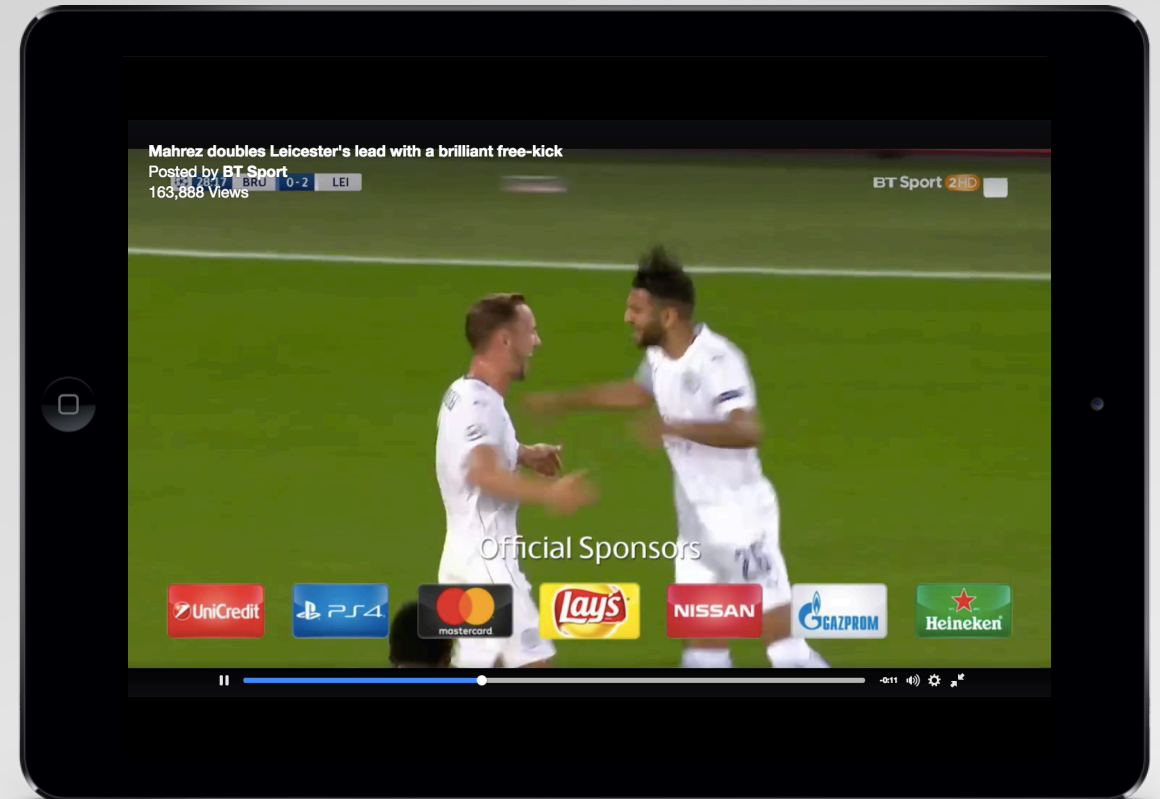
- Develop strategies for monetising offsite
- Customise content to different audiences
- Look for ways to streamline the process
- Use measurement to see what works



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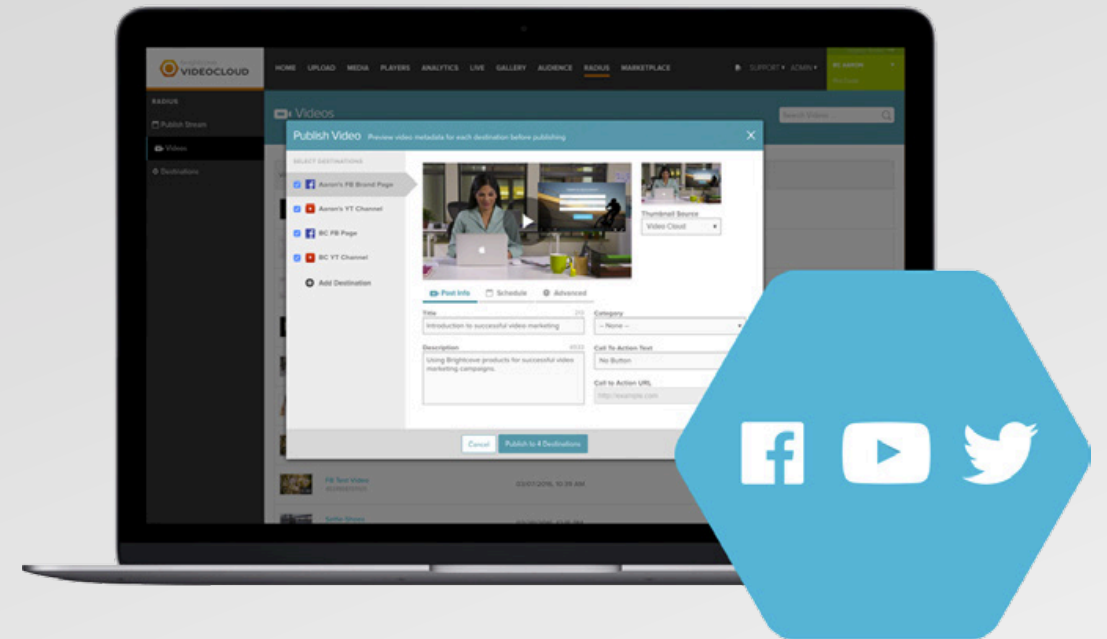
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# EXPAND YOUR REACH WITH THE POWER OF SOCIAL VIDEO

## Brightcove Social

- Easily publish to popular social networks and receive analytics – all from a single location
- Streamlines social video workflows
- Publish to native players
- Aggregates video analytics
- In-console video editing and scheduling





**Thank You!**

**For more information, contact:**

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