Brightcove, Inc.

Leading video platform uses Adobe® Flash® Platform to publish unrivaled online and mobile video experiences that delight users and help organizations meet business goals

Unlimited potential
By any measure, Brightcove is a leader in the online video market in terms of scale, scope, and service. The company's consistent double-digit growth since its startup in 2005, coupled with its drive and dedication to serve the world's most influential video publishers, sets Brightcove in a class by itself.

The vast majority of Brightcove customers deliver video for the Adobe Flash Player. With approximately 75% of all online video delivered via Flash technology—and Adobe Flash Player installed on more than 98% of Internet-connected computers and a growing number of smart phones, tablets, netbooks, and smart books—Brightcove views the Adobe Flash Platform as a primary path for high-quality video distribution for its customers.

The reason the Flash Platform is compelling to customers is simple, according to Jeff Whatcott, senior vice president of marketing at Brightcove. “The Adobe Flash Platform provides unparalleled reach but also unequalled richness in terms of how people experience video on desktop and mobile devices,” he says. "The Flash Platform ecosystem has very advanced capabilities for advertising, analytics, and interactive experiences that don’t exist at the same level of fidelity and at the same low cost."

Less mature platforms require more testing and more coding from scratch, which would cost Brightcove time, which in turn would impact quality and result in less robust products. "Our company could not have become the video market leader without building and delivering on the Adobe Flash Platform," says Whatcott.

Best in class video experiences
It’s all about pragmatically solving customer problems at Brightcove where video challenges are best met on the Adobe Flash Platform; where ubiquitous, high-quality end-user experiences are consumed; and key features such as content protection are provided.

Brightcove serves two basic categories of customer. The first type is ad-supported media organizations such as television broadcasters, newspapers, magazines, and new media sites that use content and advertising to drive audiences and monetize properties. Brightcove powers video for ad-supported media organizations around the world, including The New York Times Company, Turner Broadcasting, Virgin Media, Sun Media, Fox, Channel 4, and Tokyo Broadcasting in Japan, to name a few. About one third of Brightcove’s 1,500 customers are outside of the United States.

The second category of Brightcove customers is comprised of marketers who use video as a marketing strategy on their own sites. This includes business-to-consumer brand marketers and consumer goods providers; business-to-business marketing organizations in technology; government agencies; and non-profits doing messaging for political campaigns and advocacy organizations. Additionally, this category also includes e-commerce companies using video to increase conversions and drive brand awareness.

Unequaled back end
Components of the Adobe Flash Platform permeate the design, development, and delivery of Brightcove’s front-end and back-end solutions, all of which operate on an enormous scale. Brightcove delivers hundreds of millions of video views every month to over 10,000 websites and handles more than three billion server transactions every month.
Based on the Adobe Flash Platform, the Brightcove video platform powers video for ad-supported media organizations around the world, including The New York Times Company, Turner Broadcasting, Virgin Media, Sun Media, Fox, Channel 4, and Tokyo Broadcasting in Japan. Brightcove delivers millions of video views and processes billions of server transactions every month.

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Raymond Ostor
General manager, Digital Media
Sun Media

The Brightcove platform relies on Adobe Flash Media Server to deliver video. Brightcove buys capacity from content delivery networks (CDN) including Limelight, Akamai, Level 3, and others, and offers that capacity to its customers through Flash Media Server. If customers already have existing capacity from CDN partners, Brightcove allows them to use it in conjunction with its service.

Security is paramount to Brightcove’s customers. “If our customers can’t be assured content is protected, they won’t put it online,” states Whatcott. The Brightcove platform supports advanced security features in Flash Media Server that make it possible for content to be protected at the level customers require, which creates value for both Brightcove and its customers.

Real Time Messaging Protocol (RTMP), a protocol developed by Adobe for streaming dynamic data over the Internet, adds the protection that media companies demand. For instance, viewers watching the latest episode of their favorite show on a network website are unable to save it to a disk for sharing with a friend. Nor can they grab the stream and redirect it to another playback experience in an attempt to monetize content they don’t own.

For optimal playback, the Brightcove platform supports multi-bit rate streaming with Flash Media Server. Whenever a video file is uploaded to Brightcove, six different renditions are automatically generated, ranging in quality from mobile level to high definition. The Brightcove platform automatically detects bandwidth availability and CPU usage on an end user’s machine and dynamically adjusts the fidelity of the stream throughout the entire viewing experience. These optimal experiences are enabled by core technologies in the Adobe Flash Media Server and the Flash Platform.

Power play

The Brightcove player is built entirely with Flash Platform tools—specifically Adobe Flex Builder and Adobe Flash Builder. Users log into a rich Internet application (RIA) to upload, manage, and control the parameters and configurations around video assets. Customers dictate everything about how that video is consumed—when it can go live, when it needs to be retired, when it can be shared on Facebook and other social network outlets, and more. Data configurations are compiled in Flex.

What the end user sees was built from scratch in Flash Builder using Adobe ActionScript® 3. End users experience video in many ways in the Brightcove player, including fast-forward, rewind, skip, pause, and stop. The player also orchestrates advertising. If an end user is watching video for first time, the system will retrieve an ad from an ad server that has been configured from the back end to display a pre-roll ad. The system passes variables to the server and delivers an ad appropriately targeted to the viewer.

The Brightcove platform has powerful analytics that determine the impact video has in relation to overall planning. It tracks how long the user watches the video, for instance, and what they did with it—fast forward, replay.

The platform also provides marketers with customization capabilities that make video actionable. For example, while an end user sees a new fashion line with models coming down a runway, an interactive widget allows them to buy items as they appear on screen. That commerce experience can be connected to an inventory management system or shopping cart engine.
Media organizations and others are embracing the advanced capabilities of Brightcove Mobile Experience for Adobe Flash Player 10.1, enabling them to easily deliver an optimized mobile video viewing experience.

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Jeff Whatcott  
Senior vice president of marketing,  
Brightcove, Inc.

Optimal mobile video and beyond

Media organizations and others are embracing the advanced capabilities of Brightcove Mobile Experience for Adobe Flash Player 10.1, enabling them to easily deliver an optimized video viewing experience across smart phone platforms running Flash Player 10.1, including Google Android, Symbian S60, Palm webOS, Microsoft Windows Mobile, and Research in Motion BlackBerry.

"We are excited to leverage the capabilities of the Brightcove Mobile Experience for Adobe Flash Player 10.1 as we expand our online video offerings to additional mobile devices and platforms," says Raymond Ostor, general manager of digital media at Sun Media. "Brightcove’s unique encoding capabilities enable us to efficiently optimize our video content for up to HD-quality viewing experiences on the web and for high-quality delivery and viewing on a range of handheld devices."

The developers at Brightcove have done extensive work to make sure mobile video runs at optimal levels in the Flash Player 10.1 environment and that the arrangement of the browser experience is appropriated to portrait, landscape, or full-screen mode. Brightcove supplies its customers with templates to help ensure that video runs beautifully.

Other Adobe solutions are coming into play as the Brightcove platform grows more powerful. Plans are underway to provide support for Adobe’s video content protection solution, Adobe Flash Access. Brightcove also provides its customers with a kit that allows developers to embed the Brightcove player experience into an Adobe AIR application. Or, they can write their own Adobe AIR application and then connect to Brightcove hosted video from within those experiences.

Whatcott sums it up. "Our customers come to us seeking a platform that helps them create a video experience that is as sophisticated and powerful as their business strategy. That is what we and our ecosystem of partners have consistently delivered for years. And we have done this primarily using the ubiquitous Adobe Flash Platform technology stack that has allowed us to reach 98% of the world’s Internet-connected computers with a consistent video experience that just works."

For more information  
www.adobe.com/flashplatform/