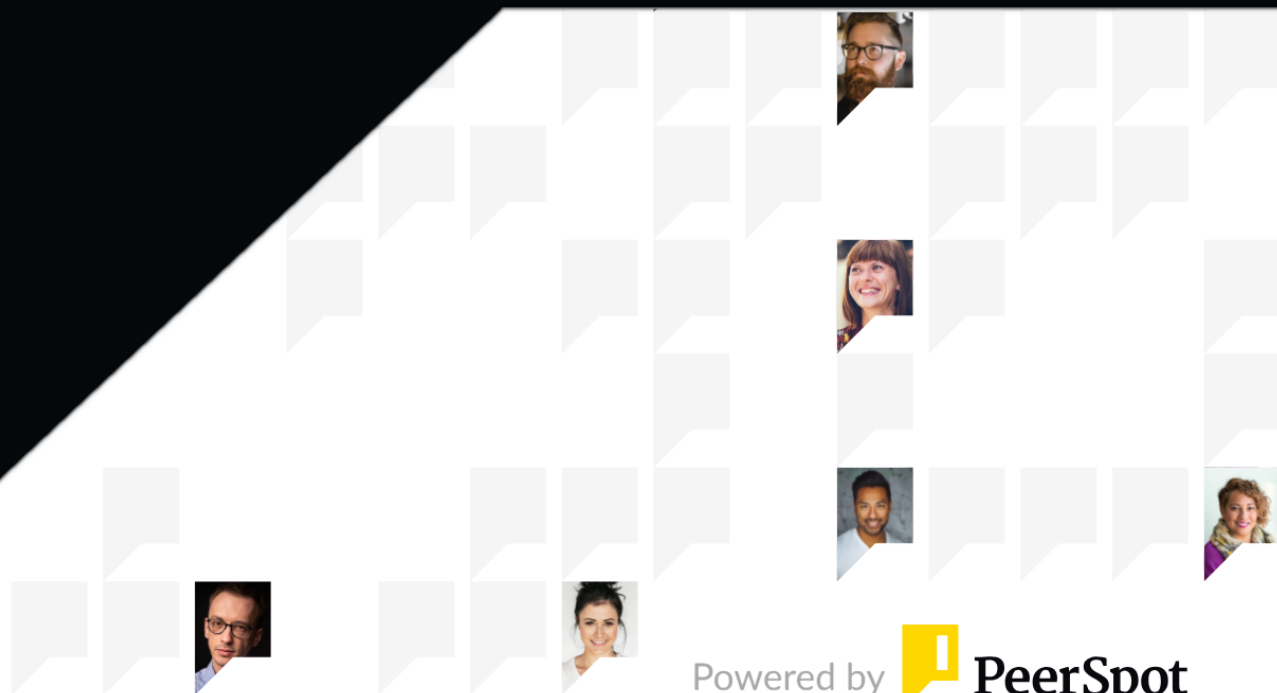




Brightcove

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Brightcove

Brightcove Recap

Brightcove offers a sophisticated video streaming platform designed to meet the needs of businesses by providing seamless video delivery across multiple devices with reliable performance and security.

Brightcove stands out for its ability to enhance digital engagement through robust video delivery infrastructure. It supports high-quality streaming, analytics, and monetization tools that help organizations connect effectively with audiences. With extensive customization options, Brightcove adapts to various industry requirements, making it a versatile choice for enterprises looking to leverage video content effectively.

What are the standout features of Brightcove?

- **Video Cloud:** Delivers smooth, high-quality streaming with adaptive bitrate technology.
- **Analytics:** Provides insightful data on viewer engagement and video performance.
- **Monetization:** Offers tools for ad integration and subscription management.
- **Security:** Ensures content protection with DRM and secure token authentication.
- **Customization:** Allows branding and integration with third-party applications through APIs.

What benefits should users expect from Brightcove?

- **Enhanced Engagement:** Drives viewer interaction with high-quality video content.
- **Scalability:** Accommodates growing audiences with resilient infrastructure.
- **Revenue Opportunities:** Boosts income through ads and subscriptions.
- **Data-Driven Insights:** Empowers decision-making with real-time analytics.

Industries like media, education, and corporate enterprises rely on Brightcove for video delivery due to its adaptability and robust functionality. Media companies use it for live streaming and VOD, educational institutions for remote learning, and corporates for internal communications and marketing campaigns, maximizing audience reach and interaction.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Brightcove offers some of the best streaming solutions available, integrating very well with mobile and native devices like iOS and Android, and fantastically with the web as well, giving high-quality video streaming with advanced analytics and enterprise-level control.”



Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

- ✓ “If someone is looking for a private space, a safe space to host private videos and limit the users from accessing them outside their domain, then Brightcove is one of the trustworthy tools and can be recommended.”



Validated user

Manager at a pharma/biotech company with 10,001+ employees

- ✓ “In my experience, the best features Brightcove offers are its ability to provide proprietary and secure videos, as customers' proprietary assets will be secured and not publicly accessible, unlike YouTube videos.”



Pradeep Dubey

Solution Architect at Tata Consultancy Services

- ✔ “Brightcove has significantly impacted our organization from a business perspective, as video holds significant importance for displaying our products and demonstrating our services for customers, and in terms of specific outcomes, we have achieved higher conversion rates, with our analytics reports indicating a lot of clicks and views on the videos on our webpages, such as a forty-five percent click-through rate last week that improves overall page performance and sales.”



Hamza Thayyil

Marketing Specialist at a pharma/biotech company with 10,001+ employees

- ✔ “Brightcove is undeniably reliable and stable; it is the best of breed, likely in the top one or two platforms available, with reliability that encompasses both technology and personnel.”



Jeremy Spencer

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

- ✔ “As a smaller organization, we were able to deliver a video on demand platform for hundreds of thousands of users with just a few engineers, so it has been very useful in that regard.”



Bross Ross

Senior Software Engineer at a computer software company with 51-200 employees



“The best features Brightcove offers, starting with analytics, is great as it helps us to view the current trend.”



Validated user

Software Development Engineer 3 at a media company with 1,001-5,000 employees

What users had to say about valuable features:

“The features of Brightcove that I find most useful are their CMS and the portal to manage the video metadata. I appreciate how they manage the video content compared to other video portals because Brightcove is somewhat better in terms of their UI.

“The positive impact I have seen from Brightcove over the years includes appreciating their API support, which does not require too much effort on our side to extract data or develop while dealing with their player or managing ingestion. Their documentation is also quite good..”

Validated user

Product Operations Manager at a media company with 51-200 employees

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I would say the best features Brightcove offers include the different user experiences, such as interactive videos, playlists, and the video player, with the interactive video experience being my favorite.

Brightcove has significantly impacted our organization from a business perspective. Since I'm working in a marketing team, we deal with a lot of new product launches, campaigns, page revisions, and new page creations, so video holds significant importance for displaying our products and demonstrating our services for customers. It is mandatory for us to display at least one video on a page when we design an AEM page for our marketing purposes, highlighting the crucial role video plays in our business.

“In terms of specific outcomes, I would point to higher conversion rates, as our analytics reports indicate a lot of clicks and views on the videos on our webpages. For example, in the last week, we achieved a forty-five percent click-through rate, which translates to good conversion and improves the overall page performance and sales. .”

Hamza Thayyil

Marketing Specialist at a pharma/biotech company with 10,001+ employees

[Read full review](#) 

“In my experience, the best features Brightcove offers are its ability to provide proprietary and secure videos. Customers' proprietary assets will be secured and not publicly accessible. This is one of the best features in Brightcove, unlike YouTube videos.

“This security feature has benefited my projects and my client's workflows because clients have proprietary assets and they do not want them to be disclosed to their competitors or in the open market. They wanted these videos to be secured, and Brightcove is the platform that provided the security for their assets.

“I would add more about the features, particularly around usability, analytics, and integration capabilities. Brightcove provided this as a package that I can install in the AEM package manager. There is a component, a Brightcove component, that defines the rendition or the rendering capability on the HTML webpage. It also has its own CSS and JS, which control the video player widget. That helps the developer to control the dimensions of the video player..”

Pradeep Dubey

Solution Architect at Tata Consultancy Services

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“The best features Brightcove offers include the ability to easily replace the video at any point in time and a self-explanatory platform where anyone can easily upload videos without any knowledge transfer.

The video replacement feature has helped me significantly because when corrections occur in existing content or videos, we can change the video from the back end without touching the websites or YouTube channel, so it will not disturb the audience's visibility and will not create any quality issues. It will not impact the URLs either.

Regarding workflow, when juniors join our team, once access is provided to particular team members, all the functions and features are self-explanatory, allowing everyone who newly joins the team to easily manage Brightcove and the video content for the brand.

Brightcove has impacted my organization positively by making it easy to handle video content, easy to publish in our website ecosystem, and easy to use in marketing communications and newsletter publications. We can easily share the links with stakeholders so they can add or embed them into their external communications effortlessly. From the organization's perspective, Brightcove is a great asset for building brand awareness and market share..”

Validated user

[Read full review](#) 

Supervising Associate - Global SaT and Parthenon BMC at a tech vendor
with 10,001+ employees

“The best features Brightcove offers, starting with analytics, is great as it helps us to view the current trend. For example, if a war is happening and we publish a video, Brightcove lets us know how many views are occurring. Another major feature I love is the reference videos, where if we upload a video to Brightcove cloud, it gives us a reference ID that we just need to provide to play the video instead of handling everything ourselves.

“These features help me in my daily work. On a weekly basis, we extract the analytics to check the trend, comparing the current trend with the previous week's trend to see if there is a spike or if the graph is going down. With the reference videos, we just take the reference ID from the back end that is served to us on request, and pass it to Brightcove, meaning we do not need to manage the streaming, buffering, or loading, as those phases are managed by Brightcove itself.

“There are many features available in Brightcove, apart from those I mentioned, including a preloading feature and a playback speed feature. I also worked on the preloading feature so that while you are watching the first video, the second video is already ready to play. Thus, if you move to the second video, you will not see any buffering or loading as it plays automatically, which is one of the cool features they have, but they need to improve a lot in that area..”

Validated user

[Read full review](#) 

Software Development Engineer 3 at a media company with 1,001-5,000 employees

“One of the features we really liked was their forward-thinking approach, especially from someone I worked with who came from the AP Newswire, which gave me a lot of respect for her recommendation and her strategic thought about how we should approach moving all this content over. Her team was amazing. I had a very good experience with the product.

“Studio is the Brightcove feature I recommended. The Designer piece was also really the two pieces that the client was most interested in. Being able to control layout and video layout was important. One aspect they really liked was the vector video features. Cross-browser mobile capability was one of the most important aspects, which they have revolutionized. Produced video shows up in high quality no matter what kind of device you are on, whether it is an Android or an Apple product or a desktop or a tablet. For this particular client, that was very, very important. They were also producing training videos, which was crucial, including onboarding HR video production and how-to videos. They also did compliance videos, including the required behavior at work training and OSHA training for work safety.

“The integration of Brightcove with Adobe was very seamless. I liked that there were people at Adobe who knew Brightcove very well, and vice versa. That made it easy for both to communicate and made the client feel comfortable about the integration pieces that needed to happen. I am not technical. I am more focused on business strategy and marketing.

“Brightcove is known for its high level of hands-on support. You get an account manager and training if you need or want it. There are a lot of benefits to using a platform such as Brightcove, so it was a no-brainer for me that they would choose this product. Their pricing was relatively good. I do not remember the specifics of the package, but we ended up choosing either the enterprise or enterprise plus package.

“For analytics, I do not have a lot of experience with advanced analytics. I know it is a capability, but part of the reason we chose them was I have not used that piece of their product, so I would not be able to speak to that.

“Brightcove's content security is best of breed. It is why the government uses it a

lot. They are in the government's SAM exchange in the United States. Any government agency wanting to use them finds contracting with them easy because they are already in SAM. Everyone pays the same price, and they use it primarily for security.

“People at Adobe knew Brightcove very well, and vice versa. That made it easy for both to communicate and made the client feel comfortable about the integration pieces that needed to happen. I am not technical. I am more focused on business strategy and marketing.

“Brightcove is undeniably reliable and stable. It is the best of breed, likely in the top one or two platforms available. There is really no other competitor delivering at this level. Their reliability encompasses both technology and personnel, which are crucial. Technical issues can be fixed over time, but it can be challenging to resolve personnel issues as that requires time for training and development. They hire excellent people, and I believe they have strong leadership within the company..”

Jeremy Spencer

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

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Other Solutions Considered

“We did not evaluate many other options before choosing Brightcove as it is best-in-class; we straight away had a clear understanding of utilizing Brightcove itself..”

Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

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“The switch to Brightcove depends on organizational policy, and when the organization changes the platform, we need to use it. I did not have input regarding the previous solution..”

Validated user

Supervising Associate - Global SaT and Parthenon BMC at a tech vendor with 10,001+ employees

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“Before Brightcove, I did not use something else for these use cases as I customized our video player. After using Brightcove, I have been quite happy with their video portal and CMS, which is why we have been working with them for quite a while..”

Validated user

Product Operations Manager at a media company with 51-200 employees

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“We did recently evaluate other options aside from Brightcove, but it is not best to expose their name here.

“Brightcove is better than that other vendor because it has a better CMS, although the other vendor provided a better solution for us in terms of in-the-box solutions that allowed us to market our product without extensive development..”

Validated user

[Read full review](#) 

Product Operations Manager at a media company with 51-200 employees

“We had a chance to actually look at Adobe's own DAM for hosting the videos, but the choices were very limited. We had a challenge with Adobe DAM in terms of speed and other things, so we tended to rely on the platform which is trusted by most of the users. Brightcove was the first name which was recommended by most of our partners and even clients, so we decided to go with it..”

Validated user

[Read full review](#) 

Manager at a pharma/biotech company with 10,001+ employees

“I previously used a different solution for video management or integration with AEM. I was using some of the videos in AEM DAM (Digital Asset Management), but those were not very efficient because DAM is not considered a specialized platform for hosting videos. I also used a couple of videos from YouTube. But again, YouTube is a publicly accessible platform and does not provide security. So that's the reason to value the customer's security and especially valuing their asset security, I moved to Brightcove..”

Pradeep Dubey

Solution Architect at Tata Consultancy Services

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ROI

Real user quotes about their ROI:

“I do not have proper insights on the return on investment with Brightcove from the brand's perspective as I am only managing the brand and their content in the digital area, so I do not have insights on that..”

Validated user

[Read full review](#) 

Supervising Associate - Global SaT and Parthenon BMC at a tech vendor with 10,001+ employees

“Everyone uses it a lot. They are in the government's SAM exchange in the United States. Any government agency wanting to use them finds contracting with them easy because they are already in SAM. Everyone pays the same price, and they use it primarily for security..”

Jeremy Spencer

[Read full review](#) 

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

“In terms of return on investment, I can share relevant metrics indicating that the user footprint had increased significantly. We saw a good amount of increase in user retention on the website and a significant increase in profits since people were more trusting and relying on the video feedback for the product and purchasing, which increased our demand..”

Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

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“In terms of speed, multiple videos can be hosted in multiple windows of a browser, and the speed is good. The only guided thing is the information for the video details, so in terms of ROI, the time saving is good in terms of the speed. One person can do the job of three persons in terms of uploading the videos, so in terms of time saving, it does deliver results. Because one person can do the job of three, we can save the money of those two resources, so we get a win-win situation in both cases..”

Validated user

Manager at a pharma/biotech company with 10,001+ employees

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Use Case

“My usual use cases for Brightcove involve being more responsible for using it operationally, where we upload dynamically our content to Brightcove and then use their player to showcase it to our customers, which includes VOD and live streams. For live stream, we have two types: one using Brightcove's live module and the other using our own live stream encoder with Brightcove's player..”

Validated user[Read full review](#) 

Product Operations Manager at a media company with 51-200 employees

“Our main use case for Brightcove is uploading videos and using the Brightcove link on our websites, as well as embedding the Brightcove link in our YouTube channel.

We primarily use Brightcove for informative videos and self-explanatory videos that are easy for the audience to understand. Additionally, we upload leadership interviews about brand awareness using the platform.

We also use Brightcove analytics to determine how the videos are performing content-wise..”

Validated user[Read full review](#) 

Supervising Associate - Global SaT and Parthenon BMC at a tech vendor with 10,001+ employees

“My main use case for Brightcove is the integration in Adobe Experience Manager. I had a use case to display the videos from Brightcove on Adobe Experience Manager (AEM) pages, so I completed this integration.

“A specific example of how I used Brightcove with Adobe Experience Manager is that I installed the package that is compatible with a CMS such as AEM. The package I installed was for the 5.6 version. After installing this, I had the component which I could use on my pages and the template to configure the Brightcove videos.

“I have more to add about my main use case and how I worked with Brightcove and Adobe Experience Manager. I had a separate Brightcove team from the customer side who used to upload and publish the videos. Using the video ID and URL, I used those videos in the Brightcove component on the AEM pages..”

Pradeep Dubey

Solution Architect at Tata Consultancy Services

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My main use case for Brightcove involves creating or maintaining a webpage where we also get video assets. To display the video, we need to upload the video into Brightcove and publish it by filling in the required fields, the metadata, and the necessary options to enable. All that back-end work happens in Brightcove, then we publish the video. Later on, we come to AEM, search for the video, and implement that video on the page, and then we publish the page. That's how we make the Brightcove video live on our page and upload the video asset into Brightcove platform.

Recently, I worked on a big project where we had eleven pages under a single parent page, and each page has multiple videos to accommodate, so I had to upload all the videos to Brightcove while adding the necessary metadata and options. First, I published all the videos in Brightcove. Then, we came to the AEM platform, selected the published video because AEM and Brightcove app have been integrated. This integration makes it easy for us to search for the video through AEM and display it on the webpage. This is how I used Brightcove to upload these multiple videos at once and publish them on the webpage. Additionally, since I was handling multiple videos, Brightcove was very useful for uploading multiple videos at a time and filling in the required necessary details, such as metadata and the required options. .”

Hamza Thayyil

Marketing Specialist at a pharma/biotech company with 10,001+ employees

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“My main use case for Brightcove is that our application is a fully video-based application with reels-kind of videos, live videos, and normal videos, and everything plays with the help of Brightcove.

“On a day-to-day basis, I use Brightcove because our complete platform depends on Brightcove video platform. Our complete platform's video depends on Brightcove, and we have two kinds of use cases where we have videos that play from Brightcove cloud itself, and another use case is there are live videos which are also played from Brightcove cloud, but we have an option to play some videos locally and we use Brightcove player to play it manually in our application. The entire application depends on Brightcove video platform, and that is what we are working on, along with fixing bugs and implementing features with that.

“Regarding my interaction with Brightcove, I usually integrate Brightcove SDK for iOS into our application to play videos. On a weekly basis, we receive analytics from Brightcove, which is very useful for us to know which video got many views and how the trend is going. I also work on building features on top of Brightcove, and that is my usual day-to-day work with Brightcove..”

Validated user

[Read full review](#) 

Software Development Engineer 3 at a media company with 1,001-5,000 employees

“For Brightcove, we use all of their video products, including video storage and management. We performed a huge migration from a legacy, analog, manual platform. It was not even a platform—it was just manual video consisting of hundreds of thousands of videos to Brightcove.

“We were converting analog video files to archived files from Georgia Public Broadcasting, which is part of the National Public Broadcasting Network. I live in the state of Georgia and was an executive at the state of Georgia. Brightcove won the contract through a colleague named Missy. We moved hundreds of thousands of videos from an old legacy platform into Brightcove, and they still use it today. Georgia Public Broadcasting uses that platform, and all of the state of Georgia's video assets are archived and streamed either live or as repeats where you can view something from yesterday or twenty years ago or fifty years ago in that platform. The whole idea was trying to get everything stabilized in a digital world rather than on this analog system that was deteriorating over time.

“I recommended it for a client who was a government entity, and I cannot disclose too much because I am under an NDA, but I am a big fan. Brightcove is a fantastic platform. They are doing much more than just video now. There is such a wide variety of content management capabilities. One of the features we really liked was their forward-thinking approach, especially from someone I worked with who came from the AP Newswire, which gave me a lot of respect for her recommendation and her strategic thought about how we should approach moving all this content over. Her team was amazing. I had a very good experience with the product.

“Studio is the Brightcove feature I recommended. The Designer piece was also really the two pieces that the client was most interested in. Being able to control layout and video layout was important. One aspect they really liked was the vector video features. Cross-browser mobile capability was one of the most important aspects, which they have revolutionized. Produced video shows up in high quality no matter what kind of device you are on, whether it is an Android or an Apple product or a desktop or a tablet. For this particular client, that was very, very important. They were also producing training videos, which was crucial, including onboarding HR video production and how-to videos. They also did compliance

videos, including the required behavior at work training and OSHA training for work safety. Being a federal government entity, they were highly regulated. The ease of use of the platform was critical. Back when I used it years ago, the user interface was easy and required very little training. You could bring in a novice professional marketing person, video production person, or even an administrative person and it did not take a lot of effort getting people up to speed.

“I once worked on a Coca-Cola project to migrate and consolidate their websites to Adobe AEM, which was a complex transition. It is partly technology and partly managing human behavior since we are changing mindsets about producing engaging video content.

“I know companies include ITA Group that engage Brightcove for managing live feeds during virtual events. They register people through Cvent, but they utilize Brightcove to deliver quality live feeds for attendees.

“This feature has become crucial post-COVID for events so that if attendees cannot be physically present, they can still participate. It is more complicated to set up than your typical conferencing software such as Zoom..”

Jeremy Spencer

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I did participate in the initial setup of Brightcove, which I found to be straightforward overall, though the DRM part was a bit challenging. The VOD part is quite easy, and it is mainly the live DRM that poses some difficulty..”

Validated user

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Product Operations Manager at a media company with 51-200 employees

“Brightcove integrates with native devices as well as iOS, Android, and web very smoothly. We had a React application where it integrated very smoothly, and the team from Brightcove for the initial setup and integration was very helpful, with really good documentation to integrate..”

Rishabh Singh

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Lead Engineer Senior Forntend Developer at Adobe

“From my perspective as a consultant, I find the initial setup of Brightcove totally straightforward and easy. It was not so back ten years ago. While it was not bad, it was new to everyone. Ten to twenty years ago, content management felt fresh and complex to many of us.

“Brightcove was ahead of its time, and the implementation process for the federal client I worked with was simple. They successfully migrated their content without significant complications. They really had a great implementation team and a client that believed in the need for this system..”

Jeremy Spencer

[Read full review](#) 

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

Customer Service and Support

“I am not certain about the details of customer service as we depend on the EY admin. We have an internal team, and for any technical issue, they connect with Brightcove directly, not from our side. We are the front-end of the team that manages EY content..”

Validated user

Supervising Associate - Global SaT and Parthenon BMC at a tech vendor with 10,001+ employees

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“Brightcove's customer support is amazing; the people throughout both the customer support and technical support have been phenomenal, and we have been receiving continuous support even after the initial setup from the team..”

Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

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“Customer support from Brightcove has been satisfactory. I had a dedicated marketing team who were uploading the videos. So I needed to be in constant touch with the marketing team about which videos they wanted on a specific page or a specific area on the page. I needed to have close collaboration with the marketing team..”

Pradeep Dubey

Solution Architect at Tata Consultancy Services

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“The effectiveness of Brightcove's live streaming feature for broadcasting events is satisfactory, especially when scheduling calls with them for support during major events, where they provide a team to work with us, making us quite happy with their support.

“When rating the technical support from one to ten, I would say it is around seven to eight, or if not, then seven..”

Validated user

Product Operations Manager at a media company with 51-200 employees

[Read full review](#) 

“Brightcove is known for its high level of hands-on support. You get an account manager and training if you need or want it. There are a lot of benefits to using a platform such as Brightcove, so it was a no-brainer for me that they would choose this product.

“My customer was extremely happy from the sales process through implementation. In my past experience with them, it is a total ten. They did everything they could because they wanted that account really bad due to its size and how costly it was.

“Their service model is very hands-on, but the platform is so easy to use that you do not need a lot of support. If you can use Instagram or Facebook, you can pick it up really easily, which prevents people from being left behind or slowing down progress..”

Jeremy Spencer

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

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Other Advice

We use a public cloud for Brightcove. We all have one credential to access and upload videos, activate and deactivate videos, edit videos, and publish videos to YouTube and other channels. I think we use another provider for Brightcove, but I am not certain which one.

My advice to others looking into using Brightcove would be positive, as it is user-friendly, multi-channel integrated, and makes it easy to find the videos we upload. The video ID feature is very helpful, and the options provided by Brightcove are truly useful for anyone looking for enterprise-level web management. All these aspects make it a strong recommendation for new users who want to get started with Brightcove. I rate Brightcove eight out of ten. .”

Hamza Thayyil

Marketing Specialist at a pharma/biotech company with 10,001+ employees

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“My advice to others looking into using Brightcove is that it is very easy to manage the content from an EY perspective. The tool is also very self-explanatory.

Regarding Brightcove's AI capabilities, I currently do not see any issue with its governance and security as we are following all the protocols related to it from an EY perspective, so it is all good from the platform side.

I find the accuracy and reliability of Brightcove's output to be quite good, especially the translations and captions, which we can easily use. Brightcove's AI capabilities help optimize streaming quality while reducing delivery costs.

I give Brightcove an overall rating of eight out of ten..”

Validated user

Supervising Associate - Global SaT and Parthenon BMC at a tech vendor
with 10,001+ employees

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“I rate Brightcove overall a seven out of ten.

“Regarding Brightcove's AI capabilities, I have not yet explored the AI capabilities in Brightcove.

“Regarding Brightcove's AI capabilities, I think its accuracy and reliability of output are areas I have not used.

“My advice to others looking into using Brightcove is that if anyone, especially a customer who wants security for their video assets, Brightcove is the right platform that provides security and protected resources. So a customer can go ahead and use Brightcove for these kinds of requirements..”

Pradeep Dubey

Solution Architect at Tata Consultancy Services

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“On a scale of one to ten, I would rate Brightcove around seven due to facing these types of ongoing issues, although they are good at providing solutions without making us feel bad. Their support is commendable.

“I chose a seven out of ten because if they can improve the preload issue, my rating will be eight, and if they fix the ad issue, it will be nine. I feel it is fair to not give a perfect score, as other players resolve these issues more efficiently and often at a lower cost, making seven the appropriate rating, with room for improvement to achieve a nine.

“For others looking into using Brightcove, my advice, specifically for iOS, is to discuss better workarounds with Brightcove team regarding the preloading of videos. They need to address the first frame of the video showing before pre-load ads because having a better workaround can facilitate integration, but if they do not improve, it may present challenges when going to customer-facing applications. My overall rating for Brightcove is seven out of ten..”

Validated user

Software Development Engineer 3 at a media company with 1,001-5,000 employees

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“I have utilized Brightcove's advanced analytics, which is quite good because we primarily use it for VOD content. Brightcove has a good analytic interface for downloading, scheduling downloads, and exporting to an Excel file to send out to different stakeholders, which they handle well.

“Regarding the integration of Brightcove with [CRM](#) and marketing systems in enhancing campaigns, we did not really integrate it. We simply export their analytic data to our system.

“The metrics I track to evaluate the performance of videos hosted on Brightcove include video view, unique view, and the viewer metrics.

“Overall, I would rate Brightcove as a seven out of ten, acknowledging that there is still room for improvement on their roadmap since they promise a lot but take time for delivery..”

Validated user

Product Operations Manager at a media company with 51-200 employees

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“Brightcove was a little smaller back then, but they were still enterprise-level for us. With a government contract, you have to go through very complicated procurement processes, so it was a long, about a year-long process to win the deal and then two years to get us operational. That was due to the sheer volume of videos we were trying to produce.

“The biggest risk lies with security and privacy, and Brightcove excels in that aspect. Huge government agencies use them, and knowing that they handle significant clients like banks and financial institutions is worth any extra expense for a service that ensures your content is trusted and compliant with relevant laws. They have had decades to build and develop that security, supported by high-paying customers.

“Based on my comprehensive experience with Brightcove, I would rate them an eight or nine. They serve certain businesses exceptionally well, particularly large clients with considerable content, security, or privacy needs, including government agencies or significant corporations such as Walmart. Other solutions might be more suitable for smaller clients or those without extensive media needs. My overall rating for this review is an eight out of ten..”

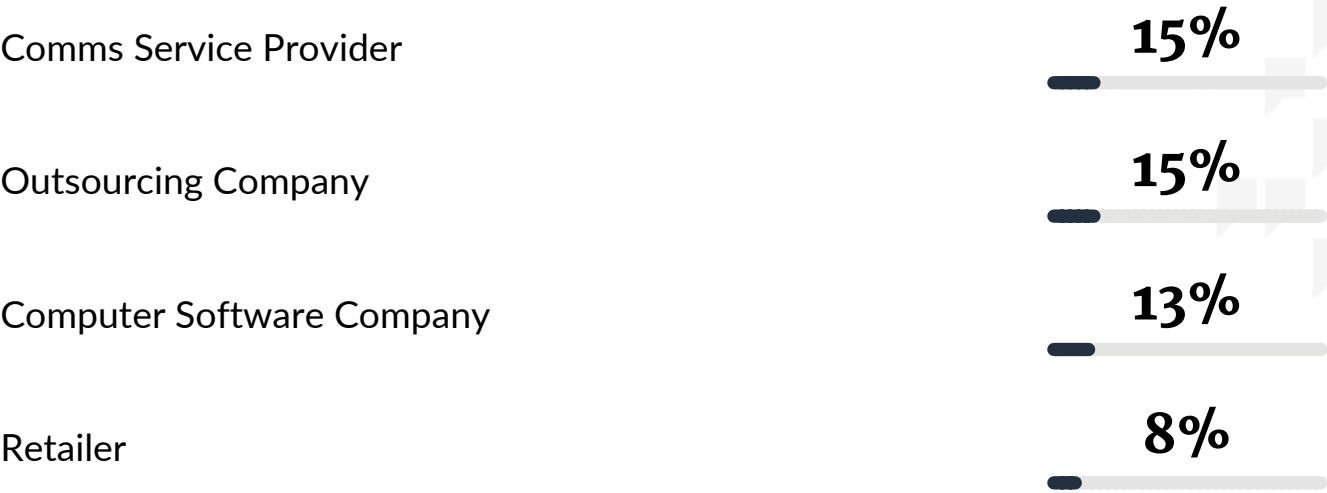
Jeremy Spencer

Digital Marketing And Consulting Specialist at Spencer Nexus LLC

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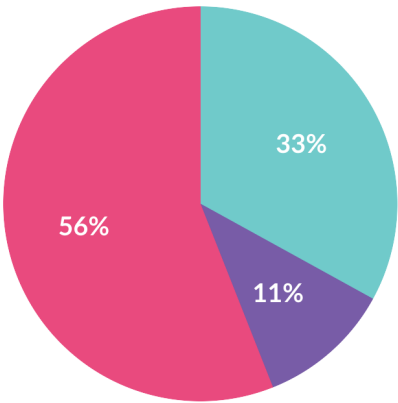
Top Industries

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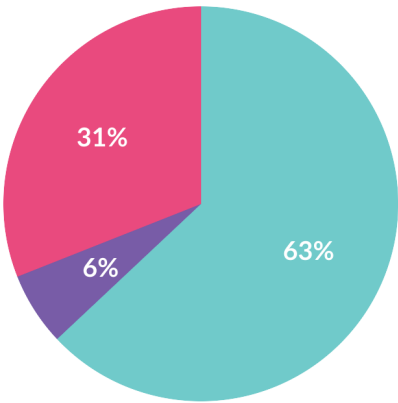


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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