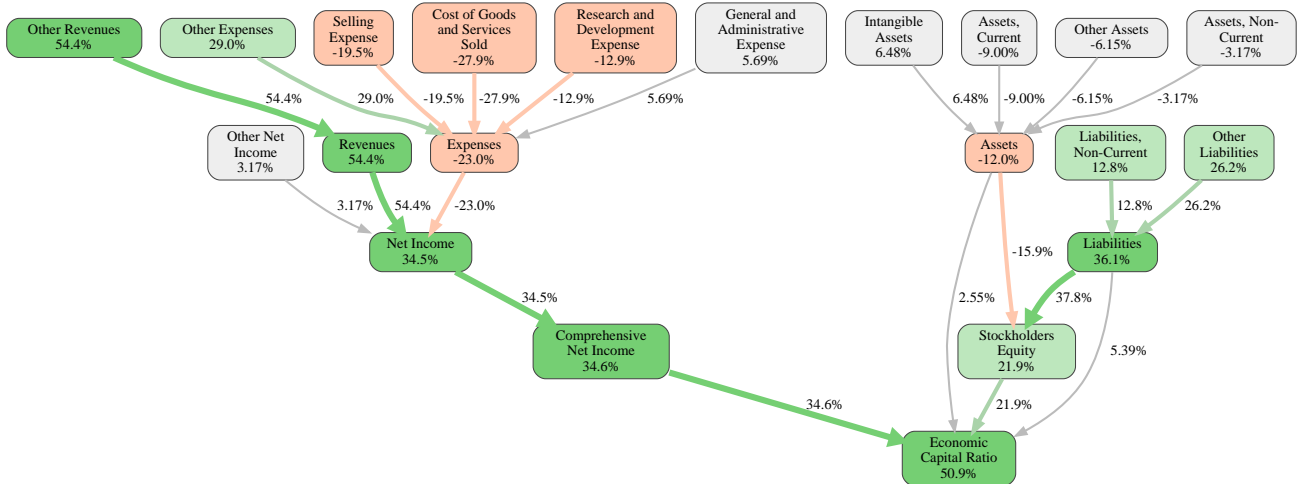




RealRate

DATA PROCESSING 2020

BRIGHTCOVE INC Rank 21 of 45





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 Other Revenues, increasing the Economic Capital Ratio by 54% points. The greatest weakness of BRIGHTCOVE INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 29%, being 51% points above the market average of -22%.

Input Variable	Value in 1000 USD
Assets, Current	65,824
Assets, Non-Current	32,266
Cost of Goods and Services Sold	75,469
Depreciation, Depletion, Amortization	0
General and Administrative Expense	25,692
Intangible Assets	74,777
Liabilities, Current	86,276
Liabilities, Non-Current	12,468
Other Assets	0
Other Compr. Net Income	167
Other Expenses	12,007
Other Liabilities	0
Other Net Income	-280
Other Revenues	184,455
Research and Development Expense	32,535
Selling Expense	60,375

Output Variable	Value in 1000 USD
Assets	172,867
Liabilities	98,744
Expenses	206,078
Revenues	184,455
Stockholders Equity	74,123
Net Income	-21,903
Comprehensive Net Income	-21,736
Economic Capital Ratio	29%