





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 63% points. The greatest weakness of BRIGHTCOVE INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 20% points.

The company's Economic Capital Ratio, given in the ranking table, is 50%, being 85% points above the market average of -35%.

Input Variable	Value in 1000 USD
Assets, Current	94,230
Assets, Non-Current	52,060
Cost of Goods and Services Sold	73,028
Depreciation, Depletion, Amortization	0
General and Administrative Expense	27,296
Intangible Assets	70,178
Liabilities, Current	96,621
Liabilities, Non-Current	23,587
Other Assets	0
Other Compr. Net Income	-474
Other Expenses	1,102
Other Liabilities	0
Other Net Income	-1,375
Other Revenues	211,093
Research and Development Expense	31,718
Selling Expense	71,177

Output Variable	Value in 1000 USD
Assets	216,468
Liabilities	120,208
Expenses	204,321
Revenues	211,093
Stockholders Equity	96,260
Net Income	5,397
Comprehensive Net Income	4,923
Economic Capital Ratio	50%