

Brightcove Selects BuyDRM's KeyOS Platform To Power Microsoft PlayReady Support for Desktops and Devices

Leading global provider of cloud services for video to support content encryption and licensing.

Austin, Texas — February 25th, 2014 — BuyDRM™, a leader in providing DRM technologies to pay-media operators, announced today that the company has been selected by Brightcove (NASDAQ: BCOV), a leading global provider of cloud services for video, to provide support for Microsoft PlayReady content protection across desktops and devices.

BuyDRM's KeyOS platform will enable Brightcove to deploy in-network encryption, providing seamless and scalable content security solutions for Brightcove's customers. To enable large scale license key services, Brightcove will rely on the industry-proven KeyOS platform, its mature licensing APIs, robust security, and quick deployability, as well as the KeyOS Device DRM technology.

"BuyDRM's KeyOS platform and Device DRM technologies will enable Brightcove to expand our content protection offerings on a range of devices and desktops, which is crucial as our customers look to securely publish premium content to audiences on every screen," said Jon Dahl, vice president of encoding services at Brightcove.

"We have a long history of working with the Brightcove team and their suite of products, which touches everything from transcoding to publishing" said Christopher Levy, CEO and Founder, BuyDRM. "We are truly excited to be partnered with Brightcove and we are ready to deliver a high quality service to their customers."

About BuyDRM:

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and education industries with customers spanning the globe. With 13 years of market-leading experience in implementing commercial DRM solutions and media technologies, BuyDRM™ has amassed substantial success stories for many of today's largest brands. Television networks, movie studios, cable MSO's, Telcos, and premium content distributors use BuyDRM's™ award-winning KeyOS™ DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM's™ customers include NBC Universal, Fox Filmed Entertainment, Sony Pictures Entertainment, Warner Brothers, HBO GO Europe and HBO GO Asia, the BBC, RTL Klub, FotoKem, By Deluxe,



Intertrust's SyncTV, SingTel, SC Johnson, Philo.com and Lufthansa Hospitality Systems.

For more information please visit <http://www.buydrm.com>.