

transcosmos Investment News Letter

July 25, 2008
transcosmos inc.

Brightcove Announces Beta of New Online Video Platform

~~–Brightcove 3 Promises to Transform How Online Video is Published and Consumed–~~

On June 17, 2008, Brightcove Inc (Headquarter: Cambridge MA, CEO & Chairman: Jerney Allaire), the leading provider of Internet video platform service, announced the beta of its next-generation online video platform, Brightcove 3. Brightcove has investment from Transcosmos Investments & Business Development, Inc. (Head Office: Bellevue WA, President & CEO: Yasuki Matsumoto), a venture arm of transcosmos, inc. (President & COO: Masataka Okuda; Headquarters: Tokyo)

Major new features of Brightcove 3 are as follows:

* Contextual Publishing

The new Brightcove 3 contextual publishing model gives site producers the ability to deeply integrate videos with the other content on their website. This integration enables better video viewing experience and deepens user engagement with video content

* Broadcast-quality video support

Brightcove 3 also brings TV to the Web by enabling the delivery of long-form, broadcast-quality content through any website without the need for proprietary software plug-ins.

* Excellent tools for design publishing

These powerful Brightcove 3 capabilities are unified in a new suite of visual tools for site producers that greatly accelerate the production of video websites. Brightcove 3 also integrates new player design and publishing capabilities that empower online video programmers to develop highly-customized viewing experiences, blending short clips and long-form broadcast-quality shows, all within the same website.

“Brightcove pioneered the publishing of professional online video with the first release of our platform in the summer of 2005, and in the last three years we’ve learned a great deal about online video by working with major media companies around the world,” said Jeremy Allaire, Brightcove chairman and chief executive officer. “The Brightcove 3 platform combines all the learning we’ve done with a range of breakthrough innovations that promise to transform how online video is published and consumed.”

Fox Entertainment Group’s Beliefnet, Lifetime Networks and Showtime Networks are just a few media customers already taking advantage of the Brightcove 3 beta.

Senior vice president and general manager of Showtime Digital Media, Rob Hayes, said: “Brightcove has been an important partner in Showtime’s online video initiatives. With Brightcove 3, we have launched ad-supported video clips on Sho.com, as well as attracted thousands of Academy voters to our groundbreaking Emmy website which offers full-screen, broadcast-quality access to entire seasons of our most popular programming.”

Commenting on the announcement, senior vice president of Lifetime Digital Media, Evan Silverman, added “We are delighted to use Brightcove 3 on myLifetime.com to deliver thousands of videos to our audience. The new online video platform is built to maximize search engine optimization (SEO) and we are excited to be one of the first customers to take advantage of the functionality that represents a major step forward for online video publishing and the business of Internet TV.”

※For more information, please see

http://www.brightcove.com/about_brightcove/press_releases.cfm?ID=277 (English)

· **Outline of Brightcove Inc.**

[Company Name] Brightcove Inc.

[Address] One Cambridge Center, Cambridge, MA 02142

[Establishment] March 2004

[Major Investors] General Catalyst Partners, Accel Partners, IAC (Inter Active Corp)

[Principal Business] Internet video platform service. (Media companies, businesses and organizations worldwide use Brightcove to publish and distribute video that reaches more than 135 million unique viewers every month.)

transcosmos inc., through Transcosmos Investments & Business Development Inc., also has investment in Brightcove KK with Brightcove Inc, Dentsu Inc, J-Stream Inc, and Cyber Communications Inc.

Transcosmos Investments & Business Development Inc., a wholly owned subsidiary of Transcosmos, Inc. with offices in Bellevue, Wash., and Mountain View, Calif., is a strategic corporate investor and an active local business partner for Internet-based U.S. technology companies expanding into the Japanese and Asian marketplace offering capitalization of joint ventures, infrastructure development, strategic relationships, and localization to companies in the U.S. technology sector. Transcosmos Investments' portfolios, which focus on companies specializing in digital marketing, e-commerce and digital media, include such brand names as Ask.com, DoubleClick Inc., RealNetworks Inc., NetRatings Inc., Atom/Shockwave Entertainments, Inc., Become, Inc., Pheedo, Inc. and Brightcove, Inc.

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