

# BRIGHTCOVE AND MAGNITE ANNOUNCE STRATEGIC PARTNERSHIP TO BOOST AD MONETIZATION FOR CTV AND ONLINE VIDEO (OLV) PUBLISHERS

*Capabilities from Magnite and SpringServe will provide more transparency into available ad supply and help unlock greater revenue opportunities.*

**Boston, January 10, 2023** - Brightcove Inc. (NASDAQ: BCOV), the most trusted streaming technology company in the world, today announced it has entered into a strategic relationship with Magnite (NASDAQ: MGNI), the world's largest independent sell-side advertising platform. Magnite will power advertising for any Brightcove customer, growing fill and delivery to increase customer revenue. Brightcove will also integrate the SpringServe ad server to provide publishers with greater control, insight, and transparency into available ad supply.

With thousands of customers globally, Brightcove has always supported standards-based integrations with ad servers and Supply-Side Platforms (SSPs). After analyzing data from billions of ad-supported play requests on its leading Server Side Ad Insertion solution, Brightcove saw a significant opportunity to better help customers monetize their unsold ad opportunities. Available directly through Brightcove, Magnite's SSP capabilities will enable Brightcove to deliver revenue for these customers. Integrating with the SpringServe ad server will give those customers a transparent view of available ad inventory and a strategic opportunity to better monetize their video content.

"The needs of our large, global customer base are constantly evolving, and we are committed to evolving our solutions for them, including supporting our customers' efforts to monetize their video content," said Marc DeBevoise, CEO of Brightcove. "This integration with Magnite and SpringServe is a key step to enabling us to provide our customers with best-in-class solutions to meet their needs, allowing them to increase their ad fill rate and generate better CPMs."

"We're looking forward to working with the Brightcove team to bring turnkey monetization to its high-quality video streaming customers," said Sean Buckley, CRO of Magnite. "With our new integration, Brightcove customers will gain access to video-centric advertising tools and real-time reporting across their traditional direct and programmatic sales channels. We're also working with Brightcove on unique ways to enrich the value of customers' video inventory by packaging information such as content metadata in a way that's easy for ad buyers to leverage."