

aws marketplace

Brightcove

# Reviews, tips, and advice from real users



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# Product Recap



Brightcove

# Brightcove Recap

Brightcove offers a sophisticated video streaming platform designed to meet the needs of businesses by providing seamless video delivery across multiple devices with reliable performance and security.

Brightcove stands out for its ability to enhance digital engagement through robust video delivery infrastructure. It supports high-quality streaming, analytics, and monetization tools that help organizations connect effectively with audiences. With extensive customization options, Brightcove adapts to various industry requirements, making it a versatile choice for enterprises looking to leverage video content effectively.

## What are the standout features of Brightcove?

- **Video Cloud:** Delivers smooth, high-quality streaming with adaptive bitrate technology.
- **Analytics:** Provides insightful data on viewer engagement and video performance.
- **Monetization:** Offers tools for ad integration and subscription management.
- **Security:** Ensures content protection with DRM and secure token authentication.
- **Customization:** Allows branding and integration with third-party applications through APIs.

## What benefits should users expect from Brightcove?

- **Enhanced Engagement:** Drives viewer interaction with high-quality video content.
- **Scalability:** Accommodates growing audiences with resilient infrastructure.
- **Revenue Opportunities:** Boosts income through ads and subscriptions.
- **Data-Driven Insights:** Empowers decision-making with real-time analytics.

Industries like media, education, and corporate enterprises rely on Brightcove for video delivery due to its adaptability and robust functionality. Media companies use it for live streaming and VOD, educational institutions for remote learning, and corporates for internal communications and marketing campaigns, maximizing audience reach and interaction.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “Brightcove offers some of the best streaming solutions available, integrating very well with mobile and native devices like iOS and Android, and fantastically with the web as well, giving high-quality video streaming with advanced analytics and enterprise-level control.”



**Rishabh Singh**

Lead Engineer - Senior Frontend Developer at Adobe

- ✔ “If someone is looking for a private space, a safe space to host private videos and limit the users from accessing them outside their domain, then Brightcove is one of the trustworthy tools and can be recommended.”



**Verified user**

Manager at a pharma/biotech company with 10,001+ employees

- ✔ “Brightcove has been a great tool for me, and it has helped make our day-to-day work easier.”



**Garima Vyas Purohit**

Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

- ✓ “As a smaller organization, we were able to deliver a video on demand platform for hundreds of thousands of users with just a few engineers, so it has been very useful in that regard.”



**Bross Ross**

Senior Software Engineer at a computer software company with 51-200 employees

- ✓ “With the help of live streaming using Brightcove, it helps us to retain customers and engage new customers.”



**Amar-Kumar**

Technical Lead at a tech services company with 501-1,000 employees

## What users had to say about valuable features:

“The best feature of Brightcove is that there is a good UI interface and it can host large videos very smoothly. There is no lag in filtering the video and the buffer time is also much less compared to other platforms.

“When I'm talking about large videos, the videos can go up to 5 GB in size. When I'm talking about the UI, the moment I upload a video, all the relevant fields pop out where I know it's a guided journey that is created by Brightcove's UI tool, which helps me follow the steps very easily and get the video hosted on the platform very fast..”

### Verified user

Manager at a pharma/biotech company with 10,001+ employees

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“Brightcove offers some of the best streaming solutions available, integrating very well with mobile and native devices like iOS and Android, and fantastically with the web as well, giving high-quality video streaming with advanced analytics and enterprise-level control.

Brightcove's integration with mobile and web supported our team very smoothly. Brightcove integrates with native devices as well as iOS, Android, and web seamlessly. We had a React application where it integrated smoothly, and the team from Brightcove for the initial setup and integration was very helpful, with really good documentation to support integration.

Brightcove is highly scalable and performant, with high-quality videos. We can switch to any mode and it gives great customization to the player integration. We could customize the integrated player based on our requirements, including creating chapters, which represents one of the best use cases we have utilized from Brightcove..”

**Rishabh Singh**

Lead Engineer Senior Frontend Developer at Adobe

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As far as I use Brightcove, I use video streaming and adaptive streaming. These are two parts I use, and I love the interface of the player.

If someone is live and multiple people are seeing the video from multiple places, and someone may have a lower internet connection, the video quality auto-adjusts. If you have decent internet, you will have good video clarity. If you have lesser or low data or a data issue, then it will auto-adjust.

“Brightcove has impacted my one client to achieve live streaming with the help of Brightcove. This feature attracts my client's customers as well. Whenever we are live for any platform, it captures the audience. We are interacting using the chat feature, which we have implemented with Brightcove.

“Brightcove helped us to achieve the goal. As a new player in the market, our main use case is to gather customers and attract customers to our application. With the help of live streaming using Brightcove, it helps us to retain customers and engage new customers. .”

**Amar-Kumar**

Technical Lead at a tech services company with 501-1,000 employees

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“The best features Brightcove offers include content ingestion, content delivery, and playback of content using the player both through the web and through different platforms we support such as smart TVs and mobile devices.

“All features are important for my team. The ingestion is crucial for taking the master copies and providing different renditions, building the platform that also accepts the delivery of the content so that we do not have to build this ourselves. The playback is also helpful through the player as it supports many different plugins, including ones we need for DRM in order to show and accept certain content from certain publishers. The robustness ensures it works across all these platforms without us having to do too much work to accommodate each platform.

“It also adds many features for ad playback, which we also needed, and it offers other features such as the ability to add captions and other content that users expect from a modern streaming platform..”

**Bross Ross**

Senior Software Engineer at a computer software company with 51-200 employees

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“One of the best features of Brightcove is its reliable video hosting and streaming, which ensures a smooth experience across devices. I also appreciate the content management capabilities, as they make it easy to organize and distribute large volumes. Another valuable feature is the ability to securely share content with a specific audience, which is useful when managing student training material and employer-related sessions.

“The secure sharing feature is particularly useful when we need to provide access to specific groups without making the content publicly available. I use it to share placement preparation videos, employer presentations, and training resources with students while maintaining control over who can view them. This helps ensure that sensitive or institution-specific content is only accessible to the intended audience and gives us greater confidence when distributing important learning materials.

“I find another valuable feature of Brightcove to be the platform's analytics and reporting. They provide useful insight into viewer engagement, such as which videos are being watched the most and how audiences interact with the content. This helps me understand which training materials are more effective and how I can make changes and improvements to future learning and placement..”

**Garima Vyas Purohit**

[Read full review](#) 

Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

# Other Solutions Considered

“We did not evaluate many other options before choosing Brightcove as it is best-in-class; we straight away had a clear understanding of utilizing Brightcove itself..”

**Rishabh Singh**

Lead Engineer Senior Forntend Developer at Adobe

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“We did not have any previous solution for actual streaming; we just had our simple videos and through a URL, we would open the player and utilize it. However, Brightcove provided us a packaged, consolidated solution that could simply be integrated in all types of applications, whether web, iOS, or Android..”

**Rishabh Singh**

Lead Engineer Senior Forntend Developer at Adobe

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“We were using Vimeo, but it is a public platform and our private videos are something that we wanted to limit to the outside world. Because of which we were looking for a partner who can give us the private space where we can only share the videos with our private users. That was done and we were looking for a tool outside the Vimeo world. We had other options, but Brightcove seemed a trustworthy source, so we relied on it..”

**Verified user**

Manager at a pharma/biotech company with 10,001+ employees

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“Before using Brightcove, we were mostly dependent on the internal solutions of our organization, and we were looking for assistance. Before Brightcove, we primarily relied on a combination of video sharing platforms, cloud storage links, and live virtual sessions to distribute training and placement-related content. While those tools served a basic purpose, managing content, controlling access, and tracking engagement was often fragmented and time-consuming. We chose Brightcove because it offered a more centralized and professional solution for hosting, organizing, and securely distributing video..”

**Garima Vyas Purohit**

Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

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“We had a chance to actually look at Adobe's own DAM for hosting the videos, but the choices were very limited. We had a challenge with Adobe DAM in terms of speed and other things, so we tended to rely on the platform which is trusted by most of the users. Brightcove was the first name which was recommended by most of our partners and even clients, so we decided to go with it..”

**Verified user**

Manager at a pharma/biotech company with 10,001+ employees

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# ROI

Real user quotes about their ROI:

“In terms of return on investment, I can share relevant metrics indicating that the user footprint had increased significantly. We saw a good amount of increase in user retention on the website and a significant increase in profits since people were more trusting and relying on the video feedback for the product and purchasing, which increased our demand..”

**Rishabh Singh**

Lead Engineer Senior Frontend Developer at Adobe

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“In terms of speed, multiple videos can be hosted in multiple windows of a browser, and the speed is good. The only guided thing is the information for the video details, so in terms of ROI, the time saving is good in terms of the speed. One person can do the job of three persons in terms of uploading the videos, so in terms of time saving, it does deliver results. Because one person can do the job of three, we can save the money of those two resources, so we get a win-win situation in both cases..”

**Verified user**

Manager at a pharma/biotech company with 10,001+ employees

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“While we did not track every metric formally, I have noticed a clear increase in content accessibility and engagement after implementing Brightcove. Students were able to access recorded training sessions on their own schedules, which reduced the need for repeat sessions and saved my time by several hours each month. I also saw higher participation in placement preparation programs because the students could revisit important content multiple times, leading to better readiness for interviews and recruitment drives. Overall, it helped me scale training efforts without a proportional increase in administrative work.

“We observed noticeable efficiency gains after adopting Brightcove. By recording training sessions and placement preparation workshops, I reduced the need to repeat the same content multiple times, which saved several hours of staff effort each month. We also saw increased utilization of training resources because students could access videos on demand, leading to better reach without requiring additional personnel. From an operational standpoint, the time savings and improved scalability of our training programs provided a clear return on the investment..”

**Garima Vyas Purohit**

Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

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# Use Case

For the video streaming that we are hosting, we use Brightcove for video streaming. In my use case, when someone is getting live, we stream live with the help of Brightcove so that if we have big traffic, it gets automatically adjusted, and we get smooth streaming.

We have one educational domain-based application. I cannot take the name of the project, but it is a quite big player. We use Brightcove for live streaming. There is a person who comes live and gives sessions, and we use Brightcove for live streaming for that purpose. .”

**Amar-Kumar**

Technical Lead at a tech services company with 501-1,000 employees

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“My main use case for Brightcove is live video streaming and a video on demand platform.

“I have worked for multiple companies where they provided a video on demand platform, including a state broadcaster, an indigenous broadcaster, and a satellite TV company. These organizations used Brightcove for building those platforms and delivering content to subscribers and users, including delivering live video transmission for sports and live events.

“Among those companies, we have only used Brightcove for delivering the service..”

**Bross Ross**

Senior Software Engineer at a computer software company with 51-200 employees

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“My main use case for Brightcove involves our e-commerce website targeting beauty-related products, where our content creators developed videos for us that we utilized as reviews. I utilized Brightcove for hosting and managing video content for our website, including embedded videos and the tracking of the videos.

A specific example of how I used Brightcove for our e-commerce website includes a reels-kind of feature where we post all the user-related feedback for a specific product. For example, if I'm using a perfume from Sephora, we would ask the user to create feedback for the specific products or even for promotions. We collect those videos and host those videos on Brightcove, and we embed Brightcove player onto our application so that a wider audience can see it.

This was the primary feature our app received for utilizing the video content, streaming, as well as tracking the viewer engagement about how our team interacted with Brightcove..”

**Rishabh Singh**

Lead Engineer Senior Forntend Developer at Adobe

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“We have been using Brightcove to host our corporate videos on the website and link it to our corporate website where we engage with the product videos and also with personal interviews and demo videos of our products.

“We record a video or create a video through one of our video creation tools, and then we host it on Brightcove, provide all the necessary details, descriptions, and tags, which are necessary to set the video in the right category, and then we get the URL to publish that video on our Adobe Experience Manager website.

“We were looking for the right platform where we can host our videos and maintain our GDPR compliance and policies. YouTube was one of the preferred open-source platforms where we can publish our public videos, but to host our private videos, we were looking for an alternative and Brightcove did the job very well..”

**Verified user**

Manager at a pharma/biotech company with 10,001+ employees

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“My main use case for Brightcove has been as a training and placement officer, as Brightcove is hosting and managing training and placement-related video content. We use it to share important workshops, employer sessions, student training modules, and onboarding material in a centralized platform. The ability to organize and securely distribute videos makes it easier to ensure that students and stakeholders can access content whenever they need.

“For one of these trainings or placement sessions, I used Brightcove to share a recorded aptitude training session, soft skill workshop, and interview preparation modules with students just before a big placement drive in my college. It allowed learners to access the content at their convenience and revisit important topics before the placement drive. We also used it to host employer presentations and pre-placement talks so that the students who could not attend the live session could still benefit from the information.

“In addition to the training and placement activities, I also use Brightcove for internal communication and knowledge-sharing initiatives. Recorded webinars, faculty development sessions, and important announcements can be shared through video, which improves engagement compared to traditional documents. Having all video content organized in one place makes it easier for me to manage resources and track usage across different audiences..”

**Garima Vyas Purohit**

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Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Brightcove integrates with native devices as well as iOS, Android, and web very smoothly. We had a React application where it integrated very smoothly, and the team from Brightcove for the initial setup and integration was very helpful, with really good documentation to integrate..”

**Rishabh Singh**

Lead Engineer Senior Forntend Developer at Adobe

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# Customer Service and Support

“Brightcove's customer support is amazing; the people throughout both the customer support and technical support have been phenomenal, and we have been receiving continuous support even after the initial setup from the team..”

**Rishabh Singh**

Lead Engineer - Senior Frontend Developer at Adobe

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“Our experience with customer support has generally been positive. The support team has been responsive when I needed assistance with platform-related queries or troubleshooting, and the guidance provided was helpful in resolving issues efficiently. I have not had to contact support frequently because the platform has been stable, but when assistance was needed, the response times were reasonable, and the interaction was professional. Overall, the support experience has met my expectations.

“I would rate the customer support an eight or perhaps a nine out of ten because the team has generally been responsive, knowledgeable, and helpful when I needed their assistance. Most of the issues and questions were addressed in a timely manner, and the support resources available were also useful..”

**Garima Vyas Purohit**

Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

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# Other Advice

If your app is a kind of streaming or live streaming application, then you should definitely use Brightcove as it will help you to have smooth streaming in your application. I would rate this product an eight out of ten.

**Amar-Kumar**

Technical Lead at a tech services company with 501-1,000 employees

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“Brightcove is a powerful and dependable platform, especially suited for enterprise use. It has great accessibility, is reliable, delivers high-quality video streaming, and provides tracking for viewer engagement, making it best in class. Brightcove is a great tool to be utilized for good industries and for someone who wants to really promote their business and scale it. I would rate this product a 9 out of 10..”

**Rishabh Singh**

Lead Engineer Senior Forntend Developer at Adobe

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“I do not have any advice to give to others looking into using Brightcove. It is a straightforward product, and we have not had a botched implementation of it. However, it is important that if you do build a platform that integrates with Brightcove, you read the documentation carefully. Certain APIs are exposed for certain use cases, and it is crucial to review the documentation to understand what those are before designing applications that will consume or push content to Brightcove. I would rate this product an eight out of ten..”

**Bross Ross**

Senior Software Engineer at a computer software company with 51-200 employees

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“For an organization considering Brightcove, I would recommend taking the time to plan their video content strategy before implementation. The platform offers a broad range of capabilities, so having a clear understanding of your audience, content structure, and access requirements will help them get the most value out of it. It is particularly effective for organizations that need to manage and distribute video content at scale. Investing some time in setup and content organization early on will significantly improve the long-term user experience and administrative efficiency.

“Brightcove has been a great tool for me, and it has helped make our day-to-day work easier. It has helped our students perform better in placements, so it has been overall a good experience. I would continue to suggest enhancements to the user experience for both administrators and end-users. Features such as more personalized dashboards, deeper analytics, and additional collaboration tools would make the platform even more valuable. Overall, the product is mature and reliable, so the improvements I envision are more about refinement and usability than addressing major gaps. I would rate this product an eight out of ten..”

**Garima Vyas Purohit**

Sr Manager - Corporate Training and Placements at a educational organization with 1,001-5,000 employees

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“The output of Brightcove's AI capability, if I have to score out of ten, I would say it is eight, considering the quality it generates based on the prompt. Why eight? Because there is a lot of prompt skill which is needed from the user side, and then there is an understanding which Brightcove's AI engine needs to take in the appropriate way and generate the right insights for the user. There is a lot of guidance which is needed, and the user needs to be aware of their methodologies. Prompt engineering is something which creates a little bit of challenge.

“If someone is looking for a private space, a safe space to host private videos and limit the users from accessing them outside their domain, then Brightcove is one of the trustworthy tools and can be recommended.

“I wanted to wish Brightcove's team good luck for the issues I highlighted about improving their reporting suite, a basic hosting platform, good streaming speed, and some improvement in terms of their technical support.

“I have given this review a rating of six out of ten..”

**Verified user**

Manager at a pharma/biotech company with 10,001+ employees

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