

**NEWS RELEASE****FOR IMMEDIATE RELEASE****May 22, 2008**

## **Dentsu, Brightcove, CCI, J-Stream and transcosmos Announce Joint Establishment of Brightcove KK to Provide Internet Video Services for Media Companies and Marketers**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), Brightcove, Inc. (Chairman & CEO: Jeremy Allaire; Headquarters: Massachusetts, United States), J-Stream Inc. (Chairman & President: Kiyoshi Shiraishi; Headquarters: Tokyo), transcosmos inc. (President & COO: Masataka Okuda; Headquarters: Tokyo;) and Cyber Communications Inc. (hereafter: CCI; President & CEO: Hideyuki Nagasawa; Head Office: Tokyo) announced today that they have agreed to jointly establish a new company, Brightcove KK. The new company will launch and operate the Brightcove Internet video platform service in Japan. The Brightcove platform service provides capabilities for Internet video content management, publishing video players on websites, distribution, advertising integration, and video viewing analysis. The service, which provides an application platform as a network service, is based on the “Platform as a Service” (PaaS) model.

### **Background to the Establishment of the New Company**

In recent years, the rapid penetration of broadband services means that the technology infrastructure necessary for the provision of Internet-based video content distribution services (sometimes referred to as “Internet TV”) is now in place. As a result, many media companies, content providers and marketers are showing increasing interest in launching their own branded Internet video website destinations to distribute original video content. Consequently, there is a strong need in the market for a custom-designed, cost-efficient and high-quality Internet video platform services.

To meet such needs, the five companies participating in today’s announcement have decided to combine their respective strengths for the establishment of Brightcove KK,

which will provide the Brightcove Internet video platform service. The new company will utilize Brightcove's technology, which is recognized as the leading Internet video service in North America and Europe, while also drawing on the substantial marketing and creative capabilities of Dentsu and CCI in the field of the Internet, and J-Stream's experience and capabilities in supplying video distribution support services.

The agreement announced on this occasion includes the acquisition of marketing rights in Japan for the Brightcove Internet video service to Dentsu, CCI and J-Stream. The three companies plan to market the Brightcove Internet video service principally to media companies, content providers and marketers wanting to distribute video content from their own Internet sites. This will form a key part of their efforts to aggressively develop and grow the video content distribution market in Japan.

### **Outline of the New Company**

Company name:	Brightcove KK
Capital:	515,775,555 yen
Location:	To be decided
Shareholding ratios:	Brightcove, Inc. 63%, Dentsu Inc. 18%, J-Stream Inc. 14.9%, Transcosmos Investments & Business Development, Inc.* 3.1%, Cyber Communications Inc. 1.0%
Date of Establishment:	June 2008 (tentative)
Principal Businesses:	(1) Provision of technology for Internet video content management, distribution, advertising integration, and video viewing analysis (2) Consulting and operational support services for video content distribution
Directors:	To be decided

Note: transcosmos inc. will invest through its wholly-owned subsidiary, Transcosmos Investments & Business Development, Inc. which is also a shareholder of Brightcove, Inc.

## **Outline of Brightcove, Inc.**

Company name: Brightcove, Inc.  
Capital: U.S. \$86 million  
Headquarters: Cambridge, Massachusetts, United States  
Date of Establishment: March 2004  
Chairman & CEO: Jeremy Allaire  
Major Clients: British Sky Broadcasting Ltd / Discovery Communications, LLC / Dow Jones & Company, Inc. / The New York Times Company / Time Inc. / Fox Entertainment Group / Universal Music Group / Warner Music Inc.

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