BRIGHTCOVE®

DEVICE DELIVERY DONE RIGHT

BRIGHTCOVE NATIVE PLAYER SDKs

The number of connected devices is projected to exceed 50 billion by 2020, according to Cisco. Capture these billions of video viewers on mobile and connected devices quickly with Brightcove's Native Player SDKs. Repurposing your web player can cause performance to take a hit, and building an app from scratch is challenging to implement and costly to maintain. With Brightcove's Native Player SDKs, you can go-to-market quickly and optimize performance and user experience uniquely for every device.
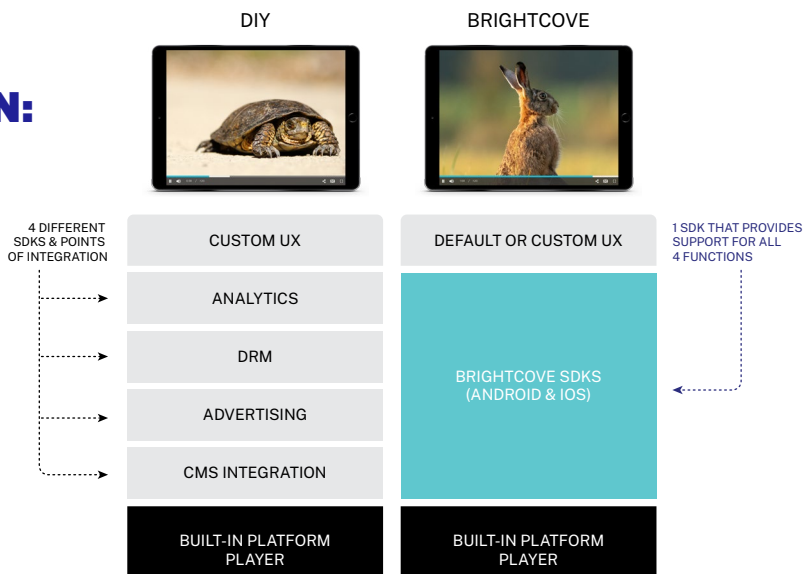
WITH THE BRIGHTCOVE NATIVE PLAYER SDKS YOU CAN:

Add engaging video to your native apps easily with performant and developer-friendly SDKs.

Deliver 360° video and secure offline viewing experiences.

Get rich insights with Brightcove Analytics or third-party reporting tools via plugin.

Monetize easily using direct ad integrations with multiple ad servers or server side ad insertion via Brightcove SSAI.

DIY | BRIGHTCOVE

4 DIFFERENT SDKS & POINTS OF INTEGRATION

DIY	BRIGHTCOVE
CUSTOM UX	DEFAULT OR CUSTOM UX
ANALYTICS	
DRM	BRIGHTCOVE SDKS (ANDROID & IOS)
ADVERTISING	
CMS INTEGRATION	
BUILT-IN PLATFORM PLAYER	BUILT-IN PLATFORM PLAYER

1 SDK THAT PROVIDES SUPPORT FOR ALL 4 FUNCTIONS

SDK support includes the following Phones, Tablets, & Connected TVs

iOS	Android versions	FireTV	AndroidTV	tvOS
9, 10, 11, 12	4.4, 5.0, 5.1, 6.0, 7.0, 8.0, 9.0			9, 10, 11, 12

BRIGHTCOVE VIDEO THAT MEANS BUSINESS
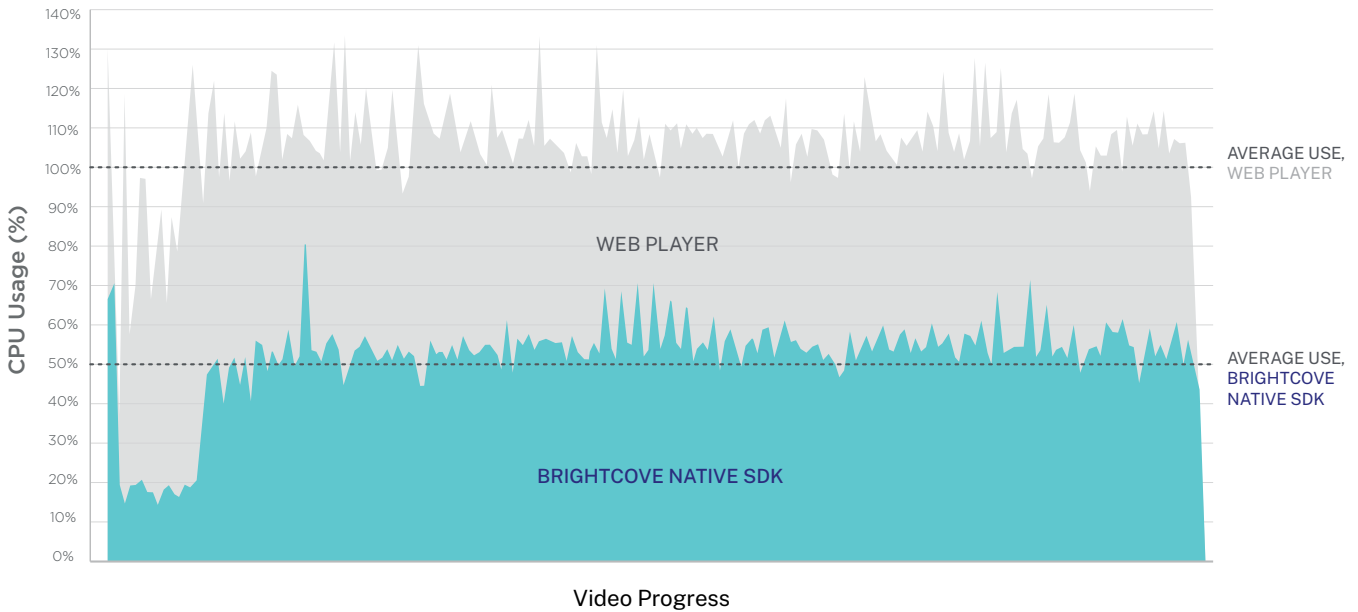
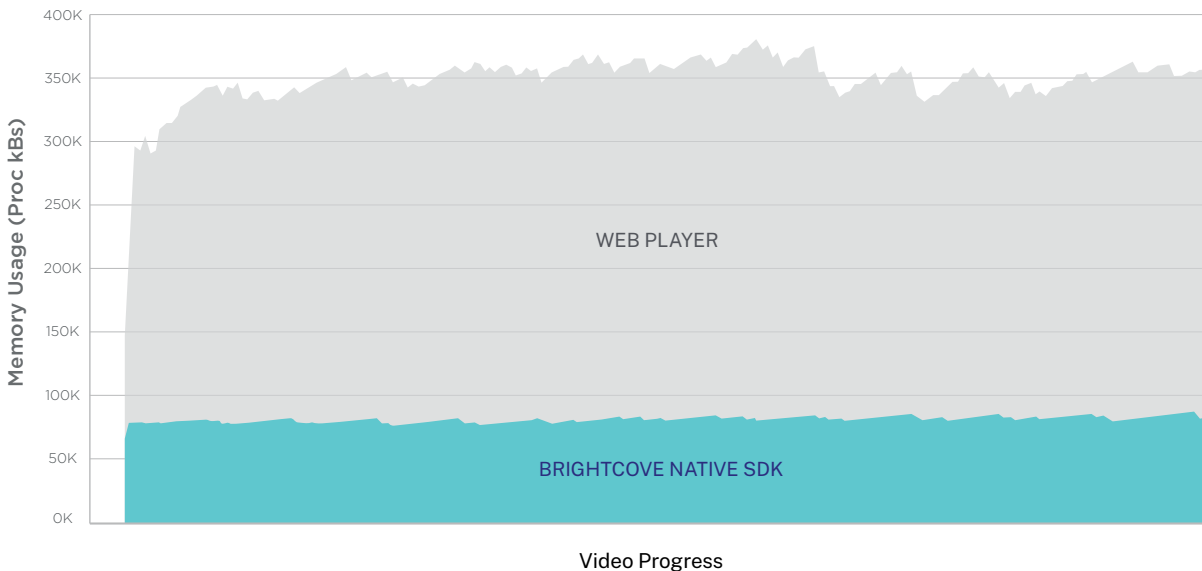# ACHIEVE PEAK PERFORMANCE

REDUCE CPU BY 50% ON AVERAGE

CPU Usage: Web Player Vs. Brightcove Native SDK

Some dual-core devices max out at 200% CPU

IMPROVE MEMORY USAGE BY UP TO 75%

Memory Usage: Web Player Vs. Brightcove Native SDK

TO LEARN MORE ABOUT BRIGHTCOVE AND OUR SOLUTIONS, VISIT BRIGHTCOVE.COM

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