ANYCLIP

INTELLIGENT PAPERS SERIES

How to Choose Between AnyClip and Brightcove

Contents:

At a quick glance, enterprise video platforms like AnyClip and Brightcove may look similar. Both platforms promise to host, manage, monetize, and deliver your video content, while adding additional features such as chapters, captions, and interactivity. However, digging deeper into your organization's needs will help you determine which video platform is best for you.

AI-Driven Intelligence

Brightcove can caption videos using speech recognition and allows admins to manually tag videos to help with search. However, as a platform founded in 2004, they have not kept up with innovations in video technology over the subsequent decades.

AnyClip is the first fully AI-driven video platform, using cutting-edge machine learning to automatically analyze and tag every video frame-by-frame, including recognizing spoken words, on screen text, people, brand logos, objects, and keywords. AnyClip's *Visual Intelligence*™ Technology transforms traditional video content into data; smart video assets that can now be fully leveraged. By getting deeper into the actual content of each video and then using the transformative power of AI, AnyClip can automate workflows and offer greater insights in ways that were previously unavailable. As a cutting-edge video technology company, AnyClip is constantly innovating, while Brightcove innovation has stagnated.

The bottom line? Brightcove gives you a way to deliver video. AnyClip gives you a way to make your video more powerful, quickly. With the automation that AI enables, AnyClip saves your employees time and effort while making products more appealing to customers and making information easily accessible across the organization. In today's fast-paced, increasingly remote environment, speeding up communication is the key to success.

Automatic Organization

AnyClip's automated analysis and tagging enables a revolutionary approach to video organization, allowing businesses to automate and streamline how they organize their content libraries. Instead of manual tagging and curation, AI can automatically help businesses sort and place their videos in user-friendly structures. As video usage continues to soar, AnyClip's approach helps businesses easily scale video management in ways that legacy platforms like Brightcove cannot.

"With the automation that AI enables, AnyClip saves your employees time and effort while making information easily accessible across the organization."

Intelligent Search

Brightcove provides in-video search based on manually added tags, which requires enormous effort on upload and greatly limits how easily users can find what they're looking for in large libraries. AnyClip's rich video analysis also allows for deeper search, making it easier for employees and users to find not only the right video, but to jump straight to the point in the video they are most interested in. Users search within the video itself, so they can find specific slide text, brand logos, audio clips, and more. Color-coded tags make it easy to scan and navigate within video content to find the most relevant information, effortlessly.

Content Recommendations and Automated Playlists

Because Brightcove offers limited visibility into the content of videos, they also cannot offer recommendations to viewers. AnyClip, on the other hand, can automatically assemble relevant recommendations of related content, keeping audiences engaged longer and making discovery intuitive.

Instant Translations

While Brightcove can translate your video content (with a time delay), AnyClip's AI-driven translations are automatic. Translate your content into more than 100 languages...and then allow users to search in those languages. Instantly make your content not just accessible to viewers regardless of language, but searchable as well, to increase your video ROI and drive greater communication across the organization.

AI-Powered Interactivity

Both companies offer interactivity within their video content. However, Brightcove's interactivity requires manual effort to create and is largely powered by a third party, Hapyak.

With AnyClip, it's possible to automate interactive campaigns, inserting clickable links and calls-to-action that automatically appear whenever a specific topic comes up, across multiple videos, without manual effort. For example, whenever a specific product is mentioned across any of a company's how-to videos, a link to buy that product (and related accessories) can appear automatically inside the video. There is no need for the content owner to personally find every mention in every video and manually create a hotspot in each one.

Executive Summary on Command

As another example, AnyClip's AI automatically generates Highlights of longer videos, offering an executive summary of each video. This allows viewers to get a quick understanding of the most important points of a meeting or presentation, and then dive in deeper if they wish to get more context on specific points. Want to drive more interest in your webinar series, for example? Make it easy for viewers to better understand what content they would have access to with Highlights reels.

"Employees today do not have time to comb through hours of video content to find the information they need. AI is necessary to get employees communicating and collaborating efficiently."

One-Stop Shopping for Monetization

Brightcove's players have the ability to monetize content for publishers and content creating enterprises, with support for ad insertion. However, actually running ads requires integration with ad servers and additional platforms such as Google Ad Manager, FreeWheel or TAM to name a few. Brightcove itself cannot generate revenue through monetization; it's a do-it-yourself scenario where they offer tools but clients have to find demand on their own.

AnyClip, however, has its own proprietary adserver and marketplace to provide demand and additional monetization support for content owners and publishers. Ad-serving optimizations–from using waterfalls to setting floors–to maximize and/or regulate performance, are easy to execute, ensuring all revenue-generating opportunities are fully exploited. In addition, AnyClip's video player technology, like Engage+, which adds AI-generated interactive elements to video, significantly impacts engagement, viewership and time spent on site–resulting in dramatically higher RPM's across the board.

AnyClip's team offers years of experience, consultative services and white-glove support to ensure clients can actually generate real revenue through the platform itself, rather than just providing ad-capable players and leaving customers to fend for themselves.

Real Collaboration

When it comes to internal communications, Brightcove's approach is passive, an archive of video materials. With AnyClip's in-video commenting, video becomes a virtual workspace designed for asynchronous collaboration.

Insightful Analytics

AnyClip offers customizable, consolidated dashboards for video consumption, performance, and advertising, all in one place. With the deep insights driven by the AI-based categorization, it's easier than ever to monitor and optimize video results in real time.

Customer-Friendly

Brightcove has increasingly suffered from falling customer satisfaction in recent years. They have a low dollar retention rate for publishers, while most of their new revenue comes from content delivery network (CDN) upsells. A legacy pricing model charges heavily for use of their CDN. Their reputation for customer service has fallen as of late.

AnyClip's all-inclusive pricing makes it easy to predict costs ahead of time, without worrying about CDN upcharges. White-glove service ensures that you get the most from your time and investment.

Conclusion

Brightcove is a well-established platform, especially in the publishing sector. However, its size and age have kept it from innovating. In a post-COVID world, the way businesses approach video has fundamentally changed. The only way to manage the growing volume of video is through smart automation that allows businesses to get the most ROI out of the video content. AnyClip's AI-powered platform is revolutionizing the way companies do business with video.

ANYCLIP IS THE VISUAL INTELLIGENCE™ COMPANY.

AnyClip's proprietary Visual Intelligence Technology is using AI to revolutionize how business does video— the most desired and prevalent form of communication. By instantly activating its innate data, AnyClip brings to video the power once reserved for text via transparency, interactivity and collaboration.

The company powers advanced video solutions so smart, they're Genius. For internal communications, AnyClip's GeniusWork™ is the first AI-powered internal communications platform for Business, featuring intelligent video hubs for knowledge sharing, collaboration and communication. For customer-facing communications, Genius+™ is the AI-powered video management platform that converts traditional video into intelligent content that is fully enabled–searchable, measurable, personalized, merchandised and interactive.

AnyClip is located in New York, Los Angeles, Tel Aviv, London, and Munich. In 2021, the company was ranked No. 5 in New York, and 64 overall, on the Deloitte Technology Fast 500™ list of fastest-growing companies in North America. In 2022, AnyClip won the NAB Show Award for Product of the Year from the National Association of Broadcasters and was named to Aragon Research's "Hot Vendors in Collaboration" list. AnyClip was most recently named a Finalist for Best Video Platform 2022 by Digiday. For more information, please visit www.anyclip.com.

Any video. Every business. One global SaaS platform.

PUT OUR VISUAL INTELLIGENCE™ PLATFORM TO THE TEST

See how easily you can convert your traditional video into smart video, instantly. Book a demo at **anyclip.com/contact/request-a-demo** to learn more, or sign up for our 14-day free trial at: **anyclip.com/contact/free-trial**