



	MIG69	BrightCove <sup>1</sup>	Ooyala <sup>2</sup>	Episodic	BitsOnTheRun <sup>3</sup>
<b>Basics</b>					
Website	<a href="http://www.mig69.com">www.mig69.com</a>	<a href="http://www.brightcove.com">www.brightcove.com</a>	<a href="http://www.ooyala.com">www.ooyala.com</a>	<a href="http://www.episodic.com">www.episodic.com</a>	<a href="http://www.bitsontherun.com">www.bitsontherun.com</a>
Target market	Small Enterprises	Forbes500	Small Enterprises	Content Creators	Small Enterprises
Pricing	Free	\$ 20.000/year <sup>4</sup>	\$ 25/100GB	Unknown <sup>5</sup>	\$ 135 (€ 100)/100GB <sup>6</sup>
<b>Allocation</b>					
Users	Unlimited	10	Unlimited	Unknown <sup>5</sup>	Unlimited
Storage	Unlimited	100GB	10GB <sup>7</sup>	Unknown <sup>5</sup>	Unlimited
Annual API server calls	Unlimited	100 million	Unlimited	Unknown <sup>5</sup>	Unlimited
Support	Email/IM/FAQ/Phone	Email/FAQ	Email/FAQ/Phone	Email/FAQ	Email/FAQ
Individual Account Manager	Yes	No	Possible	No	No
<b>Technical</b>					
Conversion time <sup>8</sup> (avg.)	24min	N/A	3min	Unknown <sup>5</sup>	30min
Conversion formats	H.264	H.264	H.264	H.264	H.264
Bitrates (kbps)	600/1700/2500 <sup>9</sup>	360/512/900/1500	Adaptive bitrate	Unknown <sup>5</sup>	500/750/1000
Maximum file size	Unlimited	Unlimited	Unlimited	Unknown <sup>5</sup>	50MB <sup>10</sup>
Input file types	MPEG 1, MPEG 2, MPEG4, FLV, H.264, WMV, WMA, MOV, AVI	FLV <sup>11</sup>	MPEG 1, MPEG 2, MPEG4, FLV, H.264, WMV, WMA, MOV, AVI	Unknown <sup>5</sup>	MPEG 1, MPEG 2, MPEG4, DV, DVCPPro, FLV, WMV, MOV, AVI
CDN	Yes	Yes	Yes <sup>12</sup>	Yes	No
Upload methods	Web/API/FTP	API/Tool	Web/API	Unknown <sup>5</sup>	Web/API/Tool
Web HD (WHD) possible <sup>13</sup>	Yes	No	No <sup>14</sup>	No	No

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	MIG69	BrightCove	Ooyala	Episodic	BitsOnTheRun
<b>Distribution</b>					
RSS feeds	Yes	Yes	Yes	Yes	No
iTunes	No	No	No	Yes	No
iPhone	No	No	No	Yes	No
<b>Pricing model</b>					
Shared revenue model	Yes	Yes	No	Yes	No
Service model	Yes	Yes	Yes	Yes	Yes

1. Data based on BrightCove Pro Account. BrightCove has three packages, all with different features and pricing.
2. Data based on Ooyala Director. Ooyala has three packages, all with different features and pricing.
3. Data based on BitsOnTheRun Stretch. BitsOnTheRun has four packages, all with different features and pricing.
4. Data based on various articles. Price is a starting point. Additional support will cost more. Take a look at <http://www.diginovations.com/web-video-expert/2008/3/1/brightcove-pricing-shhhhhhh.html>
5. Data not known.
6. Price based on traffic. For a TB extra you will be charged \$ 250.
7. Per GB you will pay an additional \$ 50.
8. For best comparison the figures are based on a 10 minute video converted into multiple formats.
9. This quality is only available for our premium content partners.
10. Via the API it's possible to upload more than 50MB.
11. File types other than FLV need to be converted with BrightCoves Publishpod first.
12. Ooyala is buying gaps in CDN, therefore they are cheap.
13. Web HD (WHD) has a bitrate of 2500kbps with a widescreen aspect ratio of 16:9, a vertical resolution of 720 pixels and a horizontal resolution of 1280 pixels.
14. Only available with most expensive 'studio' package.

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