

Plotkin David
Form 3
August 02, 2017

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Plotkin David		(Month/Day/Year)	BRIGHTCOVE INC [BCOV]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		07/24/2017		
C/O BRIGHTCOVE INC.,Â 290 CONGRESS STREET			(Check all applicable)	
	(Street)		<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			General Counsel, SVP	
BOSTON,Â MAÂ 02210			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	17,790	D	Â
Common Stock	3,750 ⁽¹⁾	D	Â
Common Stock	7,500 ⁽²⁾	D	Â
Common Stock	2,250 ⁽³⁾	D	Â
Common Stock	5,333 ⁽⁴⁾	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock Option (right to buy)	Â <u>(5)</u>	05/14/2020	Common Stock	2,692	\$ 9.308	D	Â
Stock Option (right to buy)	Â <u>(6)</u>	05/14/2020	Common Stock	192	\$ 9.308	D	Â
Stock Option (right to buy)	Â <u>(7)</u>	03/08/2021	Common Stock	518	\$ 8.19	D	Â
Stock Option (right to buy)	Â <u>(8)</u>	02/17/2022	Common Stock	3,846	\$ 11	D	Â
Stock Option (right to buy)	Â <u>(9)</u>	05/08/2022	Common Stock	2,000	\$ 16.88	D	Â
Stock Option (right to buy)	Â <u>(10)</u>	07/30/2023	Common Stock	8,000	\$ 10.61	D	Â
Stock Option (right to buy)	Â <u>(11)</u>	07/29/2024	Common Stock	5,000	\$ 5.97	D	Â
Stock Option (right to buy)	Â <u>(12)</u>	08/04/2025	Common Stock	15,000	\$ 5.53	D	Â
Stock Option (right to buy)	Â <u>(13)</u>	09/30/2025	Common Stock	10,000	\$ 4.92	D	Â
Stock Option (right to buy)	Â <u>(14)</u>	12/30/2025	Common Stock	9,000	\$ 6.35	D	Â
Stock Option (right to buy)	Â <u>(15)</u>	12/23/2026	Common Stock	10,667	\$ 8	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Plotkin David C/O BRIGHTCOVE INC. 290 CONGRESS STREET BOSTON, MA 02210	Â	Â	Â General Counsel, SVP	Â

Signatures

/s/ David Plotkin 08/02/2017

__Signature of Date
Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents the unvested portion of a restricted stock unit award under the Brightcove Inc. 2012 Stock Incentive Plan. Each restricted stock unit represents a contingent right to receive one share of Brightcove Inc. common stock. The restricted stock units vest in four equal annual installments beginning on August 4, 2016.
 - (2) Represents the unvested portion of a restricted stock unit award under the Brightcove Inc. 2012 Stock Incentive Plan. Each restricted stock unit represents a contingent right to receive one share of Brightcove Inc. common stock. The restricted stock units vest in four equal annual installments beginning on September 10, 2016.
 - (3) Represents the unvested portion of a restricted stock unit award under the Brightcove Inc. 2012 Stock Incentive Plan. Each restricted stock unit represents a contingent right to receive one share of Brightcove Inc. common stock. The restricted stock units vest in four equal annual installments beginning on December 10, 2016.
 - (4) Represents the unvested portion of a restricted stock unit award under the Brightcove Inc. 2012 Stock Incentive Plan. Each restricted stock unit represents a contingent right to receive one share of Brightcove Inc. common stock. The restricted stock units vest in four equal annual installments beginning on December 10, 2017.
 - (5) This stock option was granted on May 14, 2010 and is fully vested.
 - (6) This stock option was granted on May 14, 2010 and is fully vested.
 - (7) This stock option was granted on March 8, 2011 and is fully vested.
 - (8) This stock option was granted on February 17, 2012 and is fully vested.
 - (9) This stock option was granted on May 8, 2012 and is fully vested.
 - (10) This stock option was granted on July 30, 2013 and vests in four equal annual installments beginning on July 30, 2014.
 - (11) This stock option was granted on July 29, 2014 and vests in four equal annual installments beginning on July 29, 2015.
 - (12) This stock option was granted on August 4, 2015 and vests in four equal annual installments beginning on August 4, 2016.
 - (13) This stock option was granted on September 30, 2015 and vests in four equal annual installments beginning on September 10, 2016.
 - (14) This stock option was granted on December 30, 2015 and vests in four equal annual installments beginning on December 10, 2016.
 - (15) This stock option was granted on December 23, 2016 and vests in four equal annual installments beginning on December 10, 2017.

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Remarks:

Exhibit 24.1: Power of Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.