Edgar Filing: BRIGHTCOVE INC - Form 4

BRIGHTCOVE IN Form 4	NC										
July 31, 2013											
									OMB APPROVAL		
CONVICE UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								N OMB Number:	3235-0287		
Check this box if no longer subject to Section 16. Form 4 or	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							Estimated burden hou	Expires: January 31, 2005 Estimated average burden hours per response 0.5		
Form 5 obligations may continue. <i>See</i> Instruction 1(b).	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 Respon	ses)										
1. Name and Address Stagno Christophe	2. Issuer Name and Ticker or Trading Symbol				5. Relationship of Reporting Person(s) to Issuer						
(T .) (T	7) (7		BRIGHTCOVE INC [BCOV]				(Check all applicable)				
(Last) (First) (Middle) C/O BRIGHTCOVE INC., 290 CONGRESS STREET, 4TH FLOOR			3. Date of Earliest Transaction (Month/Day/Year) 07/30/2013				Director 10% Owner X_ Officer (give title Other (specify below) below) PAO, VP, CORPORATE CONTROLLER				
(Street)			4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check				
BOSTON, MA 02	Filed(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City) (S	state)	(Zip)	Tab	le I - Non-l	Derivative	Securities A	Acquired, Disposed	of. or Beneficia	llv Owned		
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deeme Execution I any (Month/Day)		ed 3. 4. Securities Date, if TransactionAcquired (A) or Code Disposed of (D) ay/Year) (Instr. 8) (Instr. 3, 4 and 5) (A) or			(A) or of (D) and 5) (A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect			
Deminden Demonton	o comonata lina	for each al	as of ass	Code V		(D) Price	. ,				
Reminder: Report on a	a separate nne	TOF EACH CI	ass of sec	unities defié	Perso inforn requir	ns who res nation cont ed to resp lys a curre	or indirectly. spond to the colle tained in this form ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)		

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security	(Month/Day/Yea	ur) (Instr. 8)	Acquired or Dispos (D) (Instr. 3, 4 and 5)	ed of					
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Incentive Stock Option (right to buy)	\$ 10.61	07/30/2013		A	10,000		<u>(1)</u>	07/30/2023	Common Stock	10,000	
Repor	ting Ow	vners									
Reporting Owner Name / Address		Director	Relationships Director 10% Owner Officer						Other		
Stagno Christopher C/O BRIGHTCOVE INC. 290 CONGRESS STREET, 4TH FLOOR BOSTON, MA 02210			PAO, VP, CORPORATE CONTROLLER								
Signat											
/s/ Christopher Keenan, as attorney-in-fact		07/31	/2013								
<u>_</u> Sig	gnature of Reportin	g Person	Dat	te							
Evola	nation o	f Posnon	6061								

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(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) This stock option vests in four equal annual installments beginning on July 30, 2014.

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.