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Mediareaktori Partners with Brightcove to Provide Online Video Advertising Solutions

Solution Partnership enables Mediareaktori to utilize Brightcove's video solutions in its online advertising development.

Mediareaktori Ltd., Finland's leading expert in online advertising technologies, has partnered with Brightcove Inc. (NASDAQ:BCOV), a leading global provider of cloud services for video.

"With the Brightcove partnership, we are able to expand our catalogue to include services related to online video distribution," says **Sampsa Huttunen**, co-founder and executive producer at Mediareaktori.

Following a global trend, online video advertising is expanding also in Finland. According to Huttunen, the current partnership with Brightcove allows Mediareaktori to better answer its customers' growing need for reliable video advertising solutions and services.

"Integrating Mediareaktori's 12-year experience in web and mobile advertising with the Brightcove Video Cloud online video platform gives our customers more possibilities to monetize their video strategies."

"With our strong background in technical consulting, the Brightcove partnership brings about new tools to help our clients with their online video initiatives and supports the integration of video technology into both web and mobile presence."

"And that's not all," Huttunen continues. "Not only are we able to offer our customers Brightcove's existing services, such as Video Cloud and its Zencoder cloud-based encoding service, but also to develop our own video advertising product portfolio utilizing these leading technologies."

"And we are, of course, very enthusiastic about this opportunity," Huttunen concludes.

For more information, please contact

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About Mediareaktori

With over a decade of experience in web advertising technologies, trends, processes, and tracking, Mediareaktori Ltd. is Finland's leading expert in online advertising technologies with a clientele including some of the biggest Finnish publishers and advertisers. For more information, please visit www.mediareaktori.fi or follow us on Twitter [@Mediareaktori](https://twitter.com/Mediareaktori)