Feinberg Andrew Form 4 September 07, 2012

Form 4 or

obligations

may continue.

Form 5

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

Check this box if no longer STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF subject to **SECURITIES** Section 16.

> 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

See Instruction 1(b).

(Last)

(Print or Type Responses)

BOSTON, MA 02210

1. Name and Address of Reporting Person * 2. Issuer Name and Ticker or Trading Feinberg Andrew

(Middle)

Symbol

BRIGHTCOVE INC [BCOV]

3. Date of Earliest Transaction (Month/Day/Year)

09/05/2012

C/O BRIGHTCOVE INC., 290 CONGRESS STREET, 4TH FLOOR

(Street)

(First)

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to

Issuer

(Check all applicable)

OMB

Number:

Expires:

response...

OMB APPROVAL

Estimated average

burden hours per

3235-0287

January 31,

2005

0.5

Director 10% Owner X_ Officer (give title _ Other (specify below)

CHIEF LEGAL OFFICER

6. Individual or Joint/Group Filing(Check

Applicable Line) _X_ Form filed by One Reporting Person ___ Form filed by More than One Reporting

Person	Person	
Table I - Non-Derivative Securities Acquired, Disposed	(Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Benef	cially Owned

	Table 1 - Non-Delivative Securities Acquired, Disposed bi, or Deficiciany Owned									
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price			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 Beneficial Ownership (Instr. 4)		
Common Stock	09/05/2012		S	10,000	D	\$ 12.89 (2)	61,458	D		
Common Stock	09/06/2012		S	10,000 (1)	D	\$ 12.95 (3)	51,458	D		
Common Stock	09/07/2012		S	10,000 (1)	D	\$ 12.35 (4)	41,458	D		

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

Edgar Filing: Feinberg Andrew - Form 4

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.

SEC 1474 (9-02)

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

2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	isable and	7. Titl	le and	8. Price of	9
Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration Da	te	Amou	ınt of	Derivative	Ι
or Exercise		any	Code	of	(Month/Day/Y	(ear)	Under	lying	Security	S
Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)	E
Derivative				Securities			(Instr.	3 and 4)		(
Security				Acquired						F
				(A) or						F
				Disposed						7
				of (D)						(
				(Instr. 3,						
				4, and 5)						
								Amount		
						Expiration Date	Title			
			Code V	(A) (D)				Shares		
	Conversion or Exercise Price of Derivative	Conversion (Month/Day/Year) or Exercise Price of Derivative	Conversion (Month/Day/Year) Execution Date, if or Exercise any (Month/Day/Year) Derivative	Conversion (Month/Day/Year) Execution Date, if Transaction or Exercise any Code Price of (Month/Day/Year) (Instr. 8) Derivative Security	Conversion or Exercise any Code of Price of Privative Security Execution Date, if any Code of (Instr. 8) Derivative Security Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Conversion (Month/Day/Year) Execution Date, if any Code of (Month/Day/Year) Code of (Month/Day/Year) Derivative Security Security Security Expiration Date, if any Code of (Month/Day/Year) (Instr. 8) Derivative Securities Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Exercisable	Conversion of Exercise any Execution Date, if any Code of (Month/Day/Year) Price of Privative Security Code of (Month/Day/Year) (Month/Day/Year) (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Expiration Date Expiration Date Code of (Month/Day/Year) (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Conversion (Month/Day/Year) Execution Date, if any Code of (Month/Day/Year) Under Security Code of (Month/Day/Year) Under Securities (Instr. 8) Derivative Securities (Instr. 8) Date Expiration Date Date Title	Conversion of Exercise any Code of (Month/Day/Year) any (Month/Day/Year) (Instr. 8) Derivative Securities Derivative Security Securities Securities (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Expiration Date Amount of (Month/Day/Year) (Instr. 3, 4, and 5) Amount of (Month/Day/Year) (Instr. 8) Derivative Securities (Instr. 3 and 4) Amount of (Month/Day/Year) (Instr. 8) Derivative Securities (Instr. 3 and 4) Amount of (Month/Day/Year) (Instr. 3, 4, and 5)	Conversion or Exercise Price of Derivative Price of Security (Month/Day/Year) (Month/Day/Year) (Instr. 8) Derivative Security (Instr. 8) Derivative Securities Securities (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Expiration Date (Month/Day/Year) (Instr. 5) Date Expiration Date (Month/Day/Year) (Instr. 5) Date Expiration Date (Month/Day/Year) (Instr. 5) Date Expiration Date (Instr. 5) Date Date Or Number Of (D) (Instr. 3, 4, and 5)

Reporting Owners

Relationships Reporting Owner Name / Address

> Director 10% Owner Officer Other

Feinberg Andrew C/O BRIGHTCOVE INC. 290 CONGRESS STREET, 4TH FLOOR BOSTON, MA 02210

CHIEF LEGAL OFFICER

Signatures

/s/ Christopher Keenan, as attorney-in-fact

09/07/2012

Date

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).
- The sales reported on this Form 4 were made pursuant to a written trading plan adopted by the Reporting Person in accordance with Rule 10b5-1.
- This price represents the weighted average of sales ranging from \$12.82 to \$12.98. Upon request by the Commission staff, the Issuer, or a (2) security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate
- This price represents the weighted average of sales ranging from \$12.89 to \$13.01. Upon request by the Commission staff, the Issuer, or a (3) security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.

Reporting Owners 2

9. Nu Deriv Secu Bene Own

Follo Repo Trans (Insti

**Signature of Reporting Person

Edgar Filing: Feinberg Andrew - Form 4

This price represents the weighted average of sales ranging from \$12.24 to \$12.61. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.

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.