BRIGHTCOVE INC Form 3 May 07, 2014 FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 OMB

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

OMB APPROVAL

OMB Number: 3235-0104 Expires: January 31, 2005 Estimated average burden hours per response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person <u>*</u> HAROIAN GARY E			2. Date of Event Requiring Statement(Month/Day/Year)		3. Issuer Name and Ticker or Trading Symbol BRIGHTCOVE INC [BCOV]				
(Last)	(First)	(Middle)	04/30/2014	4. Relationsh Person(s) to 1	ip of Reporting Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)			
C/O BRIGH	TCOVE IN	NC., 290				````````			
CONGRESS	STREET,	4TH		(Check	c all applicable)				
FLOOR					100				
	(Street)				X_ Director 10% Owner Officer Other		6. Individual or Joint/Group		
	(bireer)		(give title below) (specify be				Filing(Check Applicable Line)		
							X Form filed by One Reporting Person		
BOSTON, MA 02210						Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Beneficially Owned						
1.Title of Secur (Instr. 4)	ity			nt of Securities ally Owned	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nat Owne (Instr.	*		
Reminder: Report on a separate line for each class of securities owned directly or indirectly. Persons who respond to the collect information contained in this form required to respond unless the form currently valid OMB control number				of	SEC 1473 (7-02)			

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

1. Title of Derivative Security (Instr. 4)	•		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)	
	Date Exercisable	Expiration Date	Title	Amount or Number of	Derivative Security	Security: Direct (D)		

			Shares		or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	(1)	05/06/2024 Com Stock	non 23,346	\$ 8.06	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
HAROIAN GARY E C/O BRIGHTCOVE INC. 290 CONGRESS STREET, 4TH FLOOR BOSTON, MA 02210	ÂX	Â	Â	Â		
Signatures						
/s/ Christopher Keenan, as attorney-in-fact	05/07/2014					
**Signature of Reporting Person	D	ate				

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) This stock option vests in twelve equal quarterly installments beginning on August 6, 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.