

Allaire Jeremy  
Form SC 13G  
February 13, 2013

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 13G**

(Rule 13d-102)

Information Statement Pursuant to Rules 13d-1 and 13d-2

Under the Securities Exchange Act of 1934

(Amendment No. )\*

**BRIGHTCOVE INC.**

(Name of Issuer)

Common Stock, \$0.001 par value

(Title of Class of Securities)

10921T 101

(CUSIP Number)

December 31, 2012

Date of Event Which Requires Filing of the Statement

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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page. The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1. Name of Reporting Person

Jeremy Allaire

2. Check the Appropriate Box if a Member of a Group

(a)  (b)

3. SEC Use Only

4. Citizenship or Place of Organization

United States of America

5. Sole Voting Power

Number of

Shares 6. 1,537,169<sup>(1)</sup>  
Shared Voting Power

Beneficially

Owned by 0  
Each 7. Sole Dispositive Power

Reporting

Person 8. 943,903<sup>(2)</sup>  
Shared Dispositive Power  
With

9. 0  
Aggregate Amount Beneficially Owned by Each Reporting Person

10. 1,537,169<sup>(1)</sup>  
Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares

11. Percent of Class Represented by Amount in Row (9)

5.5%<sup>(3)</sup>

12. Type of Reporting Person

IN

- (1) Consists of (a) 524,351 shares held directly by the Reporting Person, (b) 419,552 shares issuable to the Reporting Person upon the exercise of stock options exercisable within 60 days after December 31, 2012, and (c) 593,266 shares transferred to the Reporting Person's ex-wife pursuant to a divorce settlement but over which the Reporting Person continues to have voting rights. Excludes 90,000 shares issuable to the Reporting Person pursuant to restricted stock units that will not be vested within 60 days after December 31, 2012.
- (2) Consists of (a) 524,351 shares held directly by the Reporting Person and (b) 419,552 shares issuable to the Reporting Person upon the exercise of stock options exercisable within 60 days after December 31, 2012. Excludes 90,000 shares issuable to the Reporting Person pursuant to restricted stock units that will not be vested within 60 days after December 31, 2012.
- (3) The percentage is calculated based on 27,954,926 shares outstanding as of December 31, 2012 as reported by the Issuer to the Reporting Person.

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**Item 1(a)** Name of Issuer

Brightcove Inc.

**Item 1(b)** Address of Issuer's Principal Executive Offices

290 Congress Street

Boston, Massachusetts 02210

**Item 2(a)** Name of Person Filing

Jeremy Allaire

**Item 2(b)** Address of Principal Business Office

c/o Brightcove Inc.

290 Congress Street

Boston, Massachusetts 02210

**Item 2(c)** Citizenship

United States of America

**Item 2(d)** Title of Class of Securities

Common Stock, \$0.001 par value

**Item 2(e)** CUSIP Number

10921T 101

**Item 3** If this statement is filed pursuant to §§ 240.13d-1(b), or 240.13d-2(b) or (c), check whether the person filing is a:  
Not applicable.

**Item 4** Ownership

(a) Amount beneficially owned:  
1,537,169<sup>(1)</sup>

(b) Percent of class:  
5.5%<sup>(2)</sup>

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- (c) Number of shares as to which such person has:
- (i) Sole power to vote or to direct the vote:  
1,537,169<sup>(1)</sup>
  - (ii) Shared power to vote or to direct the vote:  
0
  - (iii) Sole power to dispose or to direct the disposition of:  
943,903<sup>(2)</sup>
  - (iv) Shared power to dispose or to direct the disposition of:  
0

**Item 5 Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following " ".

**Item 6 Ownership of More than Five Percent on Behalf of Another Person**

Not applicable.

**Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company**

Not applicable.

**Item 8 Identification and Classification of Members of the Group**

Not applicable.

**Item 9 Notice of Dissolution of Group**

Not applicable.

**Item 10 Certification**

Not applicable.

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

DATED: February 13, 2013

Jeremy Allaire

By: /s/ Christopher Keenan, as attorney-in-fact  
Christopher Keenan, as attorney-in-fact<sup>(1)</sup>

- (1) Signed by Christopher Keenan as attorney-in-fact for the Reporting Person. The Power of Attorney was previously filed as Exhibit 24.1 to the Form 4 filed by the Reporting Person on May 10, 2012 with respect to the Issuer and is incorporated herein by reference.