

MARCH 2021  
VOL. 18, NO. 2



# ***streaming media***

THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO



Industry Directory



White Papers



Buyers' Guides

## The Streaming Bunch



Industry Updates



How-To's & Tutorials



Case Studies



... and more!

# THE 2021 INDUSTRY SOURCEBOOK

# WHAT PROS SAY ABOUT THE *SOURCEBOOK* ...

"The annual list of vendors [*Sourcebook*] is something I keep for the year and refer back to all the time. Longtime loyal reader — keep up the great work."

— SVP, Citi

"You are doing a great job. ... Thank you!"

— Director, Systems Engineering, ARRIS

"I like the entire content of each issue."

— President, STAR Channel

"I constantly download and refer back to the white papers found and referenced in the *Sourcebook* and regular issues."

— The Weather Channel

"Your 'Annual *Sourcebook*' is outstanding and provides excellent information. Each issue is informative and I go through them cover to cover. ... BUT your *Sourcebook* never leaves my desk!"

— Engineer, Google

"I consider *Streaming Media* magazine and StreamingMedia.com to be an authoritative source on streaming media topics; the first place I go for this information."

— Head, Library Technology,  
The College at Brockport–SUNY

"I enjoy the unbiased reviews of new technology, as well as articles that help me stay on the cutting edge of what's new in the industry."

— President, University of Derby

"It's everything I need to know about the industry and which suppliers I need to pay attention to."

— Disney ABC

## VIDEO STARS USING THE *SOURCEBOOK*



## *SOURCEBOOK* CONTENTS

### Industry Updates

#### Streamticker

Making sense of 2020's mergers, acquisitions, and investments

#### State Of ...

Critical and comprehensive analyses of the market landscapes for:

- media and entertainment
- advertising
- enterprise
- formats and protocols
- content delivery
- AI and machine learning

### Buyers' Guide

A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow, including:

- live transcoding
- cloud encoding
- live event encoders
- QoS and QoE platforms
- video optimization
- content-aware encoding
- entertainment, enterprise, and education video platforms
- low-latency technologies
- portable multicam streaming
- PTZ cameras
- server-side ad insertion solutions
- video players
- and more

### FEATURED SPONSORED CONTENT

- **INNOVATION SERIES:** Case Studies
- **HOT PRODUCTS**
- Exclusive white papers and contributions from industry-leading vendors

### How-To's and Tutorials

- mobile multicam live streaming
- cloud-based graphics
- 4K over NDI
- DIY live streaming
- adding SRT to your workflow
- and more

### Online Video Industry Directory

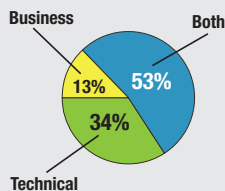
The Industry Directory is where online video buyers go to meet the stars of streaming.

*All editorial content is subject to change.*

**93%** of *Sourcebook* readers are involved in the decision-making process.

Decision Maker.....39%  
Recommender.....40%  
Influencer.....14%

Those decision makers, by industry, are:



Job position of those decision makers

**84%** Manager or Higher  
**22%** C Level

How much do you rely on the *Sourcebook* for choosing vendors?  
**90%** say it's their primary source.

## 2021 BUDGETS

**9%** have \$1M+ Budget

**\$362,500**

Average 2021 Company Budget

## BUDGET CHANGE IN 2021

more than **44%** are increasing budget from 2020, a 6.4% average budget increase.

Readership Budget Pool **Over \$3.8 Billion**

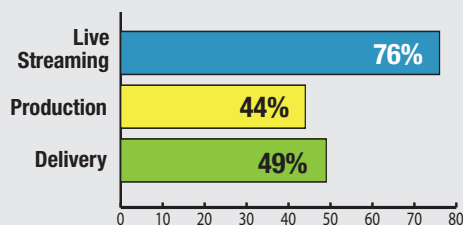
*After receiving the Sourcebook, subscribers took the following immediate actions:*

**33%** contacted an advertiser online or by phone.

**53%** downloaded content from StreamingMedia.com

**64%** referred an article to a colleague.

### Media & Entertainment Key Areas of Growth Interest



### How Important Is SM magazine to our readers?

**94%** say that *Streaming Media* magazine is an important source of information they can't find anywhere else.

**95%** cite that it helps them professionally.

**90%** say that *Streaming Media* magazine is their favorite online video industry-related publication.



**StreamingMedia.com Consistently Draws New Visitors!**

### 2020 Site Stats

Page views: 1.6M  
Users: 900,000  
Impressions: 8M

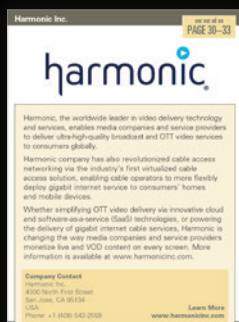
### Where the Traffic Comes From

Organic Search: 55%  
Direct: 29.9%

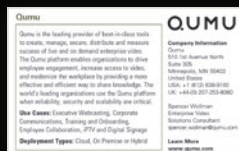
Source: October 2020 DoubleClick



# THE Industry Directory IN PRINT AND ONLINE



**PREMIUM Listing**  
print sample



**STANDARD Listing**  
print sample

*Highlight your company with an affordable Industry Directory listing in the Sourcebook—in print and online—for 12 months.*

Each Industry Directory listing is positioned in one of three categories—Hardware, Services, or Software. Multiple listings are available at a reduced rate for companies wanting to appear in more than one category.

## What Do I Get in Print With My Directory Listing Participation?

### PREMIUM Listing: \$999

- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Logo included on **The Streamverse** poster

*PREMIUM online directory listing included*

### STANDARD Listing: \$499

- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around listing

*ENHANCED online directory listing included*

## What Do I Get With My Online Directory Listing Participation?

### PREMIUM Online Listing

- Premium Logo and background tint in online directory for 12 months
- Company Description
- Contact Info
- Choice of unlimited Product/Service Categories
- Product Description
- Choice of unlimited Industry Verticals
- Online Resources—5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages
- Video embedded into your listing
- Logo included on **The Streamverse** poster (available as a download from StreamingMedia.com)

### STANDARD Online Listing

- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- Choice of 3 Industry Verticals
- Product Description

*Please be sure copy has been proofed and approved by all responsible before submitting text online. We will send out one final proof only.*

## What Happens With My Online Listing?

All editorial content on StreamingMedia.com is tagged with the appropriate industry verticals and product/service categories. The Online Company Listings are then “served up” by the content management system so that they appear adjacent to relevant content—as defined by the industry categories and product/service verticals assigned to the Company Listing.

*Click the link to view live Sourcebook listings or go to [StreamingMedia.com/sourcebook](http://StreamingMedia.com/sourcebook).*

*Research Centers you can choose to associate your listing with:*

### TOPICS

- Cloud Video
- Content Delivery Networks (CDN)
- Content Protection
- Encoding/Transcoding
- Formats/Codecs/Protocols
- Legal Issues
- Live Streaming
- Mobile Video
- OTT TV
- Streaming Music
- Video Advertising
- Video Production
- Video Quality
- VR/AR/MR

### INDUSTRY VERTICALS

- Education Video
- Enterprise Video
- Government Video
- Media/Entertainment Video
- Online Video Industry
- Sports/Esports

**PRINT ONLINE**

**CONTACT US TODAY TO PLACE YOUR 2021 SOURCEBOOK DIRECTORY LISTING.**



# Sponsored content packages THAT DELIVER LEADS

## WHITE PAPER/ EBOOK PROGRAMS

Featured Sponsored Content Packages  
With **EXCLUSIVE** Online Lead Generation

Platinum	10-page print-issue feature (Includes minimum of 4 worldwide email broadcasts)	\$20,000
Gold	6-page print-issue feature (Includes minimum of 2 worldwide email broadcasts)	\$14,000
Silver	4-page print-issue feature (Includes minimum of 1 worldwide email broadcast)	\$8,000

We call  
this our  
“Magnet”  
program.  
Find out why.



## INNOVATION series

## CASE STUDIES: Learn From the Pros

Sometimes, doing is the best way to learn. This **Innovation Series** installment brings together many examples of successful deployments by leading industry companies that have helped a wide range of companies, from carriers to content creators. Educate readers about how the right tools and the right companies can help them with their online video infrastructure and strategy.

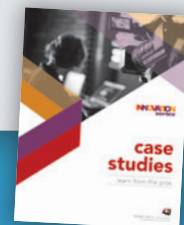
*This annual Innovation Series installment provides the unique, once-a-year opportunity for you to publish your case studies and get leads for 12 months.*

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	\$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	\$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	\$5,000

Innovation Series Classified Listing “SUPERMARKET”

Large	100 words with logo and company contact	\$995
Small	50 words with logo and company contact	\$500

For full details of our **Innovation Series** sponsorships, see our **Innovation Series: Case Studies** sheet.



## DISPLAY ADS

*The Sourcebook is an advertising opportunity that you pay for once, but benefit from all year long as subscribers reference the issue.*

We also...

- Distribute copies to attendees at trade shows in 2021.
- Mail to new subscribers in 2021 via our website, conferences, and enewsletters.

**LIMITED-TIME OFFER: Book your Full-Page or greater Display Ad and receive a Free PREMIUM Listing, a \$999 value!**

Or buy a Half-Page and receive a Free STANDARD Listing, a \$499 value.  
You may purchase STANDARD and PREMIUM print listings at a 50% discount.

## ATTENTION VENDORS:

Call for pricing on section opener pages, multiple-page insertions, and special advertising supplements.



*The best spaces are already going fast, so don't delay!*

CONTACT US TODAY TO PLACE YOUR ADS AND SPONSORED CONTENT.

# SourceBook

## DISPLAY AD AND INDUSTRY DIRECTORY LISTING ADVERTISING RATES

### 2021 RATE CARD (net)

Display Ad Rates	1x	4x	8x (All Issues for the 2021 Year)	Trim Size w x h, inches	Bleed Size w x h, inches
Exclusive IFC and Page 1 spread (see illustration on page 5)	\$6,495	\$5,495	\$5,000		
Tab (double-sided)	\$5,295	\$4,495	\$3,395		
Cover 2	\$2,895	\$2,495	\$2,195		
Cover 3	\$2,695	\$2,295	\$1,195		
Cover 4	\$2,895	\$2,495	\$2,195		
Spread	\$4,495	\$3,795	\$3,395	17"x10.875" (432mm x 277mm)	17.25"x11.125" (438mm x 283mm)
1 Page	\$2,595	\$2,195	\$1,995	8.5"x10.875" (216mm x 277mm)	8.75"x11.125" (223mm x 283mm)
1/2-Spread (horizontal)	\$2,595	\$2,195	\$1,995	17"x5" (432mm x 127mm)	17.25"x5" (438mm x 127mm)
2/3-Page (vertical)	\$1,995	\$1,695	\$1,495	4.5"x10" (115mm x 254mm)	n/a n/a
1/2-Page (horizontal)	\$1,695	\$1,495	\$1,295	7"x5" (178mm x 127mm)	n/a n/a
1/3-Page (vertical)	\$1,395	\$1,195	\$995	2.25"x10" (32mm x 254mm)	n/a n/a

#### Industry Directory Listing Rates

Listing Type		Additional Listings
STANDARD Listing	\$499	\$249
PREMIUM Listing	\$999	\$499

#### 2021 White Paper Packages

Platinum	10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)	\$20,000
Gold	6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)	\$14,000
Silver	4-page print-issue feature (includes minimum of 1 worldwide email broadcast)	\$8,000

#### INNOVATION SERIES: Case Studies Rates

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	\$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	\$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	\$5,000

#### INNOVATION SERIES Classified Listing

Large	100 words with logo and company contact	\$995
Small	50 words with logo and company contact	\$500

**INCLUDES  
12 MONTHS  
ONLINE**

Advertising  
and Directory  
Sales Contact

**JOEL UNICKOW**

VP & Publisher, Streaming Media

Direct:  
**250-933-1111**

Email:  
**joel@streamingmedia.com**

#### 2021 Sourcebook Display Ad Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2021	February 8

#### 2021 Sourcebook Directory Listing Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2021	February 8

#### 2021 Sourcebook White Paper Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2021	February 1

#### 2021 Sourcebook Innovation Series Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2021	February 1

**MAIL DATE: MARCH 5, 2021**

**CONTACT US TODAY TO BOOK YOUR 2021 SOURCEBOOK  
DIRECTORY LISTING, ADS, AND SPONSORED CONTENT.**

# SOURCEBOOK ADVERTISING ORDER FORM

## DISPLAY AD

### AD SIZE OPTIONS

	QTY	TOTAL
<input type="checkbox"/> Cover 2 <input type="checkbox"/> Cover 3 <input type="checkbox"/> Cover 4	_____	_____
<input type="checkbox"/> Tab (double-sided)	_____	_____
<input type="checkbox"/> 1 Page Color (4-color or BW only)	_____	_____
<input type="checkbox"/> Spread	_____	_____
<input type="checkbox"/> 1/3-Page (vertical)	_____	_____
<input type="checkbox"/> 1/2-Page (horizontal)	_____	_____
<input type="checkbox"/> 1/2-Spread (horizontal)	_____	_____
<input type="checkbox"/> 2/3-Page (vertical)	_____	_____
<input type="checkbox"/> Premium Package <input type="checkbox"/> Exclusive IFC and Page 1 spread	_____	_____

## INDUSTRY DIRECTORY LISTING

### CHOOSE LISTING(S)

	QTY	TOTAL
<input type="checkbox"/> PREMIUM Listing \$999	_____	_____
<input type="checkbox"/> STANDARD Listing \$499	_____	_____

## WHITE PAPER PACKAGES

### CHOOSE LISTING(S)

	QTY	TOTAL
<input type="checkbox"/> Platinum Listing \$20,000	_____	_____
<input type="checkbox"/> Gold Listing \$14,000	_____	_____
<input type="checkbox"/> Silver Listing \$8,000	_____	_____

## INNOVATION SERIES: CASE STUDIES

### CHOOSE LISTING(S)

	QTY	TOTAL
<input type="checkbox"/> Platinum Listing \$15,000	_____	_____
<input type="checkbox"/> Gold Listing \$8,000	_____	_____
<input type="checkbox"/> Silver Listing \$5,000	_____	_____

*Innovation Series* Classified Listing "SUPERMARKET"

<input type="checkbox"/> Large Listing \$995	_____	_____
<input type="checkbox"/> Small Listing \$500	_____	_____

AD MATERIAL SUBMISSION INSTRUCTIONS  
CAN BE FOUND IN THE *STREAMING MEDIA* 2021 MEDIA KIT.

☐ Custom Package: \_\_\_\_\_ \$ \_\_\_\_\_

## COMPANY INFORMATION:

Company Name _____			
Address _____	City _____	State _____	ZIP _____
Contact Name _____	Title _____		
Telephone _____	Fax _____		
Email _____	URL _____	<input type="checkbox"/> Please send me info regarding Streaming Media conferences	

## PAYMENT INFORMATION

Payment Method <input type="checkbox"/> Credit card <input type="checkbox"/> Check	
Credit card type: <input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	
Name of Card Holder _____	Credit Card Number _____
Expiration Date _____	Signature _____
_____ Total Quantity of ads ordered	Total (NET): \$ _____
Placement Details _____	

TO VALIDATE THIS CONTRACT: Please sign, date, and return this form by email to:

**Streaming Media Headquarters** Attn: Joel Unickow  
joel@streamingmedia.com • Ph: 250-933-1111

**TERMS AND CONDITIONS:** Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.



**DOWNLOAD  
YOUR FREE  
VIRTUAL  
BACKGROUND  
AND JOIN  
The Streaming  
Bunch**

[StreamingMedia.com/About/Sourcebook](http://StreamingMedia.com/About/Sourcebook)

## Meet With us on Zoom

using one of Streaming Media's  
free virtual backgrounds and  
receive a **10% discount**  
on your *Sourcebook* package.



**CONTACT JOEL UNICKOW** (VP & Publisher, Streaming Media)  
**TO SET UP A MEETING TODAY!**



Direct: **250-933-1111**



Email: **[joel@streamingmedia.com](mailto:joel@streamingmedia.com)**



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