

2018 EDITORIAL CALENDAR

➤ IN EVERY ISSUE:

- **Behind the Screens:** In-depth looks at online video success stories
- **Streaming Spotlight:** Get to know the people on the cutting edge of online video
- **Case Studies**
- **In-Depth Product Reviews**
- Columns from Jan Ozer, Robert Reinhardt, Paul Riismandel, Tim Siglin, and more

➤ JANUARY/FEBRUARY 2018

- Rob Gronkowski: Mobile Video MVP
- MLBAM Hits for the OTT Cycle
- HEVC in HLS: Now What?
- Best Practices for High-End iOS-Based Streaming Production
- Multicamera Streaming With Live Drone Video
- Vertical Market Focus: Manufacturing
- **Sponsored Sections:**
 - Executive Predictions
 - Superguide: The Content Delivery

Editorial Deadline: November 10

Ad Due Date: December 1

Sponsored Content (whitepapers/superguides) due: December 13

Mail Date: January 5

➤ MARCH 2018

The Streaming Media Industry Sourcebook

- **State Of ...** Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, and more.
- **Buyer's Guide:** A collection of checklists and feature comparison charts to help you make the right purchasing choice at every step of the online video workflow, from production to delivery.
- **How-To's and Tutorials:** Using IMF, Producing Live VR/360°, Video Optimization, Encoding HDR, Live Streaming With PTZ Cameras, and more.
- **Sponsored Sections:**
 - The 15th Annual Online Video Industry Directory
 - Superguide: Case Studies That Matter Most—The Ultimate Collection

Editorial Deadline: December 15

Ad Due Date: January 31

Sponsored Content (whitepapers/superguides) due: February 7

Mail Date: March 6

➤ APRIL/MAY 2018

Streaming Media's Ultimate How-To Guide

- Cloud-Based Editing for Repurposing Live Streams
- Streamline Your Workflow With Automated Video Creation
- How to Encode and Publish Directly to Leading Video Platforms
- Pre-Production Tips for Location Shoots
- Building Interactivity Into Your Online Videos
- How to Choose a Software-Based Switching and Streaming Solution ...and more!
- **Sponsored Sections:**
 - Who to See at NAB
 - Superguide: Advanced Live Streaming & Latency Resource

Editorial Deadline: February 1

Ad Due Date: March 5

Sponsored Content (whitepapers/superguides) due: March 15

Mail Copies: April 4

➤ JUNE 2018

- Next-Generation CDN Technology
- The Piracy Challenge: What Works, What Doesn't
- How AI and Machine Learning Are Revolutionizing OTT
- Thunderbolt 3 and 4K Live Capture
- Producing HDR and High Frame-Rate Video
- Vertical Market Focus: The Music Industry
- **Sponsored Section:**
 - Superguide: APIs & SDKs—Connected, Custom & Open Source Video Tools

Editorial Deadline: April 1

Ad Due Date: May 4

Sponsored Content (whitepapers/superguides) due: May 16

Mail Copies: June 5

2018 EDITORIAL CALENDAR (CONTINUED)

➤ JULY/AUGUST 2018

- › HEVC, H.264, and MPEG-DASH Royalty Update
- › AV1 Status Check
- › Enterprise Video Today and Tomorrow
- › Shooting LOG & HDR for Live Streaming
- › The Changing Face of On-Prem Encoding
- › Vertical Market Focus: The Mining Industry
- › **Sponsored Section:**
 - › **Superguide: Advanced Encoding & Transcoding**

Editorial Deadline: May 1

Ad Due Date: June 4

Sponsored Content (whitepapers/superguides) due: June 14

Mail Copies: July 5

➤ SEPTEMBER 2018

- › The New Breed of QoS/QoE Solutions
- › OTT Moves Toward Microservices
- › The Revolution in Video Player Tech and Design
- › The Latest in Server-Side Ad Insertion
- › Choosing a Portable Streaming/Recording Device
- › Leveraging Data to Improve OTT Services
- › **Sponsored Sections:**
 - › **Who to See at IBC**
 - › **Superguide: End-to-End Workflow**

Editorial Deadline: July 1

Ad Due Date: August 6

Sponsored Content (whitepapers/superguides) due: August 16

Mail Copies: September 9

➤ OCTOBER 2018

- › The 2018 Streaming Media 100
- › The Cutting Edge of Storage Strategies
- › Fringe Codecs: Who Needs Them?
- › Where's the Money? Why Monetization Remains a Challenge
- › How to Choose the VR/360 Camera System That's Right for You
- › Cutting Streaming Costs Without Reducing QoE
- › Vertical Market Focus: Agriculture

› **Sponsored Sections:**

› **View From the Top**

› **Superguide: Next-Generation TV**

Editorial Deadline: August 1

Ad Due Date: September 4

Sponsored Content (whitepapers/superguides) due: September 14

Mail Copies: October 4

➤ NOVEMBER/DECEMBER 2018

- › The 2018 Streaming Media Readers' Choice Awards
- › Comparing the Leading Live Streaming Services
- › Focus on CMAF: Panacea or Broken Promise?
- › Best Practices for Mobile Video Delivery
- › How to Choose a Software-Based Switching and Streaming Solution
- › The Move to APIs
- › Live Transcoding: The Players and Their USPs

› **Sponsored Section:**

› **Superguide: Cloud Video**

Editorial Deadline: September 1

Ad Due Date: October 4

Sponsored Content (whitepapers/superguides) due: October 16

Mail Copies: November 5