2017 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, Dan Rayburn, Robert Reinhardt, Paul Ril endemic, Tim Siglin, and more

JANUARY/FEBRUARY 2017
› How to Solve the Live Streaming Latency Challenge
› Making the Transition From Flash to HTML5
› Streaming Tech for Facebook Live
› Adventures in Live-Streamed VR: Pro Deployments and Lessons Learned
› Integrating Enterprise Video Platforms With Unified Communications
› Sponsored Sections:
   › Executive Visions
   › Superguide: Advanced Distribution: CDNs, Analytics, QOS, & QOE

Editorial Deadline: November 2
Ad Space Reservations: December 7
Mail Date: January 2

MARCH 2017
The Streaming Media Industry Sourcebook
› State Of … Critical and comprehensive analyses of the market landscapes for entertainment, enterprise, mobile video, content delivery, advertising, formats, codecs, protocols, and standards, including MPEG-DASH, RTMP, HEVC, WebRTC, and more.
› Buyer’s Guide: A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow.
› How-To’s and Tutorials: RTC, live event production, 4K video workflow, social platform video best practices, 360° video, and more
› Sponsored Sections:
   › The 14th Annual Online Video Industry Directory
   › Superguide: Annual Case Study Reference Collection

Editorial Deadline: December 15
Ad Space Reservations: January 8
Mail Date: March 7

APRIL/MAY 2017
Streaming Media’s Ultimate How-To Guide
› How to Select a Video Capture Card for Live Switching and Streaming
› How to Put Together a Sub-$10k 4K Switching and Webcasting Solution
› Using Non-PTZ Cameras for Remote Controlled Productions
› How to Start and Stop a Live Stream
› How to Broadcast a Live Event Over 4G
› How to Stream to Multiple Outputs Simultaneously
› How to Edit Drone Video
› How to Get the Most Out of Every Shot
› Sponsored Sections:
   › Who to See at NAB
   › Superguide: Mastering Live Streaming

Editorial Deadline: February 7
Ad Space Reservations: March 13
Mail Copies: April 5

JUNE 2017
› HEVC Encoder Roundup
› The Implications of 5G for Video Providers
› Using QoE Data to Improve the Viewing Experience
› Beating Ad Blockers, Bots, and Fraud
› How to Stream PTZ Video Over IP
› Sponsored Section:
   › Superguide: Enterprise Video: Management and Distribution

Editorial Deadline: April 10
Ad Space Reservations: May 11
Mail Copies: June 6
2017 EDITORIAL CALENDAR (CONTINUED)

JULY/AUGUST 2017
› Measuring Quality of Service
› Optimizing H.264
› Alternative Transmission Control Protocols
› Keeping Your Enterprise Video Secure
› Cellular Bonding for Live Streaming: State of the Art
› Sponsored Section:
  › Superguide: Advanced Encoding & Transcoding

Editorial Deadline: May 16
Ad Space Reservations: June 19
Mail Copies: July 13

SEPTEMBER 2017
› AV1 Codec Status Report
› Upgrading MAM/DAM for VR, 4K, and Beyond
› The Interoperability Challenge: Time for Standards?
› Immersive Audio Comes to Streaming Video
› The 4K First Mile: Launching 4K Streams
› Sponsored Sections:
  › Who to See at IBC
  › Superguide: VR/360 Workflows and Gear

Editorial Deadline: July 11
Ad Space Reservations: August 11
Mail Copies: September 6

OCTOBER 2017
› The Streaming Media 100
› IMF: One Package to Rule Them All?
› Load Testing for Live and VOD Delivery
› How to Deploy Server-Side Ad Insertion
› VR Rigs: Pre-Built vs. DIY
› Gear Up for Portable 4K Multicam Streaming
› Sponsored Sections:
  › View From the Top
  › Superguide: Advanced OTT Solutions

Editorial Deadline: August 8
Ad Space Reservations: September 11
Mail Copies: October 4

NOVEMBER/DECEMBER 2017
› The Streaming Media Readers’ Choice Awards
› Choosing and Using Objective Video Quality Metrics
› What Esports Can Teach the Rest of Us About Live and Interactive Streaming
› Counteracting Live Streaming Piracy
› Editing Collaborative Video in the Cloud
› Using LUTs for Color-Graded Live Video
› Sponsored Section:
  › Superguide: Cloud vs. On-Premises Video—Infrastructure, Migration, & Solutions

Editorial Deadline: September 8
Ad Space Reservations: October 11
Mail Copies: November 3