

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 Riisman, 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
- › Gearing 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