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