

MONITORING & MEASURING TO REDUCE CHURN

ensure QoS/QoE
expectations are
met and exceeded,
and confront churn
challenge head-on



PRINT **ONLINE**

VOLUME 2, NO. 1
OF A SERIES OF BUYERS' GUIDES
TO PRODUCTS AND SERVICES

Streaming Media's Sponsored Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers, *Streaming Media* creates this unique opportunity for sellers to engage with buyers in these limited, sponsored-contribution publications—now called **Solution Series**. The European magazine's Spring 2020 **Solution Series** focusses on **Monitoring & Measuring to Reduce Churn**.

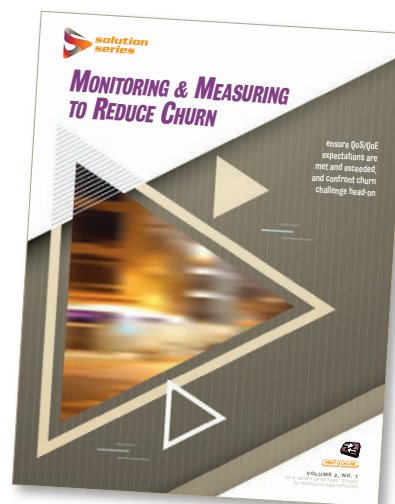
How do we reduce churn? Understanding consumption patterns and optimising the viewer experience are vital components in successful video distribution and monetisation, requiring increasingly sophisticated and automated measurement, analysis, and reporting infrastructures. In short, we need to know what's going on before we can take action. This edition of the **Solution Series** covers the best tools for the job, ensuring that QoS/QoE expectations are met and exceeded, and churn challenge is confronted head-on.



PRINT gives you status, pedigree, and profile.

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HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each **Solution Series** is published in an issue of *Streaming Media* magazine and also generates online leads as a downloadable PDF for 3 months.

Materials: Sponsors supply approximately 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. Streaming Media will provide editing and layout services with proofs to satisfaction.

SOLUTION SERIES Classified Listing "SUPERMARKET"

(does not include leads generated by publication)



LARGE (1/4-page)	100 words, logo, & company contact info	£700/€775
SMALL (1/8-page)	50 words, logo, & company contact info	£350/€390

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