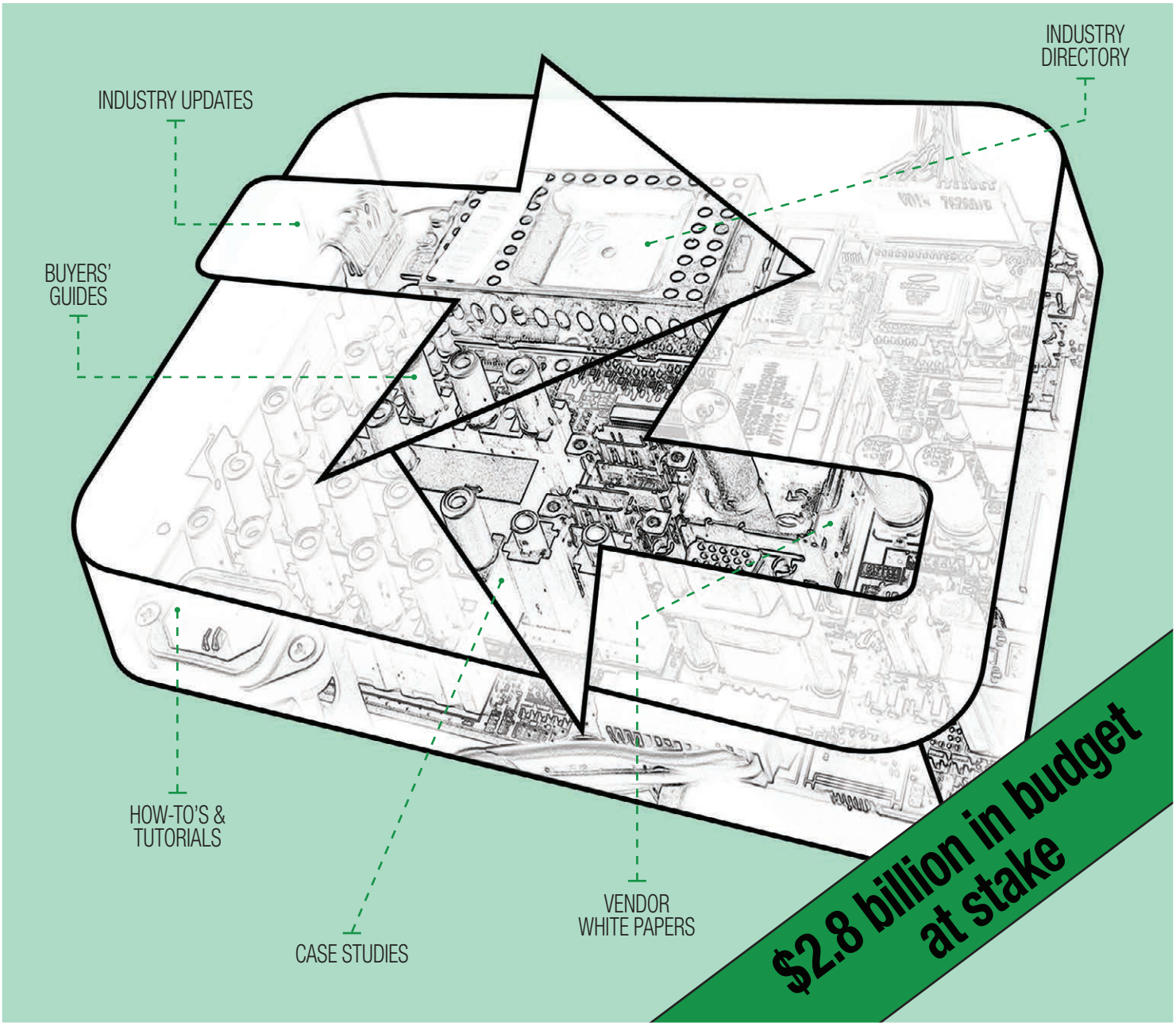
2019 INDUSTRY SOURCEBOOK

Streaming Media

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

March 2019
Vol. 16, No. 2

VIDEO PROFESSIONALS' MANUAL



2019 INDUSTRY SOURCEBOOK

What pros say about the *Sourcebook* ...

"The annual list of vendors [*Sourcebook*] is something I keep for the year and refer back to all the time. Longtime loyal reader — keep up the great work."
SVP, *Citi*

"You are doing a great job ... Thank you!"
Director, Systems Engineering, *ARRIS*

"I like the entire content of each issue."
President, *STAR Channel*

"I constantly download and refer back to the white papers found and referenced in the *Sourcebook* and regular issues."
The Weather Channel

"Your 'Annual *Sourcebook'* is outstanding and provides excellent information. Each issue is informative and I go through them cover to cover ... BUT your *Sourcebook* never leaves my desk!"
Engineer, *Google*

"I consider *Streaming Media* magazine and StreamingMedia.com to be an authoritative source on streaming media topics; the first place I go for this information."
Head, Library Technology
The College at Brockport–SUNY

"I enjoy the unbiased reviews of new technology, as well as articles that help me stay on the cutting edge of what's new in the industry."
President, *University of Derby*

"It's everything I need to know about the industry and which suppliers I need to pay attention to."
Disney ABC

Video Pros Using the Sourcebook

SOURCEBOOK Contents

Industry Updates

Streamticker
Making sense of 2018's mergers, acquisitions, and investments

State Of ...
Critical and comprehensive analyses of the market landscapes for:

- media and entertainment
- enterprise
- mobile video
- content delivery
- advertising
- formats and protocols

Buyers' Guide

A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow, including:

- live transcoding
- cloud encoding
- live event encoders
- per-title encoding systems
- video optimization
- content-aware encoding
- entertainment, enterprise, and education video platforms
- low-latency technologies
- and more!

Featured Sponsored Content

- SOLUTION SERIES: Case Studies
- PRODUCT SPOTLIGHTS
- Exclusive white papers and contributions from industry-leading vendors

How-To's and Tutorials

- Publishing live to multiple locations
- Supporting HLS/HEVC live transcoding
- Adding QoE to your videos
- Social video best practices
- 360° video

Also ...

Online Video Industry Directory

The Industry Directory is where online video buyers go to find real pros.

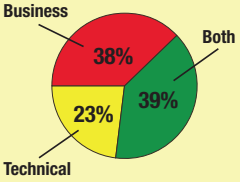
All editorial content is subject to change.

2019 INDUSTRY SOURCEBOOK

91% of ***Sourcebook*** readers are involved in the **decision-making process.**

Decision Maker.....41%
Recommender.....26%
Influencer.....15%
Researcher.....9%
Not Involved.....9%

Those decision makers, by industry, are:



Job position of those decision makers

55% Manager or Higher

18% C Level

How much do you rely on the ***Sourcebook*** for choosing vendors? **78%** say it's their primary source.

2019 Budgets

28% have $1M+ Budget

$234,500

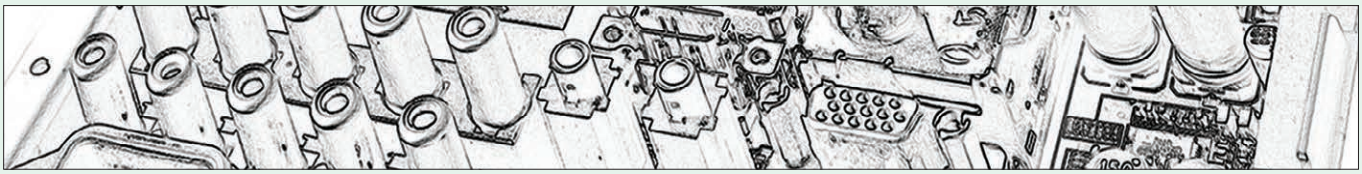
Average 2019 Company Budget

Budget Change in 2019

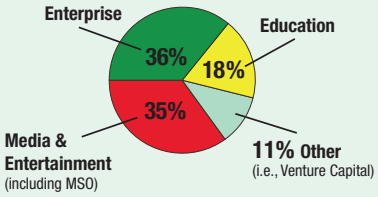
more than **64%** are increasing budget from 2018, an **8.6%** average budget increase

Annual Budget

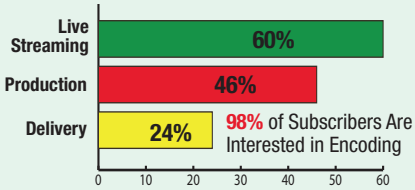
More than 1M..... 3,400 companies
500K to 999K ..... 1,400 companies
100K to 499K ..... 3,200 companies
50K to 99K ..... 4,000 companies



Subscribers by Industry



Media & Entertainment Key Areas of Growth Interest



How Buyers Want to Be Reached by Advertisers

- ★★★★ ***Streaming Media Xtra*** (Newsletter)
- ★★★ ***Streaming Media*** Magazine
- ★★ Streaming Media Webcasts
- ★ Streaming Media Conferences

StreamingMedia.com Consistently Draws New Visitors!

2018 Site Stats

Page views: 1.8M
Users: 875,000
Visits: 1.2M

Where the Traffic Comes From

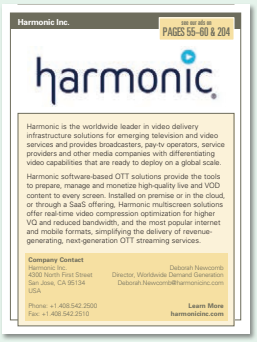
Organic Search: 55.6%
Direct: 22.6%
Referral: 19.8%

Source: October 2018 DoubleClick

THE INDUSTRY DIRECTORY IN PRINT AND ONLINE

Highlight your company with an affordable Industry Directory listing in the Sourcebook*—in print and online—for 12 months.*

Each Industry Directory listing is positioned in one of three categories—Hardware, Services, or Software. Multiple listings are available at a reduced rate for companies wanting to appear in more than one category.



PREMIUM Listing print sample

Standard Listing print sample

What Do I Get in Print With My Directory Listing Participation?

PREMIUM Listing: $999

- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Logo included on **The Streamverse** poster

PREMIUM online directory listing included

STANDARD Listing: $499

- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around listing

ENHANCED online directory listing included

What Do I Get With My Online Directory Listing Participation?

PREMIUM Online Listing

- Premium Logo and background tint in online directory for 12 months
- Company Description
- Contact Info
- Choice of unlimited Product/Service Categories
- Product Description
- Choice of unlimited Industry Verticals
- Online Resources—5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages
- Video embedded into your listing
- Logo included on **The Streamverse** poster (available as a download from StreamingMedia.com)

STANDARD Online Listing

- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- Choice of 3 Industry Verticals
- Product Description

Please be sure copy has been proofed and approved by all responsible before submitting text online. We will send out one final proof only.

What Happens With My Online Listing?

All editorial content on StreamingMedia.com is tagged with the appropriate industry verticals and product/service categories. The Online Company Listings are then "served up" by the content management system so that they appear adjacent to relevant content—as defined by the industry categories and product/service verticals assigned to the Company Listing.

Click the link to view live Sourcebook *listings or go to* **streamingmedia.com/sourcebook.**

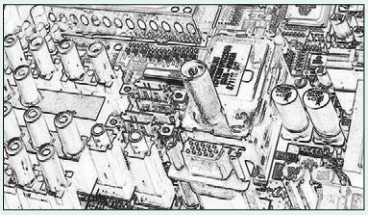
Research Centers you can choose to associate your listing with:

PRODUCTS/SERVICES

- Advertising
- Content Creation/Production
- Content Protection/DRM
- Encoding/Transcoding
- Formats/Players/Codecs
- Hosting/Delivery
- IPTV
- Legal Issues
- Mobile
- Music/Radio
- Online Video Platforms
- Video SEO
- Live Streaming
- VR and 360° Video

INDUSTRY VERTICALS

- Education
- Enterprise
- Government
- Media/Entertainment
- Streaming Industry



CONTACT US TODAY TO PLACE YOUR 2019 SOURCEBOOK LISTING.

BONUS DISTRIBUTION: SMEast, SMWest, Streaming Forum, NAB, IBC & Infocomm

SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

White Paper/Ebook Programs

Featured Sponsored Content Packages
With EXCLUSIVE Online Lead Generation

Platinum	**10-page print-issue feature with 600 online leads guaranteed**	**$20,000**
Gold	**6-page print-issue feature with 400 online leads guaranteed**	**$14,000**
Silver	**4-page print-issue feature with 200 online leads guaranteed**	**$8,000**

We call this our "Magnet" program. Find out why.

Case Studies

Learn From the Pros

*Sometimes, doing is the best way to learn. This **Solution Series** installment brings together many examples of successful deployments by leading industry companies that have helped a wide range of companies, from carriers to content creators. Educate readers about how the right tools and the right companies can help them with their online video infrastructure and strategy.*

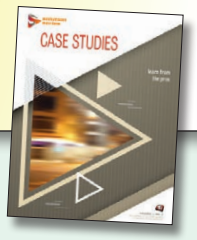
*This annual **Solution Series** provides the unique, once-a-year opportunity for you to publish your case studies and get leads for 12 months.*

Platinum Sponsorship	**6-page Sponsored Content contribution with 12 months of leads**	**$15,000**
Gold Sponsorship	**4-page Sponsored Content contribution with 6 months of leads**	**$8,000**
Silver Sponsorship	**2-page Sponsored Content contribution with 3 months of leads**	**$5,000**

Solution Series Classified Listing "SUPERMARKET"

Large	**100 words with logo and company contact**	**$995**
Small	**50 words with logo and company contact**	**$500**

For full details of our **Solution Series** sponsorships, see our ***Solution Series: Case Studies*** sheet.



DISPLAY ADS

The Sourcebook *is an advertising opportunity that you pay for once, but benefit from all year long as subscribers reference the issue.*

We also...

- Distribute copies to attendees at trade shows in 2019.
- Mail to new subscribers in 2019 via our website, conferences, and enewsletters.

Book your Full-Page or greater Display Ad by December 31 and receive a Free PREMIUM Listing, a $999 value!

Or buy a Half-Page by December 31 and receive a Free STANDARD Listing, a $499 value.
You may purchase STANDARD and PREMIUM print listings at a 50% discount.

Attention Vendors:

Call for pricing on section opener pages, multiple-page insertions, and special advertising supplements.

The best spaces are already going fast, so don't delay!

CONTACT US TODAY TO PLACE YOUR 2019 SOURCEBOOK LISTING.

SOURCEBOOK Display Ad and Industry Directory Listing Advertising Rates

2019 Rate Card (net):

Display Ad Rates	1X	6x (Sourcebook +5 Magazine Issues)	8x (All Issues for the 2018 Year)	Trim Size w x h, inches	Bleed Size w x h, inches
Exclusive IFC and Page 1 spread *(see illustration on page 5)*	$6,495	$5,495	$5,000		
Tab *(double-sided)*	$6,995	$5,495	$5,000		
Cover 2	$3,740	$3,340	$2,800		
Cover 3	$3,500	$3,100	$2,600		
Cover 4	$3,740	$3,340	$2,800		
Spread	$5,900	$5,200	$4,400	17"x10.875" (432mm x 277mm)	17.25"x11.125" (438mm x 283mm)
1 page	$3,400	$2,900	$2,550	8.5"x10.875" (216mm x 277mm)	8.75"x11.125" (223mm x 283mm)
1/2 spread (horizontal)	$3,400	$2,900	$2,550	17"x5" (432mm x 127mm)	17.25"x5" (438mm x 127mm)
1/2 page (horizontal)	$2,200	$1,750	$1,950	7"x5" (178mm x 127mm)	n/a n/a
2/3 page (vertical)	$2,550	$2,200	$1,700	4.5"x10" (115mm x 254mm)	n/a n/a
1/3 page (vertical)	$1,730	$1,480	$1,350	2.25"x10" (32mm x 254mm)	n/a n/a

Industry Directory Listing Rates		
Listing Type:		Additional Listings
STANDARD Listing	$499	$249
PREMIUM Listing	$999	$499

Includes 12 months Online

2019 Sponsored Content Rates		
Platinum	10-page print-issue feature with 600 online leads guaranteed	$20,000
Gold	6-page print-issue feature with 400 online leads guaranteed	$14,000
Silver	4-page print-issue feature with 200 online leads guaranteed	$8,000

Case Studies Solutions Series Rates		
Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	$5,000

Solutions Series Classified Listing

Large	100 words with logo and company contact	$995
Small	50 words with logo and company contact	$500

Advertising and Directory Sales Contact

Joel Unickow

VP & Publisher, Streaming Media

Direct:
250-933-1111

Email:
joel@streamingmedia.com

2019 Sourcebook *Display Ad Closing Dates*	
Date of Issue	**Space Reservation Close and Material Due**
March 2019	February 6

2019 Sourcebook *Directory Listing Closing Dates*	
Date of Issue	**Space Reservation Close and Material Due**
March 2019	February 6

2019 Sourcebook *Sponsored Content Closing Dates*	
Date of Issue	**Space Reservation Close and Material Due**
March 2019	January 30

2019 Sourcebook *Solution Series Closing Dates*	
Date of Issue	**Space Reservation Close and Material Due**
March 2019	January 30

Mail Date: March 5, 2019

CONTACT US TODAY TO PLACE YOUR 2019 SOURCEBOOK DIRECTORY LISTING AND SPONSORED CONTENT

SOURCEBOOK Advertising Order Form

DISPLAY AD

AD SIZE OPTIONS	QTY	TOTAL
☐ Cover 2 ☐ Cover 3 ☐ Cover 4	_____	_____
☐ Tab (double-sided)	_____	_____
☐ 1 Page Color (4-color or BW only)	_____	_____
☐ Spread	_____	_____
☐ 1/3 Vertical	_____	_____
☐ 1/2 Horizontal	_____	_____
☐ 1/2 Spread (horizontal)	_____	_____
☐ 2/3 Page (vertical)	_____	_____
☐ Premium Package ☐ Exclusive IFC and Page 1 spread	_____	

INDUSTRY DIRECTORY LISTING

CHOOSE AN INDUSTRY DIRECTORY CATEGORY

☐ Hardware ☐ Services ☐ Software

CHOOSE LISTING(S)	QTY	TOTAL
☐ STANDARD Listing $499	_____	_____
☐ PREMIUM Listing $999	_____	_____

LIMITED ENGAGEMENT PACKAGE

CHOOSE LISTING(S)		QTY	TOTAL
☐ Platinum Listing	$20,000	_____	_____
☐ Gold Listing	$14,000	_____	_____
☐ Silver Listing	$8,000	_____	_____

SOLUTION SERIES: CASE STUDIES

CHOOSE LISTING(S)		QTY	TOTAL
☐ Platinum Listing	$15,000	_____	_____
☐ Gold Listing	$8,000	_____	_____
☐ Silver Listing	$5,000	_____	_____

Solution Series Classified Listing "SUPERMARKET"

☐ Large Listing	$995	_____	_____
☐ Small Listing	$500	_____	_____

AD MATERIAL SUBMISSION INSTRUCTIONS
CAN BE FOUND IN THE *STREAMING MEDIA* 2019 MEDIA KIT.

☐ Custom Package:_____ $_____

COMPANY INFORMATION:

Company Name _____

Address _____ City _____ State _____ ZIP _____

Contact Name _____ Title _____

Telephone _____ Fax _____

Email _____ URL _____ ☐ Please send me info regarding Streaming Media conferences

PAYMENT INFORMATION

Payment Method ☐ Credit card ☐ Check

Credit card type: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Name of Card Holder _____ Credit Card Number _____

Expiration Date _____ Signature _____

_____ Total Quantity of ads ordered Total (NET): $ _____

Placement Details _____

TO VALIDATE THIS CONTRACT: Please sign, date, and return this form by email to:
Streaming Media Headquarters Attn: Joel Unickow
joel@streamingmedia.com • Ph: 250-933-1111

TERMS AND CONDITIONS: Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

New for 2019:

The Streamverse

With your Premium Sourcebook Listing order, your company's logo will be included on The Streamverse poster (a new graphical chart representing top players in all the streaming industry's critical categories).*

****also available as a download from StreamingMedia.com***

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Direct: 250-933-1111

Email: joel@streamingmedia.com

streaming media

Information Today, Inc.

143 Old Marlton Pike • Medford, NJ 08055 • streamingmedia.com