

SPRING 2018
VOL. 10, ISSUE 1



**streaming
media**
european edition

THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

THE TOTAL STREAMING

SURVIVAL MANUAL

2018 INDUSTRY SOURCEBOOK



INDUSTRY
UPDATES



BUYER'S
GUIDES



HOW-TO'S &
TUTORIALS



CASE
STUDIES



VENDOR
WHITE PAPERS



INDUSTRY
DIRECTORY

2018 INDUSTRY SOURCEBOOK

THE TOTAL STREAMING SURVIVAL MANUAL

What survivalists say about the *Sourcebook*...



"The detail in the articles is a great help. Keep the print version. Many magazines have gone away but I find it easier to find time to read the print version."

Mgr Inst. & Research Vid Production
Bentley University



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



"I constantly download and refer back to the whitepapers found and referenced in the Sourcebook and regular issues."

The Weather Channel



"I like the entire content of each issue."
President
STAR 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
Intel Corp.



"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

Video Survivors Using the Sourcebook



2018 SURVIVAL KIT CONTENTS

Industry Updates

Streamticker

Making sense of 2017'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

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, including:

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

Featured Sponsored Content

- Machine Learning & AI Superguide
- 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 listing is where online video buyers go to find real video survivors.

All editorial content is subject to change.

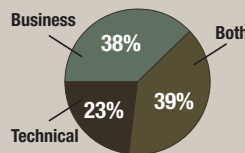
2018 INDUSTRY SOURCEBOOK

THE TOTAL STREAMING SURVIVAL MANUAL

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% **18%**
Manager or Higher C Level

How much do you rely on the Sourcebook for choosing vendors?

78% say it's their primary source.

2018 Budgets

12% have \$1M+ Budget

€211,775

Average 2018 Company budget



Budget Change in 2018

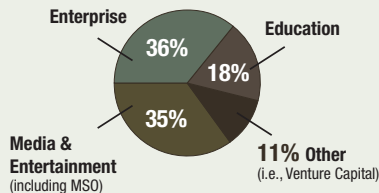
more than **64%** are increasing budget from 2017, an **8.6%** average budget increase



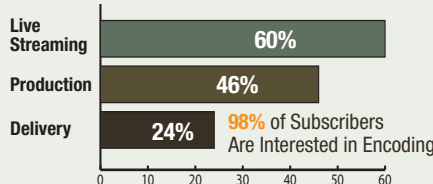
More than 1M	3,400 companies
500K to 999K	800 companies
100K to 499K	3,200 companies
50K to 99K	4,000 companies
Less than 50	8,600 companies



Subscribers by Industry



Media & Entertainment Key Areas of Growth Interest

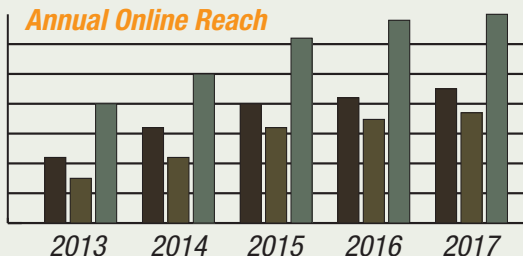


How Buyers Want to Be Reached by Advertisers

Streaming Media Magazine	73%
Streaming Media Webcasts	71%
Streamind Media Xtra (Newsletter)	83%
Streaming Media Conferences	56%

StreamingMedia.com's Number of Visitors Is Exploding!

Annual Online Reach



2017 Site Stats:

Page views =	2.37M
Users =	1.1M
Visits =	1.5M

Where the Traffic Comes From

Organic Search 55.6%

Direct 22.6%

Referral 19.8%

Source: October 2017 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.

PRINT **ONLINE**

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

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

PREMIUM (1/4-Page) Listing:
£600/€700

- 100 words/colour logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around ad
- Tinted background
- Ad page reference burst

PREMIUM online directory listing included

STANDARD (1/8-PAGE) Listing:
£300/€350

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

STANDARD online directory listing included



PREMIUM (1/4-Page) Print Listing



Standard (1/8-Page) Print Listing

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

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 www.europe.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 2018 LISTING

SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

Exclusive **PRINT ONLINE** Programmes

*Featured Sponsored Content Packages
With EXCLUSIVE Online Lead Generation*

Platinum	10-page print-issue feature with 600 online leads guaranteed	£13,000/ €14,400
Gold	6-page print-issue feature with 400 online leads guaranteed	£9,500/ €10,800
Silver	4-page print-issue feature with 200 online leads guaranteed	£6,500/ €7,200

*Engagement,
thought
leadership,
actionable
high-level
leads*



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 2018.
- Mail to new subscribers in 2018 via our website, conferences, and newsletters.

Machine Learning & AI Superguide

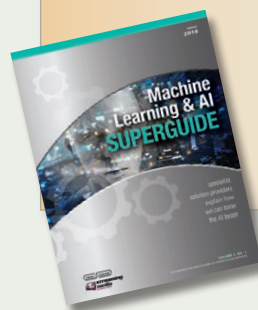
The robots are coming! AI is impacting every crook and nanny of our connected lives, and online video is no exception. From the elasticity of the delivery networks to the optimisation of the compression algorithms, AI is becoming the "one ring that rules them all." And we haven't even mentioned the intelligent machines that increasingly control our consumption—both virtual and virtual. This is the super-charged **Superguide** in which the specialist solution providers explain how we can tame the AI beast to our advantage.

This NEW Superguide provides a unique opportunity for you to tell our readers about your services and solutions, and get high-quality leads for up to 12 MONTHS.

Platinum Sponsorship	Exclusive 6-page Sponsored Content contribution with 12 months of leads	£11,000/ €12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/ €7,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/ €3,600

Superguide Classified Listing "SUPERMARKET"

Large (1/4-page)	100 words with logo and company contact	£700/€775
Small (1/8-page)	50 words with logo and company contact	£350/€390



For full details of our Superguide sponsorships, see our Machine Learning & AI Superguide sheet.

PRINT ONLINE

Combining Print with Online gives you the best of both.

Print delivers status, pedigree, and profile. Online gives you engagement, qualified actionable leads, and thought leadership.

The entire Print magazine is also published as a Digital Edition—including hyperlinked advertisements on request.

CONTACT US TODAY TO PLACE YOUR SPONSORED CONTENT

DISPLAY AND INDUSTRY DIRECTORY ADVERTISING RATES

2018 Rate Card (net):

Display Ad Rates	1x	4x (Sourcebook +3 Magazine Issues)	Trim Size w x h, mm	Bleed Size w x h, mm
Tab (double-sided)	£5,000/€5,800	£4,000/€4,800		
Spread	£3,200/€3,580	£2,500/€3,000	432mm x 277mm	438mm x 283mm
Cover 2	£2,100/€2,350	£1,700/€2,000		
Cover 3	£1,900/€2,110	£1,500/€1,700		
Cover 4	£2,100/€2,350	£1,700/€2,000		
1 page	£1,700/€1,900	£1,500/€1,700	216mm x 277mm	223mm x 283mm
1/2-spread (horizontal)	£1,700/€1,900	£1,500/€1,700	432mm x 127mm	438mm x 127mm
2/3-page (vertical)	£1,300/€1,500	£1,100/€1,300	115mm x 254mm	n/a
1/2-page (horizontal)	£900/€1,000	£750/€850	178mm x 127mm	n/a
1/3-page (vertical)	£650/€700	£550/€650	32mm x 254mm	n/a
Inserts (max size 216mm x 279mm)	£900/€1,000	£800/€900		

Sourcebook Industry Directory Listing Rates		
Listing Type:		Additional Listings
PREMIUM (1/4-Page) Listing	£499/€600	£249/€300
STANDARD (1/8-Page) Listing	£249/€300	£125/€150

Includes
12 months
Online

Machine Learning & AI Superguide Rates		
Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	£11,000/€12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/€7,200
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/€3,600

Superguide Classified Listing

Large (1/4-page)	100 words with logo and company contact	£700/€775
Small (1/8-page)	50 words with logo and company contact	£350/€390

EXCLUSIVE	Programmes Rates	
Platinum	10-page print-issue feature with 600 online leads guaranteed	£12,000/€14,400
Gold	6-page print-issue feature with 400 online leads guaranteed	£9,000/€10,800
Silver	4-page print-issue feature with 200 online leads guaranteed	£6,000/€7,200



Advertising/Directory Sales Contact

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2018 Sourcebook Display Ad Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2018	5 February

2018 Sourcebook Directory Ad Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2018	30 January

2018 Sourcebook Sponsored Content Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2018	30 January

2018 Sourcebook Superguide Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2018	30 January

Mail Date: 22 February, 2018

CONTACT US TODAY TO PLACE YOUR
2018 LISTING AND SPONSORED CONTENT



Information Today, Inc.

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