



# <sup>SM</sup> *streaming* *media*

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

*european edition*



## EUROPEAN READERS' CHOICE AWARDS **2017**

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### THE 2017 EUROPEAN STREAMING MEDIA READERS' CHOICE AWARDS

From analytics and cloud video service to best multiscreen solution and best transcoding solution, *Streaming Media* Europe's readers are voting for their favorite products, technologies, and companies in the industry's only user-driven awards program. We'll reveal the winners in the Autumn issue.



### QUALITY IS STREAMING JOB 1

Ensuring Quality of Experience and Quality of Service to your viewers is becoming table stakes for streaming producers that deliver mission-critical video, whether premium content or marketing videos that feed your sales funnel. Viewers simply have too many choices to stick with video that looks bad, takes too long to start, or buffers frequently. This article identifies the range of QoE/QoS options available, detailing cost, features, and implementation models.

### CELLULAR BONDING: STATE OF THE ART

Many live event producers use cellular bonding to deliver their live streams the "first mile" up to the cloud. This article describes the current state of the state of cellular bonding, and shares insights about the future learned from interviews with executives of the key cellular bonding manufacturers.

### HOW'S YOUR TRANSMISSION (PROTOCOL)?

While the underpinnings of over-the-top (OTT) live linear delivery rely on a tried-and-true transmission protocol – TCP – there are actually numerous technologies available to the streaming media professional. With an eye on lowering latency and increasing reliability, while playing nicely with the neighbours – neighbouring packets and networking gear – this article explores alternate transmission protocols that expand on or replace TCP as the reigning streaming transmission champ.

### Also in this issue:

- **Behind the Screens**
- **Streaming Spotlight**
- **Columns** by Jan Ozer, Dom Robinson, Eric Schumacher-Rasmussen, and Tim Siglin
- **Who to See at IBC 2017**

*All editorial content is subject to change.*

AD SPACE DEADLINE:  
**31 July**

AD MATERIALS DEADLINE:  
**8 August**

**STREAMING MEDIA'S EUROPEAN EDITION** is the only magazine in Europe that covers the entire spectrum of online audio and video. It's *the* quarterly resource for executives and technology managers who use rich media in any vertical: enterprise, education, government, media and entertainment, and more.

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