



at a glance – 2017 lead generation programmes

MONTH	EUROPE EDITION				US EDITION				COLLABORATIVE WEB EVENTS
	MAGAZINE ISSUE & DEADLINES	PUBLICATION DATE	SUPERGUIDE <small>PRINT ONLINE</small>	PARTNER SECTION <small>PRINT ONLINE</small>	MAGAZINE ISSUE & DEADLINES	PUBLICATION DATE	SUPERGUIDE <small>PRINT ONLINE</small>	PARTNER SECTION <small>PRINT ONLINE</small>	
Jan					1. Jan/Feb Sponsored content: 5 Dec 2016 Ad materials: 7 Dec 2016	2 Jan 2017	CDNS, ANALYTICS, QOS & QOE		Ditching Flash: Options & Q&A
Feb	1. SPRING Sponsored content: 25 Jan 2017 Ad materials: 3 Feb 2016	22 Feb 2017	MONETISATION & AD INSERTION	INDUSTRY DIRECTORY					Reducing Latency: Best practice
Mar					2. March Sponsored content: 1 Feb 2017 Ad materials: 8 Feb 2017	7 Mar 2017	CASE STUDIES	INDUSTRY DIRECTORY	Everything You Need to Know about H264
Apr					3. April/May Sponsored content: 9 Mar 2017 Ad materials: 13 Mar 2017	5 Apr 2017	LIVE STREAMING	WHO TO SEE AT NAB	VR & 360 Today - How-to Walkthroughs
May	2. SUMMER Sponsored content: 1 May 2017 Ad materials: 9 May 2017	24 May 2017	MOBILE & MULTISCREEN	THE STREAMING LANDSCAPE (foldout)					Enterprise Streaming Management
Jun					4. June Sponsored content: 9 May 2017 Ad materials: 11 May 2017	6 Jun 2017	ENTERPRISE VIDEO		Using Data: Enhancing Quality of Experience & Quality of Service
Jul					5. July/August Sponsored content: 15 Jun 2017 Ad materials: 19 Jun 2017	13 Jul 2017	ENCODING & TRANSCODING		Optimising Your Video
Aug	3. AUTUMN Sponsored content: 31 Jul 2017 Ad materials: 8 Aug 2017	23 Aug 2017	ASSET MANAGEMENT & WORKFLOWS	WHO TO SEE AT IBC					OTT Advanced Discussion
Sep					6. September Sponsored content: 9 Aug 2017 Ad materials: 11 Aug 2017	6 Sep 2017	VR/360	WHO TO SEE AT IBC	Making the Leap to 4K Streaming
Oct					7. October Sponsored content: 7 Sep 2017 Ad materials: 11 Sep 2017	4 Oct 2017	ADVANCED OTT	VIEW FROM THE TOP	Advanced Encoding & Transcoding
Nov	4. WINTER Sponsored content: 16 Oct 2017 Ad materials: 24 Oct 2017	8 Nov 2017	PLATFORMS, PLAYERS & SDKS	EXECUTIVE PREDICTIONS	8. November/December Sponsored content: 9 Oct 2017 Ad materials: 11 Oct 2017	3 Nov 2017	CLOUD VS ON-PREMISE	EXECUTIVE PREDICTIONS	IP Workflows and Device Spotlights
Dec									The Latest in Cellular Solutions