



# at a glance – 2018 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					<b>1. Jan/Feb</b> Sponsored content: 6 Dec 2017 Ad materials: 8 Dec 2017	5 Jan 2018	CONTENT DELIVERY		CLOUD vs ON-PREM ENCODING 25 Jan 2018
Feb	<b>1. SPRING</b> Sponsored content: 25 Jan 2018 Ad materials: 1 Feb 2018	22 Feb 2018	MACHINE LEARNING & AI	INDUSTRY DIRECTORY					CONTENT PROTECTION & MONETISATION 15 Feb 2018
Mar					<b>2. March</b> Sponsored content: 31 Jan 2018 Ad materials: 7 Feb 2018	6 Mar 2018	CASE STUDIES	INDUSTRY DIRECTORY	CONTENT DELIVERY 1 Mar 2018
Apr					<b>3. April/May</b> Sponsored content: 8 Mar 2018 Ad materials: 12 Mar 2018	4 Apr 2018	LIVE STREAMING & LATENCY	WHO TO SEE AT NAB	MACHINE LEARNING/AI 19 Apr 2018
May	<b>2. SUMMER</b> Sponsored content: 14 May 2018 Ad materials: 22 May 2018	7 June 2018	ANALYTICS/QoS	C-LEVEL INTERVIEWS					ADVANCED LIVE STREAMING 3 May 2018
Jun					<b>4. June</b> Sponsored content: 9 May 2018 Ad materials: 11 May 2018	5 Jun 2018	APIS & SDKS		ANALYTICS/QoS/QoE 21 Jun 2018
Jul					<b>5. July/August</b> Sponsored content: 7 Jun 2018 Ad materials: 11 Jun 2018	5 Jul 2018	ENCODING & TRANSCODING		APIS & SDKs 19 Jul 2018
Aug	<b>3. AUTUMN</b> Sponsored content: 30 Jul 2018 Ad materials: 7 Aug 2018	22 Aug 2018	DASH & ADAPTIVE BITRATE MODELS	WHO TO SEE AT IBC					ENTERPRISE VIDEO 16 Aug 2018
Sep					<b>6. September</b> Sponsored content: 9 Aug 2018 Ad materials: 13 Aug 2018	6 Sep 2018	END-TO-END WORKFLOW	WHO TO SEE AT IBC	ADVANCED ENCODING & TRANSCODING 20 Sep 2018
Oct					<b>7. October</b> Sponsored content: 7 Sep 2018 Ad materials: 11 Sep 2018	4 Oct 2018	NEXT-GENERATION TV	VIEW FROM THE TOP	END-TO-END WORKFLOW 18 Oct 2018
Nov	<b>4. WINTER</b> Sponsored content: 15 Oct 2018 Ad materials: 23 Oct 2018	7 Nov 2018	CONTENT PROTECTION & MONETISATION	EXECUTIVE PREDICTIONS	<b>8. November/December</b> Sponsored content: 9 Oct 2018 Ad materials: 11 Oct 2018	5 Nov 2018	CLOUD VIDEO	EXECUTIVE PREDICTIONS	NEXT-GENERATION TV 8 Nov 2018
Dec									LATENCY – 6 Dec 2018