

***streaming
media***

PRINT ONLINE



BUSINESS

TECHNOLOGY

CONTENT

▶ *section 1*

PRINT media kit 2019

STATUS • PEDIGREE • PROFILE

- ***4 EU issues: spring, summer, autumn, winter***
- ***8 US issues***
- ***EU and US sourcebooks & industry directories***
- ***EDITorial and ADVERTorial***
- ***curated and syndicated content***
- ***digital editions***
- ***solution series***
- ***partner sections***

www.europe.streamingmedia.com



BUSINESS

TECHNOLOGY

CONTENT

what is Streaming Media Magazine – it's about more than just streaming

Streaming Media Magazine is the only magazine that covers the entire spectrum of online audio and video. It's a resource for executives and technology managers who use rich media in any vertical – enterprise, education, government, media and entertainment, and more. Every issue offers in-depth features, case studies, tutorials, and reviews for readers in all sectors. **Streaming Media Magazine** covers the entire rich media ecosystem, from content creation to post-production to encoding to delivery. Every issue also features columns by industry thought leaders and hands-on experts like Troy Dreier, Jan Ozer, Adrian Pennington, Paul Riisman, Dom Robinson and Tim Siglin.

Appearing in the print magazine (EDITORIAL and ADVERTORIAL) achieves a status that is not matched by online-only presence. Direct page-specific links to the Digital Edition allow you to broadcast your print presence.



KEY FACTS:

- ▶ **European Edition print distribution 4 times a year** to over 10,000 qualified readers (see more information in the *About the Readers* section)
- ▶ **North American Edition print distribution 8 times a year** to over 10,000 qualified readers (see more information in the *About the Readers* section)
- ▶ **Digital magazines** available across the globe
- ▶ **Issue dates and themes:** See *Editorial Calendars* for EU (p6) and US magazines (p7)
- ▶ **Distribution at key industry events** (see *Editorial Calendars* for details)
- ▶ **Written and edited by industry practitioners**, experienced users, and streaming business experts

OUR PHILOSOPHY:

- ▶ **Editorial is the key to readership**
- ▶ **Readership is the key to advertising value**
- ▶ **Audience quality equals advertising results**

Streaming Media Magazine's readership is heavily weighted with C-level executives, owners, and industry leaders in key markets.

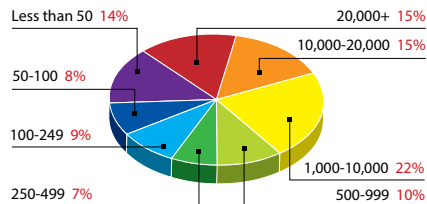
This is complemented by impressive budgets specifically allocated to streaming products and services.



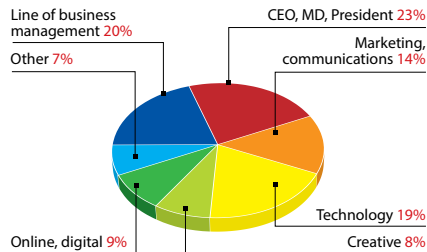
Streaming Media Magazine – about the readers

CIRCULATION PROFILE OF STREAMING MEDIA MAGAZINE

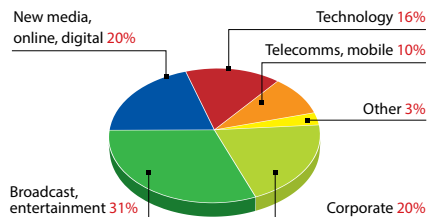
COMPANY SIZE



JOB FUNCTION



INDUSTRY SECTOR



Streaming Media Magazine readers are **executives** and **managers** who direct the digital media strategies for their organisations. Subscribers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management. Subscribers are regularly researching and implementing new Streaming Media strategies. They're volume buyers of streaming technology solutions who have the power to make purchasing decisions.

Streaming Media Magazine is distributed on both sides of the Atlantic to a total circulation list of more than 20,000. Qualification is by subscribing online (www.europe.streamingmedia.com/subscribe/). The circulation list of 20,000 translates to a readership of more than 60,000+ executives and professionals continually looking for ways to leverage internal and external rich media assets.

In addition, copies are also distributed at more than 40 tradeshow during 2019.

REACH QUALIFIED DECISION MAKERS FROM:

ABC News, Accenture, Adidas-Salomon AG, Advanstar Communications, Advent Venture Partners, Air Force Broadcasting Service, Airtours Plc, Albania Radio Television, Al Jazeera English, Alliance Capital Limited, Amadeus and Angels Seed Fund, Ames Limited, Anglo & Overseas Trust Plc, AOL UK, Argos Plc, Ariston BTS S.A., Asia Television Ltd, Associated Press, ASTRA (GB) Limited, Atos Origin, ATV, Austrian Broadcasting Corporation, Bank of New Zealand, Barclays Bank plc, Barratt Developments Plc, Bayerischer Rundfunk Fernsehen, BBC, BBC News, BBC Scotland, BBC Wales, BBC World Service, BBC Worldwide, BEA Systems, Bedfordshire County Council, Beijing Olympic Broadcasting Co, Belaruskaja Tele-Radio Campanija, BestTV Benelux, Bloomberg L.P., Body Shop International Plc, Bournemouth University, BP International, Britannic Assurance Plc, British Airways, BSKyB, BT Global Services, BT Media & Broadcast, Burmah Castrol Plc, Burton Group, C4i, Canal+ France, Canal+ Belgium, Canal+ Poland, Capital FX, Cardiff University, Carphone Warehouse, Cartoon Network, Casio Europe GmbH, CBC Cologne Broadcasting Center, Central Office of Information, Channel 4 Television, Channel One Russia, Chinwag, Chrysalis Mobile, Cinecitta Studios Lab, City of Edinburgh Council, CNBC Europe, Comcast Entertainment Group, Commercial Union Plc, Conchango, CS First Boston Ltd, Cyprus Broadcasting Corporation, Czech Radio, Dailymotion, Danish Broadcasting Corp, Dennis Publishing Ltd, Deutsche Bank, Discovery Communications Europe, Disney Channel France, Dmg World Media, Domino's Pizza Group Ltd, Eagle Rock Entertainment, El Corte Ingles, EMAP Plc, Endemol, Ericsson, European Broadcasting Union, European Commission, European Parliament, Eurosport, Financial Times, Finnish Broadcasting Co, Fitness First, Five TV, FortisBank, Fox International Channels Italy, Framestore, France Telecom, France Télévision, FremantleMedia, Getty Images, Ghent University, GlaxoSmithKline, Granada Group PLC, Greater Manchester Police, Gruner + Jahr AG & Co KG, Harper Collins, Hellenic Broadcasting Corporation, IAEA, IBM, Icelandic National Broadcasting Service, Il Sole 24 Ore Business Media, IMG Media, Imperial College London, ITV, Jyske Bank, Lincolnshire Police TV Unit, Linköping University, London Film School, London Metropolitan University, London School of Economics, London Transport Museum, Maastricht University, Manchester Metropolitan University, Marks & Spencer Plc, Merseyside Police, Milton Keynes PCT, Mirror Group plc, Monster Worldwide, Motorola, MSN UK, MTV Networks UK & Ireland, Netherlands Public Broadcasting, Next Plc, Nokia, Northern Foods plc, Norwegian Broadcast Corporation, Norwegian University of Science & Technology, Norwich Union Insurance Group, Novo Nordisk A/S, Nuffield Hospitals, O2, Ogilvy & Mather, Orange PLC, Orion Films, Oxfordshire County Council, Pilkington Plc, Planet SRL, PricewaterhouseCoopers, Queen's University, QVC The Shopping Channel, Rabobank, Radio Romania, Radio Sweden, Radio Telefis Eireann, Radio Television Espanola, Radiotelevisione Italiana, Ragdoll Productions Ltd, RAI Radiotelevisione Italiana, Red Bee Media, Rolls-Royce Plc, Royal Dutch Airlines, Royal Television Society, RTBF - Belgium TV, RTSI:Swiss Broadcasting Corporation, RTVi-Russian Television International, Rumblefish, S4C, Sandia National Laboratories, SAP AG, Shell Information Technology, Sony Broadcast UK Ltd, Standard Life, Starwood Hotel & Resorts Worldwide, Subaru World Rally Team, Sun Microsystems, Swansea University, Swedish Armed Forces, Swedish Broadcasting Corp, Swedish Television, TechFund Europe, Telegraph Media Group, Ten Alps Digital, Thomson Financial, Tiscali International Network, Tremor Media Europe GmbH, Turner Entertainment Network, TV4 Group Sweden, Unilever Plc, United Media Group, United Nations, University of Bergen, University of Bradford, University of Brighton, University of Glasgow, University of Helsinki, University of Manchester, University of Zurich, Virgin Media, Walt Disney Company, Whitbread Plc, Woolwich PLC, World Economic Forum, World Health Organization, Yell Ltd



Streaming Media Europe magazine – editorial calendar for 2019

ISSUE	THEME/FEATURES	TRADESHOW DISTRIBUTION	ISSUE DATES
1 SPRING	<p>Streaming Media Industry Sourcebook Industry Update Critical and comprehensive analyses of the market landscapes for media & entertainment, corporate, mobile video, content delivery, live video, and more</p> <p>Buyer's Guide A collection of guides to help you make the right choice at every step of the online video workflow, including:</p> <ul style="list-style-type: none"> • encoding and transcoding • corporate video platforms • content delivery • DRM • metadata and AI • analytics <p>How-To's and Tutorials</p> <ul style="list-style-type: none"> • Testing HLS and DASH Adaptive Throttling • Implementing WebRTC • Preparing for Flash's End of Life <p>SOLUTION SERIES: • Advanced Sports Streaming • PLUS the 2019 Streaming Media Industry Directory</p> <p>PARTNER SECTION: Industry Directory</p>	<ul style="list-style-type: none"> • IBC • TV Connect • BVE • Streaming Media East • Connected TV Summit 	21 February
2 SUMMER	<p>FOCUS ON: ATSC 3.0: The Future of Television?</p> <ul style="list-style-type: none"> • Going Low: WebRTC, CMAF, and Other Low-Latency Solutions • Finding a Video Player that Works for You and Your Budget • Vertical Market Focus: Manufacturing <p>SOLUTION SERIES: AI & Machine Learning Today</p> <p>PARTNER SECTION: C-level Interviews</p>	<ul style="list-style-type: none"> • Smart Home World Summit • Media Production Show 	6 June
3 AUTUMN	<p>FOCUS ON: Codec Update: The State of AV1, VVC, and HEVC</p> <ul style="list-style-type: none"> • Innovations in Lossless and Ultra-High Resolution Compression • What About the Hardware? GPU, CPU, and FPGA for Encoding and Streaming • Vertical Market Focus: Medical & Pharmaceutical • The 2019 Streaming Media European Readers' Choice Awards <p>SOLUTION SERIES: Monetisation, DRM, and Content Protection</p> <p>PARTNER SECTION: Who to see at IBC</p>	<ul style="list-style-type: none"> • IBC • OTTtv World Summit • Nordic Media Summit • Streaming Media West 	21 August
4 WINTER	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • Addressable Television: The New Frontier in Personalisation • The Future of Audience Measurement • Introduction to AWS Computing • The 2019 Streaming Media 101 <p>SOLUTION SERIES: Players, Platforms, and SDKs</p> <p>PARTNER SECTION: Executive Predictions</p>	<ul style="list-style-type: none"> • Digital TV World Summit • Broadcast Video Expo • TFM&A • Future of TV Advertising 	6 November

IN EVERY ISSUE (EU AND US MAGAZINES):

VIEW FROM THE EDGE

Veteran webcaster, consultant, and industry observer Dom Robinson offers you pointed, sometimes poignant, and decidedly outside-the-mainstream take on the issues both at the centre and on the fringes of our industry.

THE PRODUCER'S VIEW

Encoding expert Jan Ozer discusses the latest in codecs and formats and keeps you informed about how to get the most out of your encoding. Whether it's AV1 vs. HEVC, subjective vs. perceptive video quality metrics, or adjusting your encoding ladder, Ozer makes sure you're on the right path.

STREAMS OF THOUGHT

Founder of Transitions, Inc., a business and technology development firm helping startups and distressed businesses, Tim Siglin has been involved with visual communications and digital media capture/transmission systems designs for more than twelve years. In STREAMS OF THOUGHT, he looks at the 'deep technology' that underlies

streaming audio and video, making sense of it for the rest of us.

FUTURE IN FOCUS

The Streaming Video Alliance's Jason Thibeault analyses, criticises, and picks apart the trends and buzzwords of the day, shedding light on which ones are worth paying attention to and which ones are here today, gone tomorrow.

PLUS!

Behind the Screens: In-depth looks at online video success stories.

Tutorials: Step-by-step, how-to articles by the industry's leading practitioners.

Product Reviews: Hardware and software evaluations that cut through the hype and tell you what you need to know to make wise purchasing decisions.

Streaming Spotlight: Get to know the people on the cutting edge of online video.

Content of Editorial Calendar subject to change.



Streaming Media Magazine US Edition – editorial calendar for 2019

ISSUE	THEME/FEATURES	MAIL DATE	ISSUE	THEME/FEATURES	MAIL DATE
JAN/FEB 2019	<ul style="list-style-type: none"> Pixelon: Discover Streaming Video's Greatest Fraud Is The Edge the Future of Content Delivery? Vertical Focus: Manufacturing Fixing Flawed Audio in Adobe Premiere Pro and Audition Streaming 360° Video on a Budget <p>PARTNER SECTION: Executive Predictions SOLUTION SERIES: Content Delivery & Edge Computing</p>	8 January 2019	JULY/AUG 2019	<ul style="list-style-type: none"> Codec Update: The State of AV1, VVC, and HEVC Choosing an HEVC Codec Innovations in Lossless and Ultra-High Resolution Compression What About the Hardware?: GPU, CPU, and FPGA for Encoding and Streaming Dedicated Solutions for Social Media Streaming Multicam Live Production with PTZ Over NDI <p>PARTNER SECTION: Who to See at IBC SOLUTION SERIES: Advanced Encoding & Transcoding</p>	5 July 2019
MARCH 2019	<p>The Streaming Media Industry Sourcebook</p> <ul style="list-style-type: none"> State of ... Critical and Comprehensive Analysis of the Market Landscape for Entertainment, Enterprise, Mobile Video, Content Delivery, Advertising, and More Buyer's Guide: A Collection of Checklists and Feature Comparison Charts to Help You Make the Right Purchasing Choice at Every Step of the Online Video Workflow, From Production to Delivery How-To's and Tutorials: Testing HLS and DASH Adaptive Throttling, Implementing WebRTC, Preparing for Flash's End of Life, Live Streaming With PTZ Cameras, and More The 2019 Streaming Media Rockstars: Our first annual list shining a spotlight on the superstars of the streaming media industry. <p>PARTNER SECTION: The 15th Annual Online Video Industry Directory SOLUTION SERIES: Game-Changing Case Studies</p>	5 March 2019	SEPTEMBER 2019	<ul style="list-style-type: none"> The Future of Audience Measurement Addressable Television: The New Frontier in Personalization Vertical Market Focus: Legal & Justice Smart Speakers and Voice Control for Video Adding Live Captions in Software Streaming Apps Mobile Streaming With Backpack Production Kits <p>SOLUTION SERIES: Advanced OTT Strategies and Technologies</p>	5 September 2019
APRIL/MAY 2019	<ul style="list-style-type: none"> Behind the Scenes: Phish Webcasts 4K From Las Vegas Streaming Media's Ultimate How-To Guide Turn Numbers Into Stories With Data-Driven Infographics in Premiere Pro Four FFmpeg Functions You Shouldn't Live Without How to Choose a Video Hosting Service How to Choose an NDI Option for Live Streaming Streaming Media Producer's 25 Most Critical Gear Companies ... and More! <p>PARTNER SECTION: Who to See at NAB SOLUTION SERIES: Advanced Live Streaming SOLUTION SERIES: NAB Special – The Producer's Gear Guide</p>	3 May 2019	OCTOBER 2019	<ul style="list-style-type: none"> Streaming From the Battlefield Introduction to AWS Computing Vertical Market Focus: Law Enforcement E-gaming and Ultra-Low Latency Streaming In-Camera Streaming: The State of the Art Delivering 4K Streams With Multicam iOS Streaming Gear <p>SOLUTION SERIES: Secure Reliable Transport (SRT) & Low Latency</p>	4 October 2019
JUNE 2019	<ul style="list-style-type: none"> The 2018 Streaming Media 50 Going Low: WebRTC, CMAF, and Other Low-Latency Solutions Break Down the Silos! Integrating Streaming With Videoconferencing & Unified Communications Vertical Market Focus: Medical & Pharmaceutical Live Streaming With Office 365 Adding Interactivity to Small-Scale Webcasts <p>PARTNER SECTION: View From the Top SOLUTION SERIES: Corporate AV Tools, Webinars, and Collaboration</p>	6 June 2019	NOV/DEC 2019	<ul style="list-style-type: none"> The 2019 Streaming Media Readers' Choice Awards Who Measures What? Making Sense of Your Analytics Options AI and the Future of Video Recommendations Here Come the Independents: Small Media Company Success Stories Is the 5G Video Revolution Underway? Best Practices for Live Audio Mixing <p>SOLUTION SERIES: Advanced Analytics for QoS and QoE</p>	29 October 2019

Content of Editorial Calendar subject to change.



Streaming Media Magazine – rate card 2019

Display and Industry Directory Advertising

2019 MAGAZINE RATE CARD

DISPLAY RATES
(ALL PRICES EXCLUDE VAT)

	European Edition	US Edition
Tab (double-sided)	£5,000 / €5,800	£5,500 / €5,800
Spread	£3,200 / €3,580	£4,500 / €5,000
Cover 2	£2,100 / €2,350	£3,000 / €3,500
Cover 3	£1,900 / €2,110	£2,800 / €3,100
Cover 4	£2,100 / €2,350	£3,000 / €3,500
1 page	£1,700 / €1,900	£2,500 / €2,800
1/2 spread	£1,700 / €1,900	£2,700 / €3,000
2/3 page	£1,300 / €1,500	£2,100 / €2,400
1/2 page	£900 / €1,000	£1,700 / €1,900
1/3 vertical	£650 / €700	£1,200 / €1,400

SOURCEBOOK INDUSTRY DIRECTORY

2019 RATES
(ALL PRICES EXCLUDE VAT)

	European Edition	US Edition
Standard Listing	£300 / €350	£600 / €700
Premium Listing	£600 / €700	£1,200 / €14,00

Industry Directory listings available to display advertisers at a 50% discount!

Sponsorship/Advertising/Exhibiting Sales Contacts

Sjoerd Vogt

UK and Europe Sales

Direct: +44 (0)1367 241707

Mob: +44 (0)7810 253111

Skype: s10erd

Email: svogt@streamingmedia.com

Joel Unickow

North America and Rest of World Sales

Direct: +1 250 933 1111

Email: joel@streamingmedia.com

ATTENTION VENDORS:

Send a message to the entertainment, enterprise, and vertical market customers you want to influence! The **Streaming Media Magazine** is an advertising opportunity that you pay for once... but benefit from all year long because we:

- Distribute 20,000+ copies to opt-in subscribers
- Distribute copies to attendees at relevant trade shows across Europe
- Attract and mail to new subscribers via our website, conferences, and e-newsletters
- Make the Digital Edition of the magazine available online; read by additional 10,000 readers from across the world



Streaming Media Magazine (Europe & US) – specifications and terms

CONTRACT AND COPY REGULATIONS

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 Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

FREQUENCY DISCOUNTS & RATE ADJUSTMENTS

Frequency rates are based on the total number of insertions of 1/3-page or more. 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.

TERMS & CONDITIONS

A five percent (5%) discount may be applied for prepayment of your advertising insertion. At the time of publication, the invoice and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

PRODUCTION REQUIREMENTS

www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date.

High-quality hardcopy proof for colour and/or black-and-white ads must be submitted for all ad formats.

We accept the following formats:

Press Quality or PDF X-1a PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Bleeds and crops included

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- Photoshop TIFF files for Macintosh – Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in greyscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif, etc.).
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 3mm (1/4") on all sides for bleed.

UPLOADING FILES:

Using your web browser, go to:

address: <http://files.infotoday.com>

and follow the instructions. You will be asked for Advertiser name, publication and issue.

MECHANICAL SPECIFICATIONS

Bleeds Oversized ads are considered bleeds. There is no extra charge for bleeds.

A page consists of three columns, each 59mm x 244mm. Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended.

Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (see Electronic Files).

Two-colour advertisements using any colour other than process yellow, cyan, and magenta will be subject to additional charges.

AD SPACE ORIENTATION	TRIM SIZE (w x h, mm)	BLEED SIZE (w x h, mm)
Full page Vertical	216 x 277	222 x 283
Spread Horizontal	432 x 277	438 x 283
2/3 page Vertical	114 x 254	n/a
1/2 spread Horizontal	432 x 127	438 x 127
1/2 page Horizontal	178 x 127	n/a
1/3 page Vertical	57 x 254	n/a