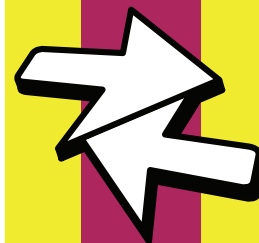


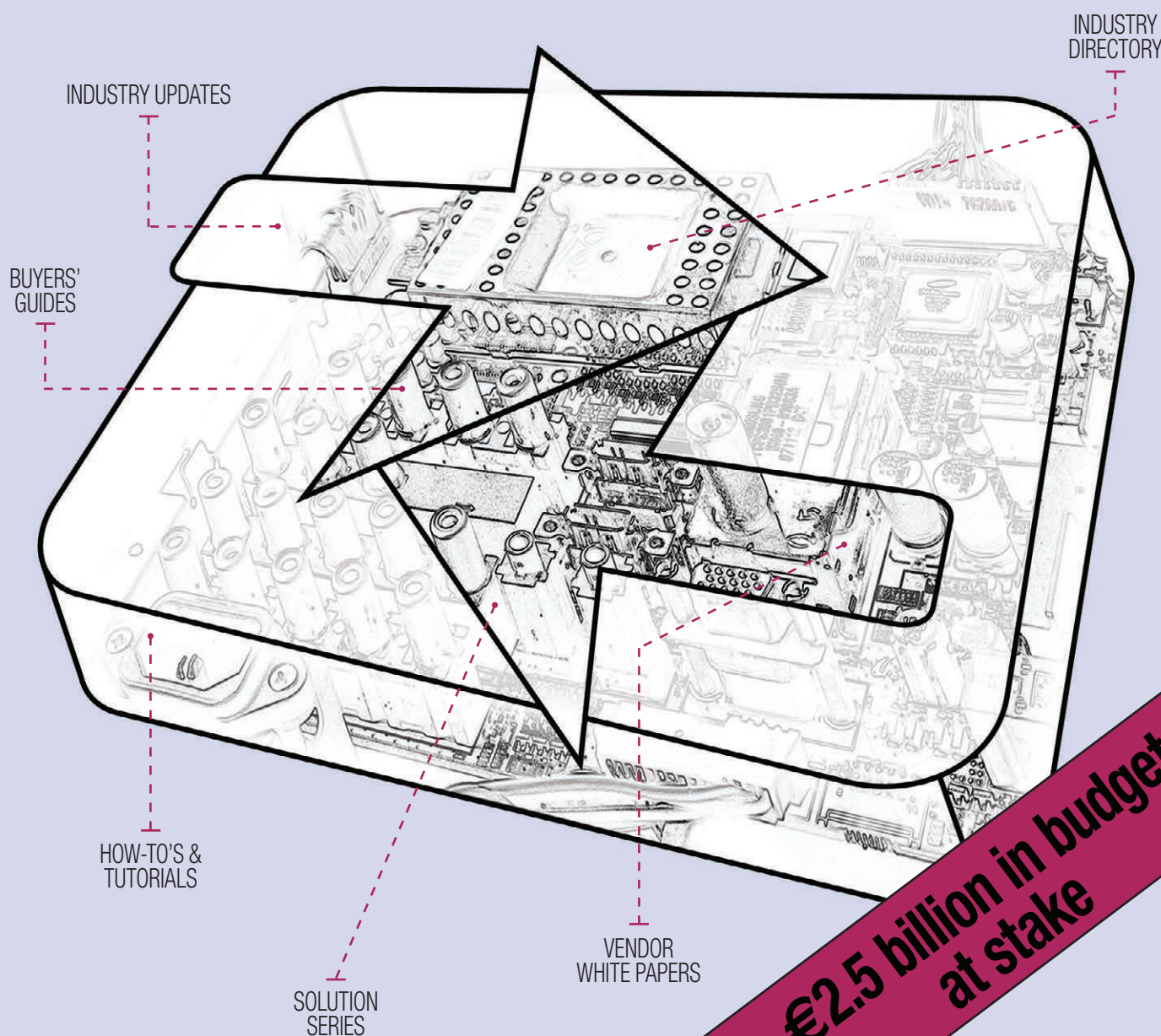
2019 INDUSTRY SOURCEBOOK

Streaming Media EUROPEAN EDITION



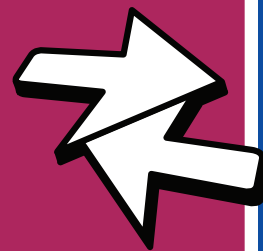
Spring 2019
Vol. 11
Issue 1

VIDEO PROFESSIONALS' MANUAL



€2.5 billion in budget
at stake

2019 INDUSTRY SOURCEBOOK



What pros 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 Pros Using the Sourcebook



SOURCEBOOK Contents

Industry Updates

Critical and comprehensive analyses of the market landscapes for media & entertainment, corporate, mobile video, content delivery, live video, and more

Buyers' Guides

A collection of guides to help you make the right choice at every step of the online video workflow, including:

- encoding and transcoding
- DRM
- corporate video platforms
- metadata and AI
- content delivery
- analytics

Featured Sponsored Content

- SOLUTION SERIES: Advanced Sports Streaming
- Exclusive white papers and contributions from industry-leading vendors

How-To's and Tutorials

- Testing HLS and DASH Adaptive Throttling
- Implementing WebRTC
- Preparing for Flash's End of Life

PLUS ...

Online Video Industry Directory

The Industry Directory listing is where online video buyers go to find real pros.

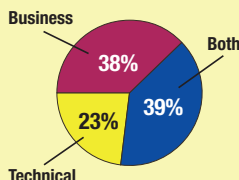
All editorial content is subject to change.

2019 INDUSTRY SOURCEBOOK

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**.

2019 Budgets

28% have \$1M+ Budget

€211,775

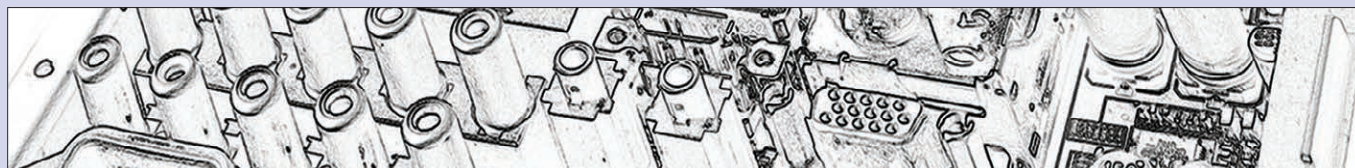
Average 2019 Company Budget

Budget Change in 2019

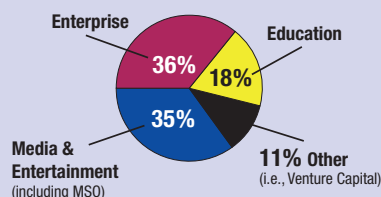
more than **64%** are increasing budget from 2018, an **8.6%** average budget increase

Annual Budget

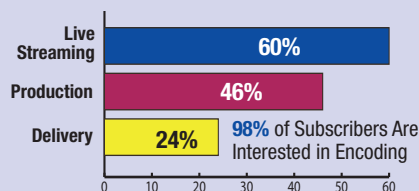
More than 1M	3,400 companies
500K to 999K	1,400 companies
100K to 499K	3,200 companies
50K to 99K	4,000 companies



Subscribers by Industry



Media & Entertainment Key Areas of Growth Interest



How Buyers Want to Be Reached by Advertisers



StreamingMedia.com Consistently Draws New Visitors!

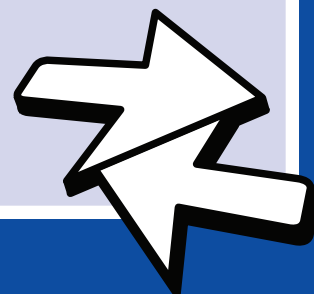
2018 Site Stats

Page views: **1.8M**
Users: **875,000**
Visits: **1.2M**

Where the Traffic Comes From

Organic Search: **55.6%**
Direct: **22.6%**
Referral: **19.8%**

Source: October 2018 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 three categories—Hardware, Services, or Software. 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.

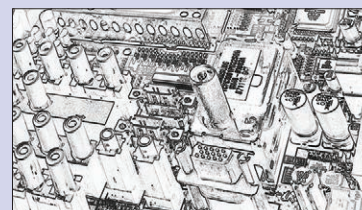
Research Centres you can choose to associate your listing with:

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 2019 LISTING.

SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

Exclusive **PRINT ONLINE** Programmes

YOUR EXCLUSIVE CONTENT:
In Print and Online-With-Lead-Capture!

Platinum	10-page print-issue feature with 1,000 online leads guaranteed	£13,000/ €14,400
Gold	6-page print-issue feature with 600 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 2019.
- Mail to new subscribers in 2019 via our website, conferences, and newsletters.



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.

Advanced Sports Streaming



Streaming Media's Sponsored Supplements

have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers, Streaming Media creates this unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications—now called **Solution Series**. The European magazine's Spring 2019 Solution Series focuses on Sports Streaming.



Amongst streaming consumers, sports fans are right at the top of the heap when it comes to being discerning and demanding the very best. They want the lowest latency, highest quality, maximum screens, best recommendations, live and on-demand, ability to interact and integrate with social networks, user-defined content—the list goes on.

This is the **Solution Series** supplement that addresses these important topics, and ensures that our readers are able to choose the right tools and the right companies to service this incredibly important market.

This NEW Solution Series 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

Solution Series Classified Listing "SUPERMARKET"

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

For full details of our **Solution Series** sponsorships, see our **Solution Series: Advanced Sports Streaming** sheet.

CONTACT US TODAY TO RESERVE YOUR SPONSORED CONTENT PACKAGE.

SOURCEBOOK Display Ad and Industry Directory Listing Advertising Rates

2019 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	£600/€700	£249/€300
STANDARD (1/8-Page) Listing	£300/€350	£125/€150

**Includes
12 months
Online**

SOLUTION SERIES: Advanced Sports Streaming

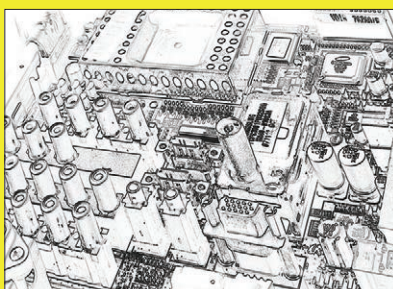
Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	£11,000/€12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/€7,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/€3,600

Solution Series 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 PROGRAMME 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 and Directory Sales Contact

Sjoerd Vogt
UK and Europe Sales

Direct: +44 (0)1367-241707
Mobile: +44 (0)7810-253111

Email:
svogt@streamingmedia.com

Sourcebook **Display Ad** Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2019	4 February

Sourcebook **Directory Listing** Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2019	29 January

Sourcebook **Sponsored Content** Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2019	24 January

Sourcebook **Solution Series** Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2019	24 January

Mail Date: 21 February, 2019

**CONTACT US TODAY TO PLACE YOUR
2019 DIRECTORY LISTING AND SPONSORED CONTENT**



Information Today, Inc.

Unit F, 78 Cumnor Rd, Boars Hill, Oxford OX1 5JP • europe.streamingmedia.com