



SM

streaming media

THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

european edition

NEXT-GEN CONTENT DELIVERY

- ▶ RIGHTS MANAGEMENT ACROSS THE GLOBE
- ▶ RETURN OF THE CODEC WARS?
- ▶ VERTICAL MARKET FOCUS: AGRICULTURE

Featuring
Full-Page, C-Level
INTERVIEWS

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Smart Home World Summit • Media Production Show

NEXT-GEN CONTENT DELIVERY

The industry goal of simultaneously live-streaming an event to hundreds of millions of online video consumers hasn't quite panned out in the last 2 decades of streaming, even though tools to do just that have been around the whole time. Today's new crop of next-generation delivery solutions hark back to some of these previous technologies, from multicasting to peer-assisted, while others rely on de facto standards like WebRTC or HLS. This article explores emerging CDN trends as well.

KNOW YOUR RIGHTS: RIGHTS MANAGEMENT ACROSS THE GLOBE

As OTT services expand their catalogs and recruit more customers, they're faced with a challenge their broadcast and cable counterparts never had to address: how to make their customers' content available literally anywhere they want to view it. Major studio and network content carries with it often thorny and complicated rights limitations, but why shouldn't British Netflix subscribers be able to watch their favorite shows when traveling in other countries? We speak with content owners, service providers, and rights management suppliers about the business and technology challenges associated with making content accessible everywhere viewers want to watch it.

RETURN OF THE CODEC WARS?

AV1 was finally released in March. HEVC's once-certain dominance no longer seems like a *fait accompli*. And new approaches to video optimization are keeping H.264 relevant for longer than anyone predicted. We look at what's new and what's next in the ever-changing video codec landscape, with an eye toward helping you future-proof your business.

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.

Don't miss your chance to advertise in the next issue of *Streaming Media's* European edition—and reach out to 30,000-plus readers and prospective customers!

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VERTICAL MARKET FOCUS: AGRICULTURE

Throughout 2018, *Streaming Media* magazine is taking a look at one vertical market per issue, taking a deep dive into the applications, technologies, and business strategies unique to that market. This issue, we look at the agriculture market, where drones and streaming video are being used for everything from crop rotation to cattle wrangling.

Also in this issue:

- **Columns** by Jan Ozer, Robert Reinhardt, Dom Robinson, Eric Schumacher-Rasmussen, and Jason Thibeault

All editorial content is subject to change.

NEW!

C-LEVEL INTERVIEW FEATURE

Our readers love to read opinions, especially when the interviewee is put on the spot! But in this case, *you* set the questions (we can help if needed) and *you* provide the answers. Interviews include a headshot, a 100-word bio, plus 400 words of Q&A text.

AD SPACE DEADLINE:
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AD MATERIALS DEADLINE:
22 May



Streaming Media European Edition

Summer 2018

Mail Date: 7 June 2018

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ADDITIONAL BONUS: Streaming Media will provide editing and layout services with proofs to satisfaction.

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SUMMER
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The Analytics/QoS/QoE **SUPERGUIDE**

automated
measurement,
analysis, and
reporting
infrastructures

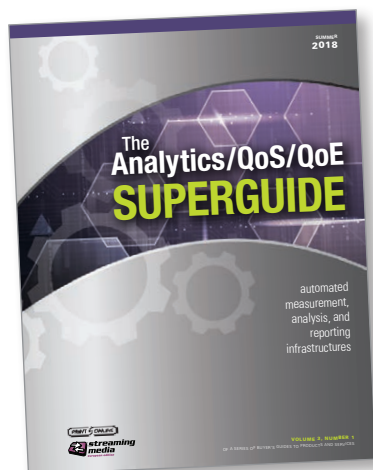
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 **streaming
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european edition

VOLUME 3, NUMBER 1

OF A SERIES OF BUYER'S GUIDES TO PRODUCTS AND SERVICES

THE ANALYTICS/QoS/QoE SUPERGUIDE



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 called **Superguides**. The European magazine's Summer 2018 **Superguide** focuses on **Analytics/QoS/QoE**.

Understanding consumption patterns and optimizing the viewer experience are absolutely vital components in successful video distribution and monetisation, requiring increasingly sophisticated and automated measurement, analysis, and reporting infrastructures. This is the **Superguide** that educates readers in deploying the best tools for the job, ensuring that QoS/QoE expectations are met and exceeded.



PRINT gives you status, pedigree, and profile.
ONLINE delivers engagement, qualified actionable leads, and thought leadership.

HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each **Superguide** is published in an issue of *Streaming Media* magazine and also generates online leads as a downloadable PDF for 3 months.

Materials: Sponsors supply approximately 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. *Streaming Media* will provide editing and layout services with proofs to satisfaction.

Superguide Classified Listing "SUPERMARKET"

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