



streaming
media | THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO
european edition

101
COMPANIES THAT MATTER

IN ONLINE VIDEO

- ▶ AV1: A FIRST LOOK
- ▶ CHOOSING THE BEST OFF-THE-SHELF VIDEO PLAYER
- ▶ VERTICAL MARKET FOCUS: MANUFACTURING

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THE 2018 STREAMING MEDIA EUROPE 101

Every year, *Streaming Media Europe's* editorial team takes a step back, evaluates the vendor landscape, and discusses and debates until we arrive at the Streaming Media Europe 101—our list of the most important, innovative, and interesting companies in the online video space. While the list includes some companies that have a strong European presence but are based elsewhere, our focus is on European companies that are making their mark both at home and worldwide.

AV1: A FIRST LOOK

AV1 promises royalty-free encoding and transcoding, but early tests indicated that encoding times are too slow for it to be competitive with H.264 or HEVC. With the launch of FFmpeg 4.0, compressionists can finally run tests of their own, and *Streaming Media's* Jan Ozer does just that for this early look at how AV1 stacks up.

CHOOSING THE BEST OFF-THE-SHELF VIDEO PLAYER

Given the fractured delivery landscape faced by most video distributors, few develop their players from scratch. Rather, most distributors choose from an array of off-the-shelf (OTS) players, either from vendors or from open-source options. In this article, Robert Reinhardt covers the factors you should consider when evaluating and selecting the best OTS player for your video stack, and in particular, when and how open source players provide the best alternative.

VERTICAL MARKET FOCUS: MANUFACTURING

In his four-part series, Tim Siglin has already explored the way streaming video is revolutionising agriculture, mining, and the music industry. He wraps things up with a deep dive into how streaming is making an impact in manufacturing, helping companies improve processes, create efficiencies, and reduce costs.

Also in this issue:

- **Columns** by Eric Schumacher-Rasmussen, Dom Robinson, Jan Ozer, Robert Reinhardt, and more
- **Executive Predictions**

All editorial content is subject to change.

AD SPACE DEADLINE:
15 October

AD MATERIALS DEADLINE:
23 October

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.

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