

2018 IS

VIDEOGEDDON



**4.7 BILLION
IN BUDGET
AT STAKE**

**HOW WILL YOU
SURVIVE?**

2018 INDUSTRY SOURCEBOOK

THE ESSENTIAL VIDEO SURVIVAL GUIDE

What survivalists say about the *Sourcebook*...



"The annual list of vendors [*Sourcebook*] is something I keep for the year and refer back to all the time. Longtime loyal reader — keep up the great work."

SVP, Citi



"You are doing a great job ... Thank you!"
Director, Systems Engineering, ARRIS



"I like the entire content of each issue."
President, STAR Channel



"I constantly download and refer back to the white papers found and referenced in the *Sourcebook* and regular issues."

The Weather 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, Google



"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



"I enjoy the unbiased reviews of new technology, as well as articles that help me stay on the cutting edge of what's new in the industry."

President, University of Derby



"It's everything I need to know about the industry and which suppliers I need to pay attention to."

Disney ABC

Video Survivors Using the Sourcebook



2018 SURVIVAL KIT CONTENTS

Industry Updates

Streamticker

Making sense of 2017's mergers, acquisitions, and investments

State Of ...

Critical and comprehensive analyses of the market landscapes for:

- media and entertainment
- enterprise
- mobile video
- content delivery
- advertising
- formats and protocols

20th Anniversary Retrospective

A special look at the people, events, and technologies that brought us where we are today and set the stage for the next 20 years and beyond

Buyer's Guide

A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow, including:

- live transcoding
- cloud encoding
- live event encoders
- per-title encoding systems
- video optimization
- content-aware encoding
- entertainment, enterprise, and education video platforms
- low-latency technologies
- and more!

Featured Sponsored Content

- Case Study Superguide
- Exclusive white papers and contributions from industry-leading vendors

How-To's and Tutorials

- Publishing live to multiple locations
- Supporting HLS/HEVC live transcoding
- Adding QoE to your videos
- Social video best practices
- 360° video

Also...

Online Video Industry Directory

The Industry Directory listing is where online video buyers go to find real players in the game.

All editorial content is subject to change.

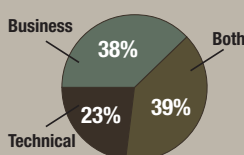
2018 INDUSTRY SOURCEBOOK

THE ESSENTIAL VIDEO SURVIVAL GUIDE

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.

2018 Budgets

12% have \$1M+ Budget

\$234,500

Average 2018 Company budget

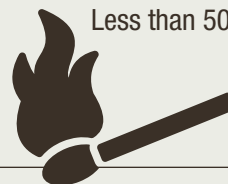


Budget Change in 2018

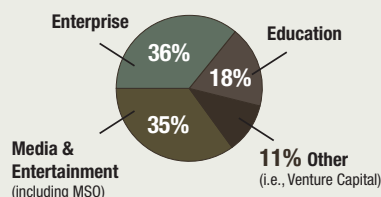
more than **64%** are increasing budget from 2017, an **8.6%** average budget increase



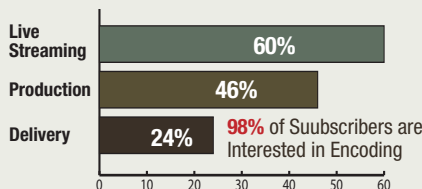
More than 1M..... 3,400 companies
500K to 999K..... 800 companies
100K to 499K..... 3,200 companies
50K to 99K..... 4,000 companies
Less than 50..... 8,600 companies



Subscribers by Industry



Media & Entertainment Key Areas of Growth Interest



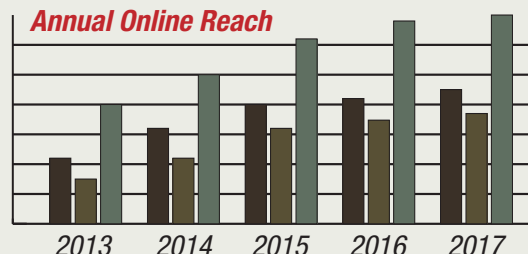
98% of Suubscribers are Interested in Encoding

How buyers want to be reached by advertisers

Streaming Media Magazine **73%**
Streaming Media Webcasts..... **71%**
Streamind Media Xtra (Newsletter) **83%**
Streaming Media Conferences **56%**

StreamingMedia.com's Number of Visitors Is Exploding!

Annual Online Reach



2017 Site Stats:

Page views = 2.37M
Users = 1.1M
Visits = 1.5M

Where the Traffic Comes From

Organic Search 55.6%
Direct 22.6%
Referral 19.8%

Source: October 2017 DoubleClick

85% of companies that didn't advertise in the Sourcebook died.



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.

Each Industry Directory listing is positioned in one of four categories—Service, Software, Hardware, or Content. 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?

STANDARD Listing: \$499

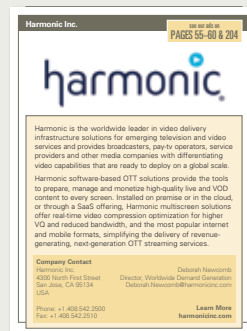
- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around listing

ENHANCED online directory listing included

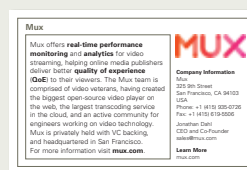
PREMIUM Listing: \$999

- 100 words/color 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



PREMIUM Listing print sample



Standard Listing print sample

What Do I Get With My Online Directory Listing Participation?

STANDARD Online Listing

- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- Choice of 3 Industry Verticals
- Product Description

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

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.streamingmedia.com/sourcebook.

Research Centers 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 2018 LISTING

SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

White Paper / eBook Programs

Featured Sponsored Content Packages with EXCLUSIVE Online Lead Generation

Platinum	10-page print-issue feature with 600 online leads guaranteed	\$20,000
Gold	6-page print-issue feature with 400 online leads guaranteed	\$14,000
Silver	4-page print-issue feature with 200 online leads guaranteed	\$8,000

We call this our **"Magnet"** program. Find out why.



Case Study Superguide

Learning From the Pros

Sometimes, **doing** is the best way to learn. This Superguide installment brings together many examples of successful deployments by leading industry companies that have helped a wide range of companies, from carriers to content creators. Educate readers about how the right tools and the right companies can help them with their online video infrastructure and strategy.

This Annual Superguide provides the unique, once-a-year opportunity for you to publish your case studies and get leads for 12 MONTHS.

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	\$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	\$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	\$5,000

Superguide Classified Listing "SUPERMARKET"

Large	100 words with logo and company contact	\$995
Small	50 words with logo and company contact	\$500

For full details of our Superguide sponsorships, see our Case Study Superguide sheet.



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 2018.
- Mail to new subscribers in 2018 via our website, conferences, and newsletters.

Book your Full Page or greater by December 31 and receive a Free PREMIUM Listing, a \$999 value!

Or buy a Half Page by December 31 and receive a Free STANDARD Listing, a \$499 value. You may purchase STANDARD and PREMIUM print listings at a 50% discount.

Attention Vendors:

Call for pricing on section opener pages, multiple-page insertions, and special advertising supplements.



The best spaces are already going fast, so don't delay!

CONTACT US TODAY TO PLACE YOUR SPONSORED CONTENT

DISPLAY AND INDUSTRY DIRECTORY ADVERTISING RATES

2018 Rate Card (net):

Display Ad Rates	1X	6x (Sourcebook +5 Magazine Issues)	8x (All Issues for the 2018 Year)	Trim Size w x h, inches	Bleed Size w x h, inches
Exclusive IFC and Page 1 spread <i>(see illustration on page 5)</i>	\$6,495	\$5,495	\$5,000		
Tab <i>(double-sided)</i>	\$6,995	\$5,495	\$5,000		
Cover 2	\$3,740	\$3,340	\$2,800		
Cover 3	\$3,500	\$3,100	\$2,600		
Cover 4	\$3,740	\$3,340	\$2,800		
Spread	\$5,900	\$5,200	\$4,400	17"x10.875" (432mm x 277mm)	17.25"x11.125" (438mm x 283mm)
1 page	\$3,400	\$2,900	\$2,550	8.5"x10.875" (216mm x 277mm)	8.75"x11.125" (223mm x 283mm)
1/2 spread (horizontal)	\$3,400	\$2,900	\$2,550	17"x5" (432mm x 127mm)	17.25"x5" (438mm x 127mm)
1/2 page (horizontal)	\$2,200	\$1,750	\$1,950	7"x5" (178mm x 127mm)	n/a n/a
2/3 page (vertical)	\$2,550	\$2,200	\$1,700	4.5"x10" (115mm x 254mm)	n/a n/a
1/3 vertical (vertical)	\$1,730	\$1,480	\$1,350	2.25"x10" (32mm x 254mm)	n/a n/a

Industry Directory Listing Rates		
Listing Type:		Additional Listings
STANDARD Listing	\$499	\$249
PREMIUM Listing	\$999	\$499

2018 Sponsored Content Rates		
Platinum	10-page print-issue feature with 600 online leads guaranteed	\$20,000
Gold	6-page print-issue feature with 400 online leads guaranteed	\$14,000
Silver	4-page print-issue feature with 200 online leads guaranteed	\$8,000

Case Study Superguide Rates		
Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	\$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	\$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	\$5,000

Superguide Classified Listing

Large	100 words with logo and company contact	\$995
Small	50 words with logo and company contact	\$500

Includes
12 months
Online

Advertising/Directory Sales Contact

Joel Unickow

*VP/Publisher,
Streaming Media*

Direct:

250-933-1111

Email:

joel@streamingmedia.com

2018 Sourcebook Display Ad Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
March 2018	February 16

2018 Sourcebook Directory Ad Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
March 2018	February 12

2018 Sourcebook Sponsored Content Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
March 2018	February 7

2018 Sourcebook Superguide Closing Drop Dead Dates

Date of Issue	Space Reservation Close and Material Due
March 2018	February 7

Mail Date: March 13, 2018

**CONTACT US TODAY TO PLACE YOUR
2018 LISTING AND SPONSORED CONTENT**

SOURCEBOOK advertising order form

DISPLAY AD

AD SIZE OPTIONS

☐ Cover 2 ☐ Cover 3 ☐ Cover 4

☐ Tab (double-sided)

☐ 1 Page Color (4-color or BW only)

☐ Spread

☐ 1/3 Vertical

☐ 1/2 Horizontal

☐ 1/2 Spread (horizontal)

☐ 2/3 Page (vertical)

☐ Premium Package ☐ Exclusive IFC and Page 1 spread

QTY

TOTAL

LIMITED ENGAGEMENT PACKAGE

CHOOSE LISTING(S)

☐ Platinum Listing \$20,000

☐ Gold Listing \$14,000

☐ Silver Listing \$8,000

QTY

TOTAL

CASE STUDY SUPERGUIDE

CHOOSE LISTING(S)

☐ Platinum Listing \$15,000

☐ Gold Listing \$8,000

☐ Silver Listing \$5,000

QTY

TOTAL

Superguide Classified Listing "SUPERMARKET"

☐ Large Listing \$995

☐ Small Listing \$500

AD MATERIAL SUBMISSION INSTRUCTIONS

CAN BE FOUND IN THE *STREAMING MEDIA* 2018 MEDIA KIT.

INDUSTRY DIRECTORY AD

CHOOSE AN INDUSTRY DIRECTORY CATEGORY

☐ Service

☐ Hardware

☐ Software

☐ Content

CHOOSE LISTING(S)

☐ STANDARD Listing \$499

☐ PREMIUM Listing \$999

QTY

TOTAL

☐ Custom Package: _____ \$ _____

COMPANY INFORMATION:

Company Name _____

Address _____ City _____ State _____ ZIP _____

Contact Name _____ Title _____

Telephone _____ Fax _____

Email _____ URL _____ ☐ Please send me info regarding Streaming Media conferences

PAYMENT INFORMATION

Payment Method ☐ Credit card ☐ Check

Credit card type: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Name of Card Holder _____ Credit Card Number _____

Expiration Date _____ Signature _____

_____ Total Quantity of ads ordered Total (NET): \$ _____

Placement Details _____

TO VALIDATE THIS CONTRACT: Please sign, date, and return this form by email to:

Streaming Media Headquarters Attn: Joel Unickow

joel@streamingmedia.com • Ph: 250-933-1111

TERMS AND CONDITIONS: 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 Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. 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.

**THIS SOURCEBOOK WILL
SAVE YOUR JOB**



2018
INDUSTRY **SOURCEBOOK**

THE ESSENTIAL VIDEO SURVIVAL GUIDE



143 Old Marlton Pike • Medford, NJ 08055 • www.streamingmedia.com