

AT A GLANCE—2021 LEAD-GENERATION PROGRAMS: INNOVATION SERIES & ONLINE EVENTS

Issue Month/ Participation Deadlines	Innovation Series & Special Sections	Online Events
January/February 2021 Space & Final Materials Due: 12/16/20	INNOVATION SERIES: MEDIA & ENTERTAINMENT EXECUTIVE PREDICTIONS	Jan: Summit—The State of Media & Entertainment Feb: Virtual Conference—Streaming Media Connect
Spring EU (European Sourcebook) Space & Final Materials Due: 1/21/21	MONITORING AND MEASURING TO REDUCE CHURN	
March (Annual Industry Sourcebook) Space & Final Materials Due: 2/1/21	INNOVATION SERIES: GAME-CHANGING CASE STUDIES THE 18TH ANNUAL ONLINE VIDEO INDUSTRY DIRECTORY	March: Summit—The State of Low and Ultra-Low Latency
April/May 2021 Space & Final Materials Due: 3/10/21	INNOVATION SERIES: ADVANCED LIVE STREAMING SPRING POWER BUNDLES	April: Roundtable—Next-Level Live Streaming May: TBA
June 2021 Space & Final Materials Due: 5/6/21	INNOVATION SERIES: ADVANCED ENCODING & TRANSCODING VIEW FROM THE TOP	June: Roundtable—Encoding & Transcoding for a Multi-Codec World
Summer EU Issue Space & Final Materials Due: 5/10/21	MAXIMIZING EFFICIENCIES IN CONTENT DELIVERY	

Exclusive White Paper/Ebook available in every issue

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July/August 2021 Space & Final Materials Due: 6/16/21	INNOVATION SERIES: SPORTS & ESPORTS FALL POWER BUNDLES	July: Summit—The State of Sports & Esports Streaming August: Roundtable—The Future of Sports & Esports
Autumn EU Issue Space & Final Materials Due: 7/26/21	CLOUD PRODUCTION TOOLS	
September 2021 Space & Final Materials Due: 8/9/21	INNOVATION SERIES: CONTENT DELIVERY & EDGE COMPUTE	Sept: Summit—The State of Monetization & Ad Tech
October 2021 Space & Final Materials Due: 9/9/21	INNOVATION SERIES: VIDEO DATA VIEW FROM THE TOP	Oct: TBA
Winter EU Issue Space & Final Materials Due: 10/11/21	END-TO-END WORKFLOW SOLUTIONS	
November/December 2021 Space & Final Materials Due: 10/4/21	INNOVATION SERIES: ADVANCED OTT STRATEGIES & TECHNOLOGIES	Nov: Summit—The State of Consumer OTT Trends Dec: Roundtable—Future-Proof OTT Strategies

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