

# AT A GLANCE—2017 LEAD-GENERATION PROGRAMS: SUPERGUIDES & ROUNDTABLES

Issue Month/ Participation Deadlines	SuperGuides & Special Sections	Discussion Format (Sponsored Panel) Web Events
<b>January/February 2017</b> Space & Final Materials Due: 12/7/16	ADVANCED DISTRIBUTION: CDNS, ANALYTICS, QOS, & QOE	<b>Jan:</b> Ditching Flash: Options and Q&A <b>Feb:</b> The Best Ways to Reduce Latency
<b>March (Annual Industry Sourcebook)</b> Space & Final Materials Due: 2/6/17	ANNUAL CASE STUDY REFERENCE COLLECTION	<b>March:</b> Everything You Need to Know About H.264
<b>April/May 2017</b> Space & Final Materials Due: 3/13/2017	MASTERING LIVE STREAMING WHO TO SEE AT NAB	<b>April:</b> VR & 360 Today—How-To Walkthroughs <b>May:</b> Enterprise Streaming Management
<b>June 2017</b> Space & Final Materials Due: 5/11/2017	ENTERPRISE VIDEO: MANAGEMENT AND DISTRIBUTION	<b>June:</b> Using Data: Enhancing Quality of Experience & Quality of Service
<b>July/August 2017</b> Space & Final Materials Due: 6/19/2017	ADVANCED ENCODING & TRANSCODING WHO TO SEE AT IBC	<b>July:</b> Optimizing Your Video <b>Aug:</b> OTT Advanced Discussion
<b>September 2017</b> Space & Final Materials Due: 8/11/2017	VR/360 WORKFLOWS AND GEAR	<b>Sept:</b> Making the Leap to 4K Streaming
<b>October 2017</b> Space & Final Materials Due: 9/11/2017	ADVANCED OTT SOLUTIONS VIEW FROM THE TOP	<b>Oct:</b> Advanced Encoding and Transcoding
<b>November/December 2017</b> Space & Final Materials Due: 10/11/2017	CLOUD VS ON-PREMISES VIDEO— INFRASTRUCTURE, MIGRATION, & SOLUTIONS EXECUTIVE PREDICTIONS	<b>Nov:</b> IP Workflows and Device Spotlights <b>Dec:</b> The Latest in Cellular Solutions

Exclusive White Paper/eBook available in every issue