

STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

➤ High Impact—Demand Gen & Instant Engagement With the Best of the Industry

- Turnkey live events: We do the promotion, all the registration, moderation, and delivery. You show up.
- 1-hour sessions broadcast live on the web with streaming audio and/or video with slides/multimedia
- Live polling, survey, and question-&-answer sessions make compelling content.
- Real-time interaction with senior executives

➤ Format Options:

- Sponsored Content Driven
- Editorially/Customer Content-Driven (Streaming Media Provides Content)
- Multi-Sponsor Discussion Format (Sponsored Panel)
- Multiple Event “Boot Camp” Series
- Masterclass Series—the NEW Webinar Series

Information Today, Inc. Web Events division

Visit www.streamingmedia.com/webevents to view one of our many archived events.

➤ Contact

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The screenshot shows the Streaming Media website interface. At the top, there's a navigation bar with links like HOME, EUROPE SITE, PRODUCER, SUBSCRIBE, ARTICLES, VIDEO, TOPICS, VERTICALS, RESOURCES, WEB EVENTS, CONFERENCES, and ABOUT. Below the navigation, there's a newsletter sign-up section with a form to enter an email address and checkboxes for 'Streaming Media Xtra' and 'Streaming Media Bulletin'. A search bar is also present. The main content area features a webinar titled 'OTT Advanced Discussion' scheduled for Wednesday, September 6, from 11 AM PT to 2 PM ET. The speakers listed are Brett Rappaport, General Director of Research at Parks Associates, and Jeff Kember, Technical Director at Google Cloud. The event description states it's a free live web event produced by StreamingMedia.com and Streaming Media magazine, focusing on OTT alternatives to broadcast and cable, interactive advertising, and next-generation technologies like machine learning.



This screenshot shows another webinar event on the Streaming Media website. The event is titled 'DASH - New Advancements in DASH Media Delivery (QTT, VR, DRM, Low Latency & UHD/HDR)' and is scheduled for Wednesday, October 18, 2017, from 11:00AM PT to 12:00PM ET. The event is sponsored by Verizon and Conviva. The description mentions that the webinar will present the latest IPDQ and DASH-IF advancements on DASH, including new additional standard tools for QTT, DASH support for UHD/4K video delivery, low-latency DASH streaming, DRM, and the DASH-IF guidelines for streaming UHD/4K content. A 'REGISTER' button is prominently displayed.



This screenshot shows a webinar event titled 'Ditching Flash: Options and Q&A' scheduled for Tuesday, January 24, 2017, from 11:00AM PT to 2:00PM ET. The event is sponsored by Verizon and Magewell. The description notes that while Flash is still the most common format for HTML5, it's being abandoned by many consumers. The webinar will explore alternatives like HTML5 video, HTML5 audio, and HTML5 canvas, and how to stay on top of the game. A 'REGISTER' button is visible.

STREAMINGMEDIA'S BOOT CAMP— A PRERECORDED WEBCAST SEGMENT SERIES

➤ DELIVERABLES—We Take Care of All the Details

Streaming Media produces, markets, and broadcasts YOUR segment series.

All of your bases are covered:

- › Aggressive online advertising campaign
- › Speakers can participate from their own office
- › Attendee registration, monitoring, and reporting
- › Event archiving and online posting on StreamingMedia.com for anytime, on-demand viewing

➤ 8 Weeks Marketing—Extreme Promotion Package Included:

- › Hosted Landing Pages for each segment
- › Multiple outreach to various Streaming Media opt-in lists: Newsletters & third-party offer broadcasts
- › Blanket Banners—running in all positions on our sites
- › Social Media outreach

➤ Web Event Program & Highlights

- › Five (10-minute) segments prerecorded with audio and slides
- › Each segment launched weekly, and launched every Thursday thereafter
- › Each new segment available on the console, pushing the last segment down to the second indexing section (so available to view after that week's segment, and that process will continue until all five segments are completed)
- › Manage and produce recording time(s) with multiple presenters (if needed) and logistic instruction and loading PPT's for each segment
- › Slide synchronization with each presenter
- › Detailed monitoring and reporting
- › Complete registration management, including final list of all registrants and participants
- › Leads can be uploaded if requested.
- › Event archiving on the StreamingMedia.com for 90 days after the final segment airs, for anytime, on-demand viewing
- › Archive viewer leads pulled for the 90 days and delivered every Monday to you
- › The Series will be hosted on StreamingMedia.com for 1 year.
- › Copy of your event for local playback (tradeshows, sales presentations, etc.) available on request
- › Archived presentation (PowerPoint slides) available online after each segment