

RESEARCH @ STREAMING MEDIA

➤ **Unisphere Research**, the research arm of Information Today, Inc., conducts ongoing proprietary and “for publication” research projects for select IT vendors. We offer custom research of our audience to companies and organizations which need specific, in-depth market information to better align their products, services, and marketing messages to our universe of online video buyers.

Streaming Media assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere’s survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the universe of data management professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings, then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Many studies remain completely proprietary while others are used as the basis for *Streaming Media* and related email newsletter content, with full attribution to the survey sponsor. Results may also be used, with *Streaming Media* approval, for press release efforts.

➤ **Basic deliverables include:**

1. Survey questionnaire development
2. Survey participation solicitation from *Streaming Media*’s database
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the executive summary, which is attributed to the sponsor on the front cover
5. Publication in the magazine and related e newsletters when desired

The basic cost of conducting a proprietary or “For Publication” study is \$12,000, including the cost of an incentive.

➤ **Program Extensions**

- › White paper authorship
- › Thirty-page full survey report
- › Market research webinar content development and presentation
- › Custom cross-tabulations
- › Ask about our custom pay-per-lead program for research sponsors.

Surveys are limited to 12 annually.

➤ **For sample executive summary reports contact:**

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