

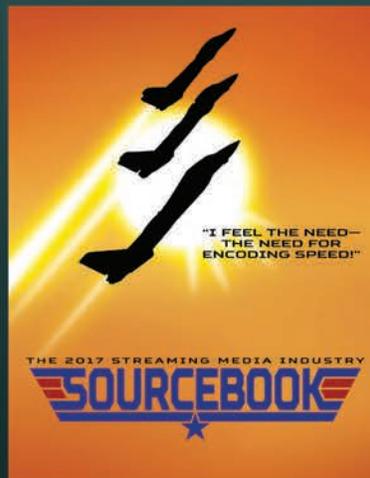
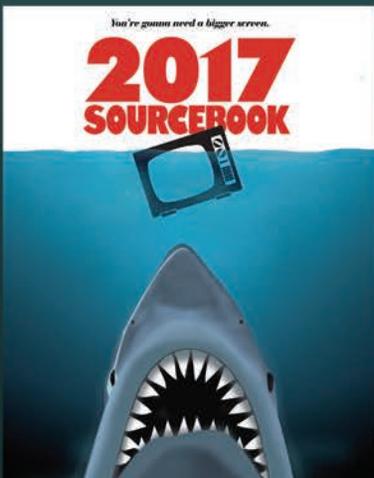
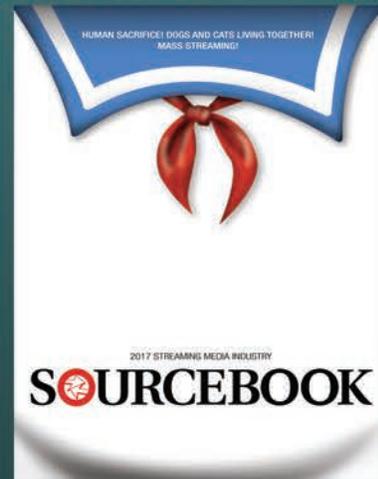
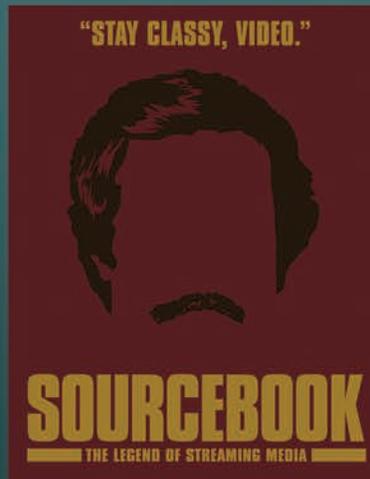
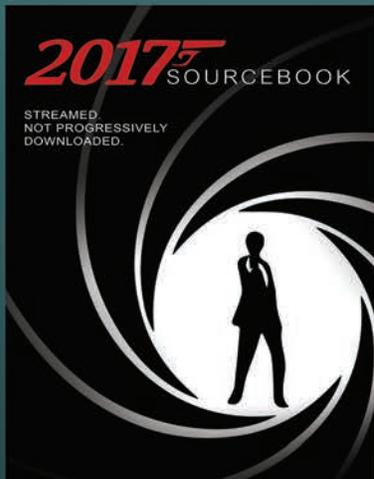


**IT'S SHOWTIME!**

**2017 INDUSTRY**

# SOURCEBOOK

**EUROPEAN EDITION**



## IT'S A BLOCKBUSTER!

### €5.3 BILLION IN BUDGET AT STAKE



WHO'S IN THE AUDIENCE?

BBC

itv

SONY

CNN

HBO

Disney

RSC



E	<b>EXPERT-LEVEL AUDIENCE</b>
	<b>ALL INDUSTRIES ADMITTED</b>
	THE FOLLOWING SOURCEBOOK HAS BEEN APPROVED FOR EXPERT AUDIENCES WITH BUDGET ONLY BY THE STREAMING MEDIA TEAM, EST. 1998

## What the critics say about the *Sourcebook*...

 "The detail in the articles is a great help. Keep the print version. Many magazines have gone away but I find it easier to find time to read the print version."  
**Mgr Inst. & Research Vid Production**  
*Bentley University*

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

 "I constantly download and refer back to the whitepapers found and referenced in the Sourcebook and regular issues."  
**The Weather Channel**

 "I like the entire content of each issue."  
**President**  
*STAR 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**  
*Intel Corp.*

 "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*

 "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*

 "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*

### READERSHIP INCLUDES



# Starring in the 2017 *Sourcebook*

## Industry Updates

### *Streamticker*

Making sense of 2016'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

## 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:

- encoders and transcoders
- cloud transcoding
- media servers
- enterprise, entertainment, and education video platforms
- content delivery networks

## Featured Sponsored Content

- Monetisation & Ad Insertion Superguide
- Exclusive Contributions From Industry-Leading Vendors

## How-To's and Tutorials

- RTC
- Live event production
- 4K video workflow
- Social video best practices
- 360° video
- ... and more

*Also...*

## Online Video

### Industry Directory

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

*All editorial content is subject to change.*

# 2017 INDUSTRY SOURCEBOOK

OVER 180,000 MONTHLY ONLINE VISITORS



## Q: WHO DOES THE SOURCEBOOK REACH?

**A: Volume buyers of streaming technology solutions who have the power to make purchasing decisions**

**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%** Manager or Higher  
**18%** C Level

Average 2017 Company Budget for Products & Services

**€211,775**

## 2017 Budgets

**12%** have over €947,778 budget

**€223,529**

Average 2017 Company Budget

## Budget Change in 2017

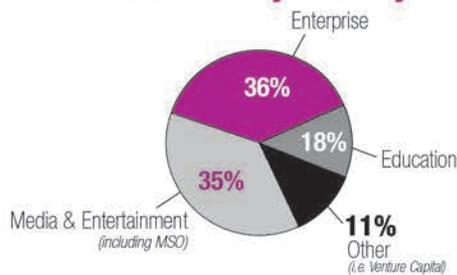
over **64%** are increasing budget from 2016

- + 25% or more .. 20%
- +10%–25% .. 22%
- + 0% to 10% .. 22%

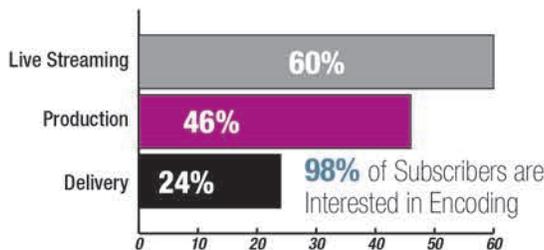


- More than 1M .... 3,400 companies
- 500K to 999K ..... 800 companies
- 100K to 499K ... 3,200 companies
- 50K to 99K .... 4,000 companies
- Less than 50 .... 8,600 companies

## Subscribers by Industry



## Media & Entertainment Key Areas of Growth Interest



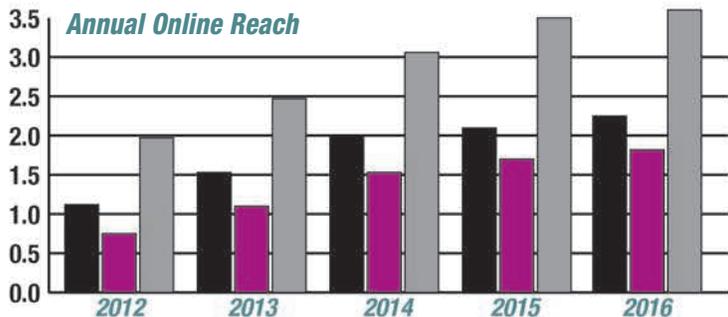
## How buyers want to be reached by advertisers

Streaming Media Magazine .....	<b>73%</b>
Streaming Media Webcasts .....	<b>71%</b>
Streaming Media Xtra (newsletter) ..	<b>83%</b>
Streaming Media Conferences .....	<b>56%</b>



## StreamingMedia.com's Number of Visitors is Exploding!

### Annual Online Reach



### 2016 Site Stats:

- Page Views = 3.58M
- Users = 1.7M
- Visits = 2.3M

**Where the Traffic Comes From**  
Organic Search **55.6%**  
Direct **22.6%**  
Referral **19.8%**

# The **PRINT ONLINE** Industry Directory

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 PRINT Listing: £249/€350

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

STANDARD online directory listing included

### PREMIUM PRINT Listing: £499/€700

- 100 words/colour logo
- 1/2 page of sponsored content
- 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



STANDARD Listing print sample



PREMIUM 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

## What Happens With My ONLINE Listing?

All editorial content on [www.europe.streamingmedia.com](http://www.europe.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](http://www.europe.streamingmedia.com/sourcebook) or go to [www.europe.streamingmedia.com/sourcebook](http://www.europe.streamingmedia.com/sourcebook).



Please be sure copy has been proofed and approved by all responsible before submitting text online. We will send out one final proof only.

## 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

### INDUSTRY VERTICALS

- Education
- Enterprise
- Government
- Media/Entertainment
- Streaming Industry

**CONTACT US TODAY TO PLACE YOUR 2017 LISTING.**

# Lead-Generation Packages

## EXCLUSIVE **PRINT** **ONLINE** Programmes

Featured Sponsored Content Packages with **EXCLUSIVE Online Lead Generation**

<b>Platinum</b>	<b>10-page print-issue feature with 1,000 online leads guaranteed</b>	<b>£12,000/ €14,400</b>
<b>Gold</b>	<b>6-page print-issue feature with 600 online leads guaranteed</b>	<b>£9,000/ €10,800</b>
<b>Silver</b>	<b>4-page print-issue feature with 200 online leads guaranteed</b>	<b>£6,000/ €7,200</b>

Engagement, thought leadership, actionable high-level leads



## Monetisation & Ad Insertion **SUPERGUIDE**

### Maximising Your Assets

Video now represents more than 60% of global data. Preserving, protecting and monetising your precious media is what it's all about. How do you encourage consumption but still maintain full control; how do you leverage that content so that it works best for you and maximises your revenues?

*This NEW Superguide provides a unique opportunity for you to tell our readers about your services and solutions, and get high-quality leads for up to 12 MONTHS.*

<b>Platinum Sponsorship</b>	<b>Exclusive 6-page Sponsored Content contribution with 12 months of leads</b>	<b>£10,000/ €12,000</b>
<b>Gold Sponsorship</b>	<b>4-page Sponsored Content contribution with 6 months of leads</b>	<b>£6,000/ €7,000</b>
<b>Silver Sponsorship</b>	<b>2-page Sponsored Content contribution with 3 months of leads</b>	<b>£3,000/ €3,600</b>

### Superguide Classified Listing "SUPERMARKET"

<b>Large</b>	<b>100 words with logo and company contact</b>	<b>£645/€775</b>
<b>Small</b>	<b>50 words with logo and company contact</b>	<b>£325/€390</b>

For full details of our Superguide sponsorships, see our Monetisation & Ad Insertion 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 2017.
- Mail to new subscribers in 2017 via our website, conferences, and newsletters.

**Book your Full Page or greater before Christmas and receive a Free PREMIUM Listing, a £499/€600 Value!**

**Or buy a Half Page by December 31 and receive a Free STANDARD Listing, a £249/€300 Value.**

*You may purchase STANDARD and PREMIUM print listings at a 50% discount.*



Combining Print with Online gives you the best of both.

Print delivers status, pedigree, and profile. Online gives you engagement, qualified actionable leads, and thought leadership.

The entire Print magazine is also published as a Digital Edition—including hyperlinked advertisements on request.

# Display and Industry Directory advertising rates

2017 Rate Card (net):

Display Ad Rates	1x	4x (Sourcebook +3 Magazine Issues)	Trim Size w x h, mm	Bleed Size w x h, mm
Tab (double-sided)	£4,600/€5,800	—		
Cover 2	£1,955/€2,350	£1,660/€1,990		
Cover 3	£1,760/€2,110	£1,495/€1,790		
Cover 4	£1,955/€2,350	£1,660/€1,990		
Spread	£2,980/€3,580	£2,530/€3,030	432mm x 277mm	438mm x 283mm
1 page	£1,565/€1,880	£1,330/€1,600	216mm x 277mm	223mm x 283mm
1/2-spread (horizontal)	£1,565/€1,880	£1,330/€1,600	432mm x 127mm	438mm x 127mm
1/2-page (horizontal)	£895/€1,075	£760/€915	178mm x 127mm	n/a
2/3-page (vertical)	£1,210/€1,480	£1,025/€1,230	115mm x 254mm	n/a
1/3-page (vertical)	£585/€700	£495/€590	32mm x 254mm	n/a

## Advertising/Directory Sales Contact

**Sjoerd Vogt**  
 UK and Europe Sales

**Direct:**  
 +44 (0)1367-241707

**Mobile:**  
 +44 (0)7810-253111

**Email:**  
 svogt@streamingmedia.com

### Sourcebook Industry Directory Listing Rates

Listing Type:		Additional Listings
STANDARD Listing	£249/€300	£125/€150
PREMIUM Listing	£499/€600	£249/€300

Includes  
12 months  
Online

Industry Directory listings available to display advertisers at a 50% discount!

EXCLUSIVE	Programmes Rates	
Platinum	10-page print-issue feature with 1,000 online leads guaranteed	£12,000/€14,400
Gold	6-page print-issue feature with 600 online leads guaranteed	£9,000/€10,800
Silver	4-page print-issue feature with 200 online leads guaranteed	£6,000/€7,200

Monetisation & Ad Insertion Superguide Rates		
Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	£10,000/ €12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,000/ €7,200
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,000/ €3,600

#### Superguide Classified Listing

Large	100 words with logo and company contact	£775/€645
Small	50 words with logo and company contact	£390/€325



### 2017 EU Sourcebook Display Ad Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2017	3 February

### 2017 EU Sourcebook Sponsored Content Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2017	25 January

### 2017 EU Sourcebook Directory Ad Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2017	3 February

### 2017 EU Sourcebook Superguide Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2017	25 January

Mail Date: 22 February, 2017

CONTACT US TODAY TO PLACE YOUR 2017 LISTING AND SPONSORED CONTENT.

# BLOCKBUSTER SPECIALS

*MUST BOOK BEFORE CHRISTMAS TO TAKE ADVANTAGE OF THESE ALL-INCLUSIVE PACKAGES AT INCREDIBLE RATES TO WIN THE INDUSTRY*

## **THE ACADEMY AWARD: £24,000/€26,000**

PLATINUM WP, PLATINUM CASE STUDY SUPERGUIDE DOUBLE PAGE SPREAD AND COVER LOGO, PREMIUM DIRECTORY

## **THE PRODUCER: £16,000/€18,000**

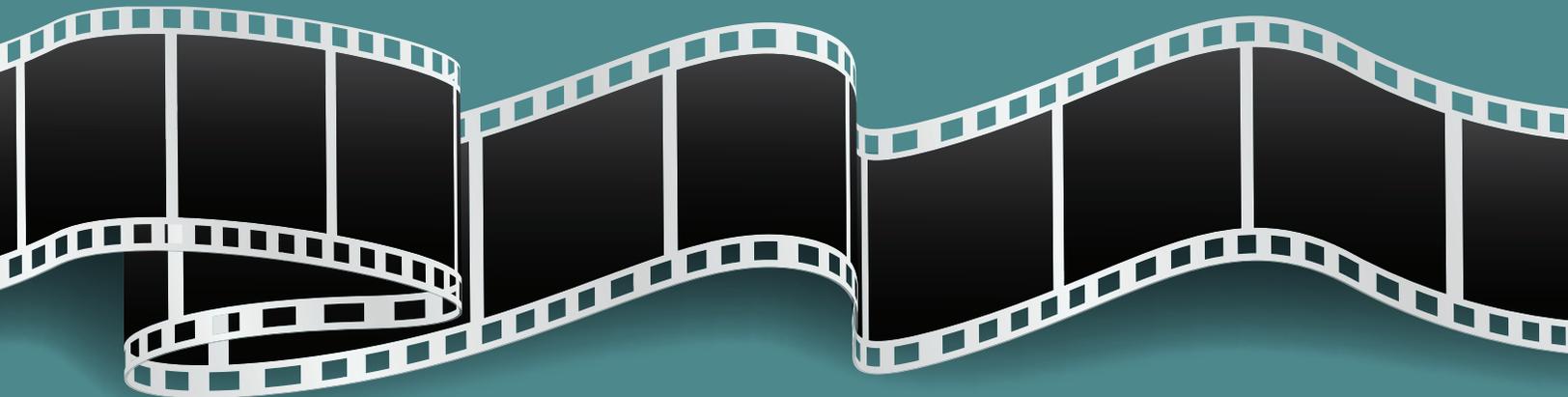
GOLD WP, GOLD CASE STUDY SUPERGUIDE DOUBLE PAGE SPREAD AND COVER LOGO, PREMIUM DIRECTORY

## **THE DIRECTOR: £8,000/€9000**

SILVER WP, SILVER CASE STUDY SUPERGUIDE INCLUDING FULL PAGE ADVERT, COVER LOGO, PREMIUM DIRECTORY

## **THE MOVIE STAR: £3000/€3500**

TWO PAGE SPREAD, PREMIUM DIRECTORY LISTING



### Advertising/Directory Sales Contact

Sjoerd Vogt | *UK and Europe Sales*

**Direct:**

+44 (0)1367-241707

**Email:**

svogt@streamingmedia.com



**Information Today Ltd**