

SPRING 2020 • VOL. 12, ISSUE 1



SM

streaming media

THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

european edition

THE 2020
INDUSTRY

SOURCEBOOK

STREAMVERSE
NAVIGATION
MANUAL

▶ INDUSTRY UPDATES
▶ BUYERS' GUIDES

▶ HOW-TO'S & TUTORIALS
▶ SOLUTION SERIES

▶ VENDOR WHITE PAPERS
▶ INDUSTRY DIRECTORY

What pros 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

Video Stars Using the *SOURCEBOOK*



SOURCEBOOK Contents

Industry Updates

Critical and comprehensive analyses of the market landscapes for media & entertainment, corporate, mobile video, content delivery, live video, and more

Buyers' Guides

A collection of guides to help you make the right choice at every step of the online video workflow, including:

- encoding and transcoding
- DRM
- corporate video platforms
- metadata and AI
- content delivery
- analytics

Featured Sponsored Content

- *SOLUTION SERIES*: Monitoring & Measuring to Reduce Churn
- Exclusive white papers and contributions from industry-leading vendors

How-To's and Tutorials

- Testing HLS and DASH Adaptive Throttling
- Implementing WebRTC
- Preparing for Flash's End of Life

PLUS ...

Online Video Industry Directory

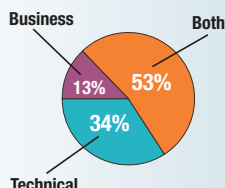
The Industry Directory is where online video buyers go to find the stars of streaming.

All editorial content is subject to change.

93% of *Sourcebook* readers are involved in the decision-making process.

Decision Maker.....39%
Recommender.....40%
Influencer.....14%

Those decision makers, by industry, are:



Job position of those decision makers

84% Manager or Higher
22% C Level

How much do you rely on the *Sourcebook* for choosing vendors?
90% say it's their primary source.

2020 BUDGETS

9% have €1M+ Budget

€329,211

Average 2020 Company Budget



BUDGET CHANGE IN 2020

more than **44%** are increasing budget from 2019, a 6.4% average budget increase

Readership Budget Pool **Over €3.4 Billion**

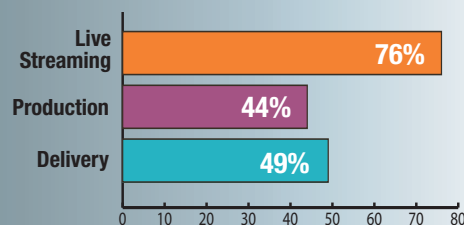
After receiving the Sourcebook, subscribers took the following immediate actions:

33% contacted an advertiser online or by phone.

53% downloaded content from StreamingMedia.com

64% referred an article to a colleague.

Media & Entertainment Key Areas of Growth Interest



How Important Is SM magazine to our readers?

94% say that *Streaming Media* magazine is an important source of information they can't find anywhere else.

95% cite that it helps them professionally.

90% say that *Streaming Media* magazine is their favourite online video industry-related publication.

StreamingMedia.com Consistently Draws New Visitors!

2019 Site Stats

Page views: 1.6M

Users: 792,000

Impressions: 8M

Where the Traffic Comes From

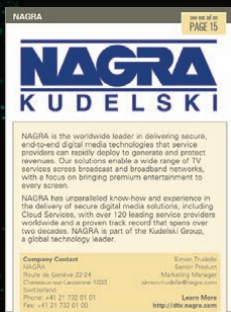
Organic Search: 68.1%

Direct: 22.6%

Source: October 2019 DoubleClick



THE INDUSTRY DIRECTORY IN PRINT AND ONLINE



**PREMIUM (1/4-Page)
Print Listing**



**Standard (1/8-Page)
Print Listing**

Highlight your company with an affordable Industry Directory listing in the Sourcebook—in print and online—for 12 months.

PRINT ONLINE

Each Industry Directory listing is positioned in one of three categories—Hardware, Services, or Software. 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?

Premium (1/4-Page) Listing: £600/€700

- 100 words/colour logo
- 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 (1/8-PAGE) LISTING: £300/€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

What Do I Get With My Online Directory Listing Participation?

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

STANDARD Online Listing

- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- Choice of 3 Industry Verticals
- Product Description

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

What Happens With My Online Listing?

All editorial content on 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 or go to

www.europe.streamingmedia.com/sourcebook

Research Centres you can choose to associate your listing with:

TOPICS

- Cloud Video
- Content Delivery Networks (CDN)
- Content Protection
- Encoding/Transcoding
- Formats/Codecs/Protocols
- Legal Issues
- Live Streaming
- Mobile Video
- OTT TV
- Streaming Music
- Video Advertising
- Video Production
- Video Quality
- VR/AR/MR

INDUSTRY VERTICALS

- Education Video
- Enterprise Video
- Government Video
- Media/Entertainment Video
- Online Video Industry
- Sports/Esports

CONTACT US TODAY TO PLACE YOUR 2020 SOURCEBOOK DIRECTORY LISTING.



SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

EXCLUSIVE PROGRAMMES

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

Platinum	10-page print-issue feature (Includes minimum of 4 worldwide email broadcasts)	£13,000/ €14,400
Gold	6-page print-issue feature (Includes minimum of 2 worldwide email broadcasts)	£9,500/ €10,800
Silver	4-page print-issue feature (Includes minimum of 1 worldwide email broadcast)	£6,500/ €7,200

*Engagement,
thought leadership,
actionable
high-level leads*



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 2020.
- Mail to new subscribers in 2020 via our website, conferences, and newsletters.

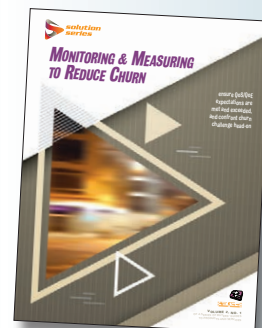


Combining Print with Online gives you the best of both.

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.

MONITORING & MEASURING TO REDUCE CHURN



Streaming Media's Sponsored Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers, *Streaming Media* creates this unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications—now called **Solution Series**.

The European magazine's Spring 2020 *Solution Series* focusses on **Monitoring & Measuring to Reduce Churn**.

How do we reduce churn? Understanding consumption patterns and optimising the viewer experience are vital components in successful video distribution and monetisation, requiring increasingly sophisticated and automated measurement, analysis, and reporting infrastructures. In short, we need to know what's going on before we can take action. This edition of the **Solution Series** covers the best tools for the job, ensuring that QoS/QoE expectations are met and exceeded, and churn challenge is confronted head-on.

This Solution Series 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.

Platinum Sponsorship	Exclusive 6-page Sponsored Content contribution with 12 months of leads	£11,000/ €12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/ €7,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/ €3,600

Solution Series Classified Listing "SUPERMARKET"

Large (1/4-page)	100 words with logo and company contact info	£700/€775
Small (1/8-page)	50 words with logo and company contact info	£350/€390

For full details of our **Solution Series** sponsorships, see our separate **Solution Series: Monitoring & Measuring to Reduce Churn** sheet.



CONTACT US TODAY TO PLACE YOUR ADS AND SPONSORED CONTENT.

SOURCEBOOK Display Ad and Industry Directory Listing Advertising Rates



2020 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)	£5,000/€5,800	£4,000/€4,800		
Spread	£3,200/€3,580	£2,500/€3,000	432mm x 277mm	438mm x 283mm
Cover 2	£2,100/€2,350	£1,700/€2,000		
Cover 3	£1,900/€2,110	£1,500/€1,700		
Cover 4	£2,100/€2,350	£1,700/€2,000		
1 page	£1,700/€1,900	£1,500/€1,700	216mm x 277mm	223mm x 283mm
1/2-spread (horizontal)	£1,700/€1,900	£1,500/€1,700	432mm x 127mm	438mm x 127mm
2/3-page (vertical)	£1,300/€1,500	£1,100/€1,300	115mm x 254mm	n/a
1/2-page (horizontal)	£900/€1,000	£750/€850	178mm x 127mm	n/a
1/3-page (vertical)	£650/€700	£550/€650	32mm x 254mm	n/a
Inserts (max size 216mm x 279mm)	£900/€1,000	£800/€900		

SOURCEBOOK Industry Directory Listing Rates

Listing Type:		Additional Listings
PREMIUM (1/4-Page) Listing	£600/€700	£249/€300
STANDARD (1/8-Page) Listing	£300/€350	£125/€150

INCLUDES
12 MONTHS
ONLINE

SOLUTION SERIES: Monitoring & Measuring to Reduce Churn

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	£11,000/€12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/€7,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/€3,600

SOLUTION SERIES CLASSIFIED LISTING

Large (1/4-page)	100 words with logo and company contact	£700/€775
Small (1/8-page)	50 words with logo and company contact	£350/€390

EXCLUSIVE Programmes Rates

Platinum	10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)	£12,000/€14,400
Gold	6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)	£9,000/€10,800
Silver	4-page print-issue feature (includes minimum of 1 worldwide email broadcast)	£6,000/€7,200

Advertising and Directory Sales Contact

SJOERD VOGT

UK and Europe Sales

Direct: +44 (0)1367-241707

Mobile: +44 (0)7810-253111

Email: svogt@streamingmedia.com

2020 Sourcebook Display Ad Closing Dates

Date of Issue	Space Reservation Close and Material Due
SPRING 2020	28 January

2020 Sourcebook Directory Listing Closing Dates

Date of Issue	Space Reservation Close and Material Due
SPRING 2020	28 January

2020 Sourcebook White Paper Closing Dates

Date of Issue	Space Reservation Close and Material Due
SPRING 2020	28 January

2020 Sourcebook Solution Series Closing Dates

Date of Issue	Space Reservation Close and Material Due
SPRING 2020	28 January

MAIL DATE: 20 February 2020

CONTACT US TODAY TO PLACE YOUR 2020 SOURCEBOOK DIRECTORY LISTING AND SPONSORED CONTENT.



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