

THE AWARDS ISSUE

STREAMING MEDIA

101

EUROPEAN EDITION

WINTER 2016  
VOL. 8, ISSUE 4



## BONUS DISTRIBUTION:

Digital TV World Summit • Broadcast Video Expo • TFM&A • Future TV Advertising Forum

### THE STREAMING MEDIA EUROPE 101



Our annual list presents the 101 most important, innovative, and inspiring companies operating in Europe, as chosen by Streaming Media Europe's editorial staff.

### THE 2016 STREAMING MEDIA EUROPE READERS' CHOICE AWARDS



**EUROPEAN READERS'  
CHOICE AWARDS 2016**

STREAMING MEDIA MAGAZINE: EUROPEAN EDITION

While the editors have their say in the 101, this award is all about the people who matter most: the end users, who this year are voting on 375 products and services in 18 categories, from analytics to webcast platform—as well

as the coveted Best Streaming Innovation award.

### TOP TEN TRENDS IN ENTERPRISE VIDEO

Learn from industry leaders as we talk to experts about assembling best-of-breed enterprise video solutions, producing top-notch content, what to do with user-generated content, and the ongoing cloud vs. on-prem debate.

#### STREAMING MEDIA'S EUROPEAN EDITION

is the only magazine in Europe that covers the entire spectrum of online audio and video. It's *the* quarterly resource for executives and technology managers who use rich media in any vertical: enterprise, education, government, media and entertainment, and more.

Don't miss your chance to advertise in the next issue of *Streaming Media's* European edition—and reach out to 30,000-plus readers and prospective customers!

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### THE FUTURE OF FILE-BASED WORKFLOWS

Alongside increased demand for OTT video delivery comes a simultaneous need for increased production. Whether it's new exclusive episodic OTT content or remastering old favorites, increased production requires a better "manufacturing process." Tim Siglin looks at how enhancements in file-based workflows help increase production output.

#### Also in this issue:

- **Review:** Livestream Mevo
- **Columns** by Jan Ozer, Dom Robinson, Eric Schumacher-Rasmussen, Tim Siglin, and Jason Thibeault

*All editorial content is subject to change.*

AD SPACE DEADLINE:

**17 October**

AD MATERIALS DEADLINE:

**25 October**





# LEAD GENERATION PACKAGES— COMBINING THE BEST OF PRINT AND ONLINE!

## SPONSORED CONTENT ENGAGEMENT PACKAGES

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

- Guaranteed number of leads
- Unrivalled ROI in terms of cost per lead
- Each package includes a full-page display ad

#### AT A GLANCE

<b>Platinum</b>	10-page contribution of your content (12 pages in total, including cover and ad in magazine) with <b>1,000 lead guarantee</b>	<b>£12,000/€16,000</b>
<b>Gold</b>	6-page contribution (8 pages in total) with <b>600 lead guarantee</b>	<b>£9,000/€12,000</b>
<b>Silver</b>	4-page contribution (6 pages in total) with <b>200 lead guarantee</b>	<b>£6,000/€8,000</b>

### PLATINUM LEVEL

**PRICE £12,000/€16,000**

- Publish your 10 pages of content in the issue itself (we will provide layout and the “cover” – also includes one full-page display advert placed elsewhere: 12 pages total)
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- Announce the PDF with an email broadcast
- Run house ads promoting the white papers for 6 months
- **1,000 minimum lead guarantee**

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- Announce the PDF with an email broadcast
- Run house ads promoting the white papers for 3 months
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#### IN DETAIL

Sponsored content engagement packages are enhanced advertorials consisting of four, six, or 10 pages of content and generate online leads as a downloadable PDF for up to 3 months.



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- Announce the PDF with an email broadcast
- Run house ads promoting the white papers for 2 months
- **200 minimum lead guarantee**

**ADDITIONAL BONUS: Streaming Media will provide editing and layout services with proofs to satisfaction.**

Streaming Media European Edition

Winter 2016

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SPONSORED CONTENT SPACE DEADLINE  
AND MATERIALS DUE:

**17 October**

VOLUME 1, NO. 2

OF A SERIES OF BUYER'S GUIDES TO PRODUCTS AND SERVICES

WINTER  
2016

# THE DASH SUPERGUIDE

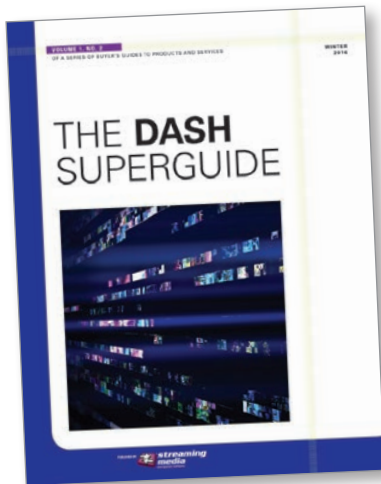


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**streaming  
media**  
european edition

# THE DASH SUPERGUIDE



**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 (qualified buyers), *Streaming Media* creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called **Superguides**. The European Autumn magazine issue **Superguide** will focus on **DASH**.

Together, adaptive streaming and MPEG-DASH represent the future of online video delivery, and guess what—the future is now. We took a look at MPEG-DASH in a 2015 Superguide, but it's time for a refresh. Who is using DASH today? How? And why is it important to be considering it today, rather than putting it off? Our most popular annual Superguide for the last 2 years running, representing thousands of downloads, is coming your way. **This Superguide will highlight the technology behind MPEG-DASH, answer questions, and present solutions for the next wave of delivery video via HTTP.** If you are in the online video business, this will be a must-read publication.

## HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each **Superguide** is published in an issue of *Streaming Media* magazine and also generates online leads as a downloadable PDF for 3 months.

**Materials:** Sponsors supply approximately 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. *Streaming Media* will provide editing and layout services with proofs to satisfaction.

### Superguide Classified Listing "SUPERMARKET"

(does not include leads generated by publication)



LARGE	100 words, logo, & company contact info	£645/€910
SMALL	50 words, logo, & company contact info	£325/€455

SPONSORSHIP RATES (Issue advertisers receive a 20% discount on the below rates)		
PLATINUM SPONSORSHIP	<ul style="list-style-type: none"> <li>• 6-page sponsored content contribution</li> <li>• First article after Overture article written by <i>Streaming Media</i> staff</li> <li>• Exclusive "Brought to you by [your company logo]" in all outreach marketing</li> <li>• Exclusive front cover Platinum logo positioning</li> <li>• Top enlarged positioning logo placement with contact info on back cover</li> <li>• Custom-made, co-branded Superguide standalone PDF for your distribution</li> <li>• 12 months of leads</li> </ul>	£10,000/ €13,000
GOLD SPONSORSHIP	<ul style="list-style-type: none"> <li>• 4-page minimum</li> <li>• Best position article after Overture article and Platinum Sponsor</li> <li>• Front cover Gold logo positioning</li> <li>• Enlarged positioning logo placement with contact info on back cover</li> <li>• Custom-made, co-branded Superguide standalone PDF for your distribution</li> <li>• 6 months of leads</li> </ul>	£6,000/ €8,000
SILVER SPONSORSHIP	<ul style="list-style-type: none"> <li>• 2-page minimum</li> <li>• Best position article after Industry Overture article and Gold Sponsor</li> <li>• Front cover Silver logo positioning</li> <li>• Enlarged positioning logo placement with contact info on back cover</li> <li>• 3 months of leads</li> </ul>	£3,000/ €4,000

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