

BUSINESS ■ TECHNOLOGY ■ CONTENT

streaming media

magazine

SOURCEBOOK

THE REVENGE OF ONLINE VIDEO

2010



FEBRUARY/
MARCH 2010



MAY THE SOURCE BE WITH YOU

Streaming Media Industry Sourcebook

Circulation: 25,000 print copies

AD SPACE DEADLINE: **December 15**

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Publisher, *Streaming Media*

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Mobile: 778.386.5635
joel@streamingmedia.com

Industry Update

• STREAMTICKER

Making sense of 2009's mergers & acquisitions

• THE YEAR IN REVIEW

A look back at the major developments during the last 12 months in seven separate articles:

- *Enterprise*
- *Media & Entertainment*
- *Mobile*
- *Advertising*
- *Content Delivery*
- *Education*
- *Video to the Set-Top Boxes and Gaming Devices*

• FUTUREWATCH

Insights from our columnists into what 2010 might bring in all the major verticals and for the industry as a whole

• EDITORS' PICKS

Our seventh annual list of the top products and services of the past year, picked by our contributing editors

Buyer's Guide

A collection of checklists and analysis to help you make the smartest business and purchasing decisions on a wide variety of products and services:

- *Online Video Platforms*
- *Encoding and Transcoding Solutions*
- *Enterprise*
- *Video Ad Networks and Platforms*
- *Content Delivery Providers*
- *Flash vs. Silverlight*
- *Reporting and Analytics Solutions*
- *Production Tools*
- *Hardware*

How-To's and Tutorials

- *How to Get the Most Out of an HTTP Video Delivery Solution*
- *How to Measure QoE (Quality of Experience) for an Internet TV Platform*
- *How to Choose and Deploy the Right DRM Solution for Your Needs*
- *How to Encode for Multiple Device Delivery—Set-Top Box, Mobile, and PC*
- *How to Optimize Video Search and Discoverability*

Case Studies

Real-world success stories from all the major vertical markets

Digital Media Industry Directory

Highlight your company, products, or services with an affordable Industry Directory listing in the Sourcebook. 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 that want to appear in more than one category.

display and industry directory advertising rates

2010 Rate Card (net):

DISPLAY RATES

	1X	6x (sourcebook +5 magazine issues)
Tab (double-sided)	\$6995	\$5995
Spread	\$5900	\$5200
Cover 2	\$3740	\$3340
Cover 3	\$3500	\$3100
Cover 4	\$3740	\$3340
1 page	\$3400	\$2900
1/2-spread	\$3400	\$2900
1/2-page	\$2200	\$1750
2/3-page	\$2550	\$2200
1/3-vertical	\$1730	\$1480

2010 SOURCEBOOK AD CLOSING DATES:

Date of Issue	Space Reservation	Material Due
February 2010	December 15	December 30

INDUSTRY DIRECTORY 2010 Rates (net)

Listing Type:	Additional Listings:	
Basic Listing	\$199	\$99
Enhanced Listing	\$499	\$249
Premium Listing	\$999	\$499

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

Advertising/ Directory Sales Contact:

JOEL UNICKOW

Publisher

Direct: 250.716.8815

Fax: 250.716.8816

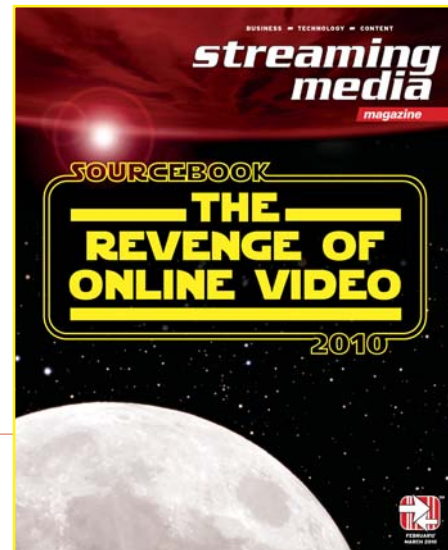
email: joel@streamingmedia.com

Attention Vendors:

Send a message to the *entertainment, enterprise,* and *vertical market* customers you want to influence! The **SOURCEBOOK** is an advertising opportunity that you pay for once ... but benefit from *all year long* as we:

- Mail to qualified subscribers on February 18.
- Distribute copies to attendees at tradeshows in 2010.
- Attract and mail to new subscribers in 2010 via our website, conferences, and newsletters.
- Offer the digital version to online users over 12 months.

Call for pricing on Section Opener pages, multiple-page insertions, and Special Advertising Supplements.



industry directory

Highlight your company, products, or services with an affordable Industry Directory listing in the **Sourcebook**. Each Industry Directory listing is positioned in one of four categories (see below). Multiple listings are available at a reduced rate for companies that want to appear in more than one category.

StreamingMedia.com's free online industry directory currently has more than 1,500 companies offering digital media products and services. Separate your company from the pack with a Premium Listing package—be upgraded online and in print for the 12 months.

ATTENTION DISPLAY ADVERTISERS !

Your display ad includes a Basic Listing. You may purchase Enhanced & Premium Listings at a 50% discount.

The Four Primary Industry Categories:

- Service
- Software
- Hardware
- Content

INDUSTRY DIRECTORY 2010 Rates (net)

Basic Listing **\$199**

- Bold company name
- 50-word description
- Contact info, including address, phone, website, and a contact's name & email

Enhanced Listing **\$499**


- Color logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name & email
- Outline edge around listing

Premium Listing **\$999**

- Color logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name & email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Premium logo and background tint in online directory for 12 months (a \$599 Value)

Sample Premium Listing

Adobe Systems



Adobe

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium.

Company Contact
 Adobe Systems
 345 Park Ave
 San Jose, California 95110
 U.S.A.
 Phone: 1408-536-6000
 Fax: 408-537-6000

Learn More
<http://www.adobe.com>

Contact Information
 Desiree Motamedi
 Sr. Marketing Manager
 Phone: 408-536-5082
 Email:
 motamedi@adobe.com

Sample Enhanced Listing

TalkPoint

TalkPoint provides easy to use web-based communications services for online meetings, presentations and conferences. Whether your presentation is audio or video, live or on-demand, TalkPoint has the solution that you need to communicate effectively. TalkPoint will increase the value, reach and impact of your message. Make Your Point!



Company
 TalkPoint
 100 William Street, 9th Floor
 New York, NY 10038 USA
 Phone: 212.909.2900
 Fax: 212.909.2901
 Email: sales@talkpoint.com

Contact Information
 Brian Lehon, VP of Sales
 Email: blehon@talkpoint.com
 Phone: 212.909.2925

Learn More
www.talkpoint.com

Sample Basic Listing

Anystream, Inc.

Agility™: end-to-end platform for automated media production - ingest and transformation, programmatic editing, transcoding, and packaging - for digital distribution. Agility combines a modular architecture scaled to achieve output capacity, a Web Services API™ that facilitates seamless integration with enterprise systems, and proven fault-tolerant redundant design for 24/7 media operations.

Company Information:
 Anystream, Inc
 21335 Signal Hill Plaza, #100
 Sterling, VA 20164
 Phone: 703.450.7030
 Fax: 703.450.1963

Contact Information:
 Bill Thompson
 Director, Broadband Media Products
 Email: bthompson@anystream.com
 Phone: 703.450.7030
www.anystream.com

Sourcebook Advertising

DISPLAY ORDER FORM – 2010

COMPANY INFORMATION:

Company Name

Address 1

Address 2

City, State, ZIP

Contact Name and Title

Telephone

Fax

Email

Creative Contact

Email

AD SIZE OPTIONS

Full Page Color (4-color or BW only) _____

Half-Page – format orientation (*please choose one*) *vertical* *horizontal*

Special Package _____

_____ Total Quantity of ads ordered

Total (NET): \$ _____ Payment Method _____

Placement Details _____

AGREED:

Company/Agency

Name

Title

Signature

Date

MATERIAL INSTRUCTIONS:

See materials specifications (Streaming Media Media Kit, page 17) for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

TERMS AND CONDITIONS:

Advertiser is responsible for supplying appropriate artwork by the material due date. When a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are *net*. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today Inc. reserves the right to make adjustments to the advertising rates.

TO VALIDATE THIS CONTRACT,

please sign, date, and return this form (by fax or email) to:

Streaming Media

Attn: Joel Unickow

joel@streamingmedia.com

Ph: 250.716.8815, Fax: 250.716.8816

Sourcebook Advertising

INDUSTRY DIRECTORY ORDER FORM – 2010

Company Information

Company Name

Address 1

Address 2

City, State, ZIP

Telephone

Fax

Email

Contact Name

Title

URL

Please send me info regarding Streaming Media conferences

Payment Information

Credit card type:

American Express Discover MasterCard Visa

Name of Card Holder:

Credit Card Number:

Expiration Date:

Signature:

5-STEP ORDER FORM:

1. CHOOSE AN INDUSTRY DIRECTORY CATEGORY

Service Hardware
 Software Content

2. CHOOSE A LISTING

CHOOSE LISTING(S)		QTY	TOTAL
<input type="checkbox"/> Basic Listing	\$199	___	_____
<input type="checkbox"/> Enhanced Listing	\$499	___	_____
<input type="checkbox"/> Premium Listing	\$999	___	_____

TOTAL THIS ORDER

3. WRITE YOUR LISTING

Write the text for your listing. You MUST include all of the following for each listing you purchase. This information will be published:

- Text: 50 words (*if Basic Listing*) or 100 words (*if Enhanced or Premium Listing*)
- Logo: see specs below
- Primary category name (*choose one: Hardware, Software, Services, or Content*)
- Company/Contact name, address, phone, URL
- Learn more (*space permitting, include URL of white paper, webinar, etc.*)

4. ARTWORK SPECS

ALL logos must be sent from a vector-based drawing program (i.e., Illustrator, Freehand, or Corel). Please convert all fonts to outlines and save image as an EPS file. If that is not possible, then logos must be sent as TIFF files at least 300 dpi with an output size of 3"x 5".

NOTE: JPEG and GIF files are not useable.

5. SUBMIT VIA FAX & EMAIL

Fax this form to **250.716.8816**

Email your text and logo to:

joel@streamingmedia.com