

editorial calendar for 2010

FEBRUARY/MARCH 2010: 2010 Streaming Media Industry Sourcebook

- 2009 Year in Review
- Product & service purchasing checklists
- Business & ROI guidance
- Market and technology disruptors for 2010
- How-to's and tutorials
- Case studies
- The 2010 *Streaming Media Buyer's Guide and Digital Media Industry Directory*

Trade Show Distribution: **SXSW, NAB, IBC, SM West, SM East, SM Europe**

Editorial Deadline: 12/15/2009

Ad Space Reservation: 12/15/2009

Ad Materials Due: 1/15/2010

Mail Copies: 2/3/2010

APRIL/MAY 2010: The Media & Entertainment Issue

- Independent content creators
- Major media companies
- Over-the-top services
- Distributing to mobiles, set-top-boxes, and other devices
- Delivering live events to large audiences
- Plus the 2010 Streaming Media All-Stars

Trade Show Distribution: **NAB, SM East (May 12-13)**

Editorial Deadline: 2/11/2010

Ad Space Reservation: 2/25/2010

Ad Materials Due: 3/15/2010

Mail Copies: 4/6/2010

JUNE/JULY 2010: The Enterprise Issue

- Webcasting
- Media management & search
- Video publishing and distribution platforms
- Reporting and analytics
- Defining ROI
- Video in education & government

Editorial Deadline: 4/16/2010

Ad Space Reservation: 4/29/2010

Ad Materials Due: 5/17/2010

Mail Copies: 6/9/2010

JULY 2010: White Paper

Innovation Series 9:

The 2010 Field Guide to Online Video Publishing and Promotion

A collection of tutorials, case studies, and checklists to make you a pro at getting your online video published and seen. This unique advertorial opportunity gives vendors a chance to share white papers and case studies with *Streaming Media* readers in a supplemental, stand-alone issue of *Streaming Media* magazine.

Ad Space Reservation: 6/3/2010

Manuscripts Due: 6/11/2010

Mail Copies: 7/18/2010

AUGUST/SEPTEMBER 2010: The Technology Issue

- Production and editing
- Encoding and transcoding
- Codecs and formats
- Storage
- Building custom Flash and Silverlight players

Trade Show Distribution: **IBC, MIXX**

Editorial Deadline: 6/10/2010

Ad Space Reservation: 6/23/2010

Ad Materials Due: 7/12/2010

Mail Copies: 8/3/2010

OCTOBER/NOVEMBER 2010: The Readers' Choice Awards Issue

Streaming Media readers have their say in more than 20 different categories, including:

- Online video platforms
- Hardware and software encoding
- Enterprise video solutions
- Content delivery
- Advertising
- Webcasting
- ...and more!

Trade Show Distribution: **SM Europe (October 15-16),**

SM West (November 17-19)

Editorial Deadline: 8/12/2010

Ad Space Reservation: 8/25/2010

Ad Materials Due: 9/13/2010

Mail Copies: 10/5/2010

DECEMBER 2010/JANUARY 2011: The Online Video Stack Issue

- Carriers
- Infrastructure
- Content delivery networks
- Cloud computing and storage
- Online video platforms

Trade Show Distribution: **NATPE, 3GSM**

Editorial Deadline: 10/13/2010

Ad Space Reservation: 10/26/2010

Ad Materials Due: 11/11/2010

Mail Copies: 12/7/2010

***More tradeshow distribution is added through the calendar year. Please contact us for a current list.

IN EVERY ISSUE:

- **Bit Rates:** Industry metrics that matter
- **Columns** from Dan Rayburn, Tim Siglin, Jose Castillo, Paul Riismandel, Rich Mavrogeanes, and more
- **Case Studies**
- **Tutorials**
- **Product Reviews**

