



SM

streaming media.com

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

MEDIA KIT



2012

ABOUT STREAMINGMEDIA.COM

➤ **The Trusted Resource since 1998, StreamingMedia.com has been the No.1 online destination** for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media markets. With all the excitement surrounding the online video industry, we commonly hear that **StreamingMedia.com** has always been the filter.

The site features thousands of original articles, weekly enewsletters, and a wide range of resources dedicated to the streaming media industry. **StreamingMedia.com** has always been the last word in streaming for business, technology, and content. **StreamingMedia.com** is committed to bringing our visitors a return for their “time investment” on our site by giving them in-depth the information and analysis that can't be found anywhere else.

➤ Site Overview

No other media property brings this level of experience in online video to the table. More than a decade of hands-on experienced leadership and expertise has kept this site No. 1 not only as a resource, but as a community. Content on the site includes feature articles, breaking news, research reports, webcasts, an annual industry directory, a weekly enewsletter, and case studies that showcase the latest real-world streaming and digital media applications. Along with content from the *Streaming Media Industry Sourcebook*, white papers, and *Streaming Media* magazine, **StreamingMedia.com** features are easily searchable via our Research Center categories.

- › **Everything breaks on the Discussions Lists.**
- › **<http://www.streamingmedia.com/discussion>**
- › **Veterans of the industry live and breathe here.**
- › **Access to this kind of how-to knowledge and opinion can't be found on a Facebook page.**

➤ Research Center: VERTICALS

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

➤ Research Center: 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

➤ Reserve Your Space Today!

Joel Unickow • Publisher
Direct: (250) 716-8815
Fax: (250) 716-8816
Email: joel@streamingmedia.com

STREAMINGMEDIA.COM AUDIENCE

➤ Who Visits StreamingMedia.com?

- › Entertainment and news media companies
- › Top-level executives and IT managers from Fortune 1000 enterprises
- › Business and information media companies
- › Training and elearning companies
- › Online retailers and ecommerce businesses
- › Broadcasters (TV, cable, and radio)
- › Analysts, investors, and venture capitalists
- › Internet publishers and webmasters
- › Advertising and web marketing agencies

➤ Who Should Be Advertising on StreamingMedia.com?

- › Enterprise streaming solutions companies
- › Streaming media service providers
- › Encoding and hosting companies
- › Streaming media software and hardware companies
- › Storage companies
- › Digital rights management companies
- › Content delivery networks
- › Streaming education and training companies
- › Webcasting companies
- › Content creators and owners
- › Content distribution and syndication companies
- › Digital media asset management companies
- › Application service providers
- › Wireless network/satellite companies
- › IPTV companies
- › Video production tools and services
- › OTT providers
- › Hardware and software manufactures
- › Online video platforms
- › Online video advertising solutions
- › Online video production services
- › Search/index companies
- › Reporting and analytic solutions



streaming media.com **READERS' CHOICE AWARDS** **What streaming innovation blew your mind in 2011?**

U.S. SITE | GLOBAL SITE | SUBSCRIBE | ARTICLES | VIDEO | TOPICS | INDUSTRY VERTICALS | RESOURCES | WEB EVENTS | CONFERENCES | ABOUT

SEARCH STREAMINGMEDIA.COM

NEWS

LiveU and Panasonic Make Live HD 3D Portable LiveU! Mobile solution for streaming 3D from any location will be demoed at IBC.

Apple to Add Music and TV Streaming to iCloud While the service will deliver instant playback, it will actually download and cache tracks.

Ozer Creates Video Training Series for Adobe Media Encoder Three-hour-plus video workshop covers Adobe encoding for a variety of platforms and devices, and includes best practices.

Taboola Raises \$9M in Series B Funding Video recommendation service will use the money to spur engineering, sales, and marketing teams.

More News

FEATURED ARTICLES

Apple TV Show Rentals: Was 99 Cents Too Expensive? As Apple abandons TV show rentals on Apple TV, questions remain about the technical limitations of iTunes in the Cloud. Tue, August 30, by Tim Siglin

Wowza, Halvision, Telestream, Highwinds: Multi-screen Delivery Looking to serve on-demand or live video to multiple platforms and devices? Four experts share tips in a webinar. Mon, August 29, by Troy Dreier

BlackBerry and Android: Together at Last? With WebOS now history, BlackBerry adds a novel feature to its OS: the ability to run Android apps on the PlayBook. Mon, August 29, by Tim Siglin

ESPN Video Upgrade Moves to H.264 Encoding; Shuns HTTP for RTMP The leading sports website upgrades its video streams to HD and adaptive bitrate. Learn what motivated the changes. Thu, August 25, by Jen Ozer

The 2011 Streaming Media Readers' Choice Awards: Now Accepting Nominations It's that time again—submit your nominations today for this year's Streaming Media Readers' Choice Awards. Tue, August 23, by Eric Schumacher-Rasmussen

More Featured Articles

INDUSTRY ANNOUNCEMENTS

Opsonal Cloud Services Use Telestream Episode for Crested Film Festival

vazar and Volusion partner to online video for eCommerce shopping carts

Farm Aid Teams with Brightcove to Live Stream Concert Event to Fans Around the World

Affine Systems and TubeMogul Offer Media Buyers Total Visibility Into the Online Video Stream

Live Broadcast for Capital Punishment

More Industry Announcements

UPCOMING CONFERENCES

Publinter's Online Video Workshop [21 September 2011]

Content Delivery Summit Europe 2011 [27 October 2011]

Contented Home 2011 [18 October 2011]

Streaming Media Europe 2011 [18-19 October 2011]

Online Video Strategist Europe [18 October 2011]

Streaming Media West [8-9 November 2011]

HTML5 Video Summit [8-9 November 2011]

Past Conferences

HAS INCREASED NUMBER OF SHOWS HELD

Hands-On Video: Streaming With Sling's Android Player Over Verizon's 4G Network Aug 31, 2011

Limelight Sells EyeWonder Business, Still Working On Bigger Transformation Aug 30, 2011

Free Giveaway: Win A Netgear Roku Streaming Player Aug 29, 2011

Featured Video: Beyond Playback—The Path to Full-Featured HTML5 Video

Streaming Media TV | Conference Videos

T3 PLATFORM Video Master File management as a cloud service.

Find us on Facebook: Streaming Media (513 people like Streaming Media)

➤ Reserve Your Space Today!

Joel Unickow • Publisher

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Fax: (250) 716-8816

Email: joel@streamingmedia.com

STREAMINGMEDIA XTRA

➔ **StreamingMedia Xtra** arrives each Monday and Wednesday with fresh and accurate news compiled and written by StreamingMedia.com editors. It's the only newsletter of its kind in the industry.

CIRCULATION: 41,000

FREQUENCY: Semiweekly

COST: 1st Position (top of the email): \$1,500
2nd Position (below the Table of Contents): \$995

➔ SPONSOR ADVERTISING SPECIFICATIONS:

- 75-word text description and URL link in email body
- 468X120 pixels GIF web banner with URL link in email body
- Sponsorship is archived by issue date on StreamingMedia.com (all sponsor links remain active)
- Report of emails broadcasted and click-throughs at the end of sponsored week

StreamingMedia Xtra sponsorships are sold on a first-to-book basis.

Reserve your StreamingMedia Xtra sponsorship schedule now for the entire year.

Schedule your sponsorships around product launches and industry events.

➔ Ask about our opt-in list for exclusive third-party offers—the **SMBulletin** file (Call for details of current subscription and pricing.)



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STREAMINGMEDIA.COM WEB EVENTS

HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION • LEVERAGED BRAND EQUITY • COMPLETE MARKETING PROGRAM • MULTIPLE TOUCH POINTS

➤ What are Streaming Media Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- › Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- › Web Events are fully interactive: Live polling, survey, and question-&-answer sessions make compelling content.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

➤ What You Get

- › **High qualified, actionable leads**—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › **Extensive event registration program** with multiple marketing touch points.
- › **Sponsor Exclusivity**—Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- › **Brand Leverage**—Use the strength of our Streaming Media brand. Moderated by *Streaming Media* editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- › **A managed process**—We take care of all of the details: marketing, registration, technology, follow-up.
- › **Web Events**—Information Today, Inc. has been producing streaming Web Events since 1998. Streaming Media has produced Web Events for clients such as Microsoft, Brightcove, Limelight Networks, PermissionTV, Internap, Rhozet, Grab Networks, CDNNetworks, Adobe, Kaltura, VMIX, Ooyala, Digital Rapids, StreamTheWorld, Thomson Reuters, The FeedRoom, Qumu, Streamlogics, Kontiki and more. Information Today, Inc. is the most experienced webcast producer in publishing today.
- › **The highest-quality Web Events**—There is a difference, and your brand benefits or suffers from its presentation.

➤ We Take Care of All the Details

Streaming Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

➤ Action List

Our aggressive online and print advertising campaign includes:

- › HTML email invitation to our 48,000-name database of your best customers & prospects
- › Ability to participate in Streaming Media's annual white paper series— with webcast transcribed, graphics included for print
- › Banner advertising on StreamingMedia.com
- › 3 pre-promotions in *StreamingMedia Xtra* newsletter with a 41,000 circulation
- › A reminder email to all registrants prior to the event
- › Phone call reminder to all registrants
- › Collaboration with other Information Today, Inc. media properties where applicable
- › Complete registration of attendees with sponsors' customized qualifying questions
- › Confirmation emails with Outlook iCalendar reminder
- › Reminder email with registration information
- › Post-event thank you email with links to archive for both attendees and non-attending registrants
- › Optional post-event survey of registration list
- › Access to all registrations, including post-event registration for the archived version
- › Sponsored webcast archived on StreamingMedia.com

One affordable price, a fraction of the cost of an à la carte event without any of the headaches

Information Today, Inc. Web Events division

Visit www.streamingmedia.com/webevents to view one of our many archived events.

➤ Contact

Joel Unickow, Publisher • **Direct:** (250) 716-8815 • **Fax:** (250) 716-8816
Email: joel@streamingmedia.com

STREAMING MEDIA'S SPONSORED VIDEO TUTORIALS

➤ Provide a clear understanding of your product's features and benefits with a professional **Video Tutorial**, storyboarded and produced by leading digital video experts. When you contract Streaming Media to produce your Video Tutorial, you can be assured of a high-quality production with positive, educational content focused on *how YOUR product can help viewers do their jobs better.*



Your Value:

- A professional video screen cam highlighting key product features and benefits, narrated by a recognized industry expert.
- Presentation in a respected venue (StreamingMedia.com) with tremendous readership, ensuring a high volume of qualified prospects.

➤ Promotion

The new Video Tutorial section appears on StreamingMedia.com's homepage and as its own section on the site www.streamingmedia.com/tutorials. For each month of promotion, your video will also appear four times in the weekly *SM Xtra* newsletter.

Add-on promotion such as banner ads and usage of the *SM Bulletin* (opt-in list for third-party offers) will be made available at special rates to enhance the visibility of your Tutorial.

If a magazine issue falls between the time of order and of the run, we'll provide a 1/3 page ad in that issue of *Streaming Media* magazine, as well.

➤ Lead Generation

If you choose, Streaming Media will place a form in front of the Tutorial to capture contact information for your lead process. You can download these as an Excel spreadsheet or view in HTML. This can be especially effective for special offers to a highly interested audience.

➤ Specifications

Video Tutorials are approx. 5–10 minutes in length, depending on features, etc. Our producer will speak with your team for assessment and provide a storyboard, script, and visuals for approval before production. You can also run the video from your own website, if desired. Output format varies depending on your requirements and preferences. Streaming Media will have a brief intro at the beginning of each tutorial identifying this as a "Streaming Media Tutorial ... sponsored by (your company logo)."

➤ Rates

Video Tutorial (3 months promotion)	\$6,000
Video Tutorial (6 months promotion)	\$8,000
Video Tutorial (12 months promotion)	\$11,000

Call for pricing on a series of Video Tutorials for your product lines.

PRODUCER PROFILE

JAN OZER will be supervising producer for all screen-cam videos. A frequent contributor to *Streaming Media* and *EventDV* magazines, Jan joined *PC Magazine* as a contributing editor in 1996. Jan has written or co-authored 13 books on digital video, including the *Hands-On Guide to Flash Video: Web Video and Flash Media Server* (2007).

Jan has followed compression technologies since their inception, most recently authoring two white papers through StreamingMedia.com: "Proprietary Codecs 2006: Choosing and Using the Optimal Video Codec" and "Flash Codecs 2006: Choosing and Using the Optimal Flash Codec."

A recognized expert on streaming production, Jan has also produced numerous screen-cam-based marketing and training videos. As supervising producer, Jan will be charged with identifying the appropriate expert, gaining script and concept approval, and producing the final video screen-cam.

INFORMATION TODAY, INC.

EMAIL BROADCAST GUIDELINES

➤ **Time & Creative:**

1. All creative must be provided a full 3 days in advance.
2. Creative must be 100% done and ready to be proofed.

➤ **Newsletter Creative Specs:**

1. Description of 75 words (or less) of text.
2. One (1) URL linking back to your site.
3. A 468X120 banner ad in JPEG or GIF file format. Flash is prohibited.
4. Dimensions of the banner ads must be 468x120 pixels at 72 dpi.
5. Banners Ads must be smaller than 39k.

➤ **Email Bulletin Specs:**

1. Center containing table/Div alignment & no wider than 650 pixels.
2. Limit on file size 39K total.
3. File types referenced within the HTML must be limited to JPEGs and GIFs. The following other technologies are not allowed: video, audio, Flash, rich media.
4. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
5. Must provide creative a full 3 business days before broadcast.
6. We do not do customize HTML for such tags as [First Name][Last Name].

STREAMING MEDIA BLOGS

Because opinions matter.
Streaming Media currently has two Blogs:

➤ DAN RAYBURN'S BUSINESS OF VIDEO BLOG

Dan Rayburn's BusinessOfVideo.com blog is one of the most widely read sites among analysts, industry executives, money managers, and content owners tracking the business of online video. He writes daily posts about the online video industry, business trends and analysis, market data and research, as well as the online video business models in the media and entertainment, broadcast, publishing, and advertising industries.

DAN RAYBURN

DAN RAYBURN is EVP for StreamingMedia.com and is recognized by many as the voice for the streaming and online video industry. He is a sought-after analyst, speaker, writer, and consultant whose work has been featured in hundreds of articles by nearly every major media outlet during the past 14 years.

➤ ERIC SCHUMACHER-RASMUSSEN'S STREAMING MEDIA EUROPE BLOG

The Streaming Media Europe blog keeps you up-to-date on the latest developments regarding the only conference and exhibition in Europe that focuses on online video for not just the media and entertainment sector but also for the enterprise, education, and government markets. In addition to providing information on conference speakers and sessions, the blog also features regular updates on the latest online video news specific to Europe.

ERIC SCHUMACHER-RASMUSSEN

ERIC SCHUMACHER-RASMUSSEN is editor of Streaming Media Global (www.streamingmediaglobal.com) and *Streaming Media* magazine, and the European edition of the same, launched in 2008. A widely published journalist and recognized authority on online video, he's also the program director for the Streaming Media Europe conference and exhibition, as well as the annual Online Video Platform Summit.

Ad positions and pricing

CPM-Based Ad Spots

300x250	\$100 CPM
728x90	\$80 CPM
120x600	\$70 CPM

Monthly Sponsorship Spot

100x300 Static Sponsorship Placement	\$1,495 per 30 days
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Dan Rayburn's blog

Eric Schumacher-Rasmussen's blog

STREAMING MEDIA SURVEY

⇒ Sometimes you just need to know.

Streaming Media's Sponsored Survey program is custom-designed to help you get the answers you need right now.

⇒ SPECIFICATIONS

- › We suggest the survey be anonymous to you, the sponsor, and be promoted as a Streaming Media Survey, to keep the responses as true as possible and get the best results, e.g., "The Streaming Media CDN Survey."
- › You as the sponsor provide the list of questions and answer choices. Streaming Media can assist with your questionnaire and provide feedback to the positioning of the questions, if you wish. There is no additional charge for this consultation.
- › We provide full reporting, including raw data in XLS format, and graphical representation in either PDF or PowerPoint format, including pie charts and bar charts, where applicable.
- › We build all marketing messages, including banners and HTML emails, to your satisfaction.
- › We can include a lead-generation component at no extra charge by simply adding the additional question, "Would you like to be contacted by the sponsor of this survey, a leading industry vendor?" For those who answer, "Yes," we can provide to you 100% of the contact info collected. For those who answer, "No," we'll provide company and title information.
- › We market the survey online for a full 2-week period.



⇒ PROMOTION

Your Survey Package includes \$17,890 worth of online marketing.

- › Two *SM Bulletins* (\$3,995 X 2 = \$7,990)—one at launch, one a day before the close "last chance."
- › Two weeks (four newsletter inclusions) (\$1,500 X 4 = \$6,000).
- › Up to 50,000 banners in house rotation (\$3,500). We'll make the banners.
- › We provide a prize incentive (and deliver) to the participants—(up to \$400 value, i.e., iPhone, PS3, even cash).

⇒ Rate

Package Price	\$10,000
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⇒ Don't Let This Opportunity Pass You By!

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Streaming Media, a division of Information Today, Inc.

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Medford, NJ 08055

STREAMINGMEDIA.COM RATE CARD

Ad Size	Location (ROS)	Minimum	Cost
Sponsored Links	bottom of each page		\$500/month
300x250	home & in articles (rich media)	20,000 impressions	\$100 CPM
728x90	top position (leader board)	20,000 impressions	\$70 CPM
Text Ads	inside articles	5,000 impressions	\$70 CPM
120x600	right side position	20,000 impressions	\$65 CPM
468x60	top position	20,000 impressions	\$40 CPM

Frequency Rewards	Location (ROS)	Minimum	Cost
Sponsored Links	bottom of each page		\$500/month
300x250	home & in articles (rich media)	100,000 impressions	\$90 CPM
728x90	top position (leader board)	100,000 impressions	\$50 CPM
Text Ads	inside articles	20,000 impressions	\$50 CPM
120x600	right side position	100,000 impressions	\$45 CPM
468x60	top position	100,000 impressions	\$30 CPM

Reserve Your Space Today!

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*WHITE PAPER POSTINGS / WEBCAST POSTING / DEMO CENTER

1X \$2,000 3X \$1,750 6X \$1,500 *New additions

STREAMINGMEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)

1st Position (top of the email) \$1,500

2nd Position (below the Table of Contents) \$995

Opt-In Email Rental	Type	Cost
40,000 total available	HTML	\$3,995

SM PODCAST SPONSORSHIP

\$995 per podcast (Logo on website, pre-roll introduction, and thank you at conclusion)

STREAMINGMEDIA.COM MATERIAL SPECS

StreamingMedia.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes Google Ad Manager ad serving technology.

➤ All banners must conform to the following specifications:

- › Maximum file size is the same for either static, animated, or rich media creative.
- › All ads are served through Google Ad Manager.
- › We accept the following creative units: **GIF, GIF 89, rich media, HTML**
- › Flash: Linking URL must be embedded in the .swf file.

➤ Targeting

Google has set the industry standard for ad targeting capabilities on the internet. Google Ad Manager's targeting criteria include browser type/OS • day of week • hour or day • domain type • ISP • OSP • company • SIC code • country • state • area code • ZIP code

➤ Testing

StreamingMedia.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

➤ Reporting

Reports detailing campaign performance are available.

➤ Submission Instructions

Submit all creative to:

joel@streamingmedia.com

Include live linking URL and ALT text.

(ALT text may not exceed 25 characters including spaces.)

➤ Creative Limits

StreamingMedia.com recommends no more than 4 looping frames on animation GIFs.

Standard Creative Units

Max File Size

Banner Location

300x250	39K	homepage
728x90	39K	top (leader board)
336x280	39K	inside articles 468x60
39K	top	
120x600	39K	right side
125x125	39K	lower left side
Text Ad	30 words	inside articles
Sponsored Links	69 characters	bottom of each page

➤ Creative Modifications

When necessary, StreamingMedia.com may make the following modifications to creative:

- › Change the name of the file.
- › Add a redirect to our servers via the click-through URL so that our ad server can count clicks (*StreamingMedia Xtra*).
- › Add a command to open a new browser window when user clicks.
- › Add a 1x1 pixel to all HTML banners to allow our ad server to count impressions.

➤ Counting Impressions & Clicks

Google Ad Manager counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

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STREAMING MEDIA TV

Custom Advertising Opportunities

	1 Month	3 Months	6 Months	9 Months	12 Months
15-second pre-roll before video	\$1,000	\$800	\$600	\$450	\$400
Banner advertising (including "Featured In" tie-ins if your company is mentioned)	\$500	\$450	\$400	\$350	\$300
Sponsored tutorials and video testimonials (supplied)	\$2,000	\$1,750	\$1,500	\$1,250	\$1,000
Sponsored tutorials and video testimonials (created by Streaming Media)					

Add \$2,000 for each individual program

ALL STREAMING MEDIA TV SPONSORS WILL RECEIVE PROMOTION AND RECOGNITION IN ALL OF OUR MEDIA CHANNELS:

- > on-site promotion
- > exclusive *StreamingMedia Xtra*



The All-Video Channel



RESEARCH @ STREAMING MEDIA

➤ **Unisphere Research**, the research arm of Information Today, Inc., conducts ongoing proprietary and ‘for publication’ research projects for select IT vendors. We offer custom research of our audience to companies and organizations which need specific, in-depth market information to better align their products, services, and marketing messages to our universe of Online Video buyers.

Streaming Media assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere’s survey utility on the web and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the universe of data management professionals until the agreed-on target response level is achieved. Response incentives include a Sweepstakes drawing. Unisphere issues a basic document that reports the findings, and then creates a color PDF executive summary reporting, graphing and analyzing the key survey findings. Many studies remain completely proprietary while others are used as the basis for *Streaming Media* and related email newsletter content, with full attribution to the survey sponsor. Results may also be used, with *Streaming Media* approval, for press release efforts.

Basic deliverables include:

-
1. Survey Questionnaire Development.
 2. Survey participation solicitation from *Streaming Media*’s database.
 3. Data aggregation and basic reporting.
 4. Authorship, editing and formatting of the executive summary which is attributed to the sponsor on the front cover.
 5. Publication in the magazine and related enewsletters when desired.

The basic cost of conducting a proprietary or ‘For Publication’ study is \$12,000, including the cost of an incentive.

➤ Program Extensions

- › White paper authorship
- › Thirty-page full survey report
- › Market research webinar content development and presentation
- › Custom cross-tabulations
- › Ask about our custom pay-per-lead program for research sponsors.

Surveys are limited to 12 annually.

➤ For sample executive summary reports contact:

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Email: joel@streamingmedia.com

