

2012 EDITORIAL CALENDAR

➤ IN EVERY ISSUE:

- **Behind the Screens:** In-depth looks at online video success stories
- **Streaming Spotlight:** Get to know the people on the cutting edge of online video
- **Up and Comers:** Online video startups that are challenging the status quo
- **Case Studies**
- **In-Depth Product Reviews**
- **Columns** from Dan Rayburn, Tim Siglin, Jose Castillo, Paul Riisman, Jan Ozer, and more

➤ FEBRUARY/MARCH 2012: *Streaming Media Industry Sourcebook*

- **The *Streaming Media Industry Sourcebook***—featuring comprehensive analysis of the state of the entertainment, enterprise, mobile, and content delivery markets; case studies; and how-to's and tutorials
- The only **Online Video Industry Directory**
- Trade Show Distribution: SXSW, NAB, IBC, SM West, SM East, SM Europe**
- Editorial Deadline: 11/11/2011**
- Ad Space Reservation: 12/15/2011**
- Ad Materials Due: 1/17/2012**
- Mail Copies: 2/3/2012**

➤ APRIL/MAY 2012

- **The 2012 *Streaming Media All-Stars***—online video thought leaders, innovators, and visionaries
- **FOCUS ON:** Multiscreen Video Delivery
- **Buyer's Guide:** Connected Devices
- **Case Study:** Media & Entertainment
- Trade Show Distribution: NAB, SM East**
- Editorial Deadline: 1/20/2012**
- Ad Space Reservation: 2/22/2012**
- Ad Materials Due: 3/9/2012**
- Mail Copies: 4/3/2012**

➤ JUNE/JULY 2012

- **The 2012 *Streaming Media Editors' Picks***—our staff selects the top products and services introduced in the past 12 months
- **FOCUS ON:** Video in the Cloud
- **Buyer's Guide:** Cloud Video Services
- **Case Study:** Education
- Editorial Deadline: 3/24/2012**
- Ad Space Reservation: 4/23/2012**
- Ad Materials Due: 5/9/2012**
- Mail Copies: 6/4/2012**

➤ 2012 WHITE PAPER: **Innovation Series 11: Video Everywhere**

- An in-depth guide to technologies and services to deliver the best video experience to every device from mobile to the living room
- Ad Space Reservation: 6/4/2012**
 - Manuscripts Due: 6/12/2012**
 - Mail Copies: 7/16/2012**

➤ AUGUST/SEPTEMBER 2012

- **The Game-Changers Issue**—the deals that are shaking up the industry and what they mean to you
- **FOCUS ON:** Encoding & Transcoding
- **Buyer's Guide:** Hardware and Software Encoders
- **Case Study:** Marketing
- Trade Show Distribution: IBC, MIXX, Streaming Media Europe**
- Editorial Deadline: 5/24/2012**
- Ad Space Reservation: 6/21/2012**
- Ad Materials Due: 7/10/2012**
- Mail Copies: 8/2/2012**

➤ OCTOBER/NOVEMBER 2012

- **The *Streaming Media 100***—the most important, innovative, and impactful companies in online video
- **FOCUS ON:** HTML5 Video
- **Buyer's Guide:** Content Delivery Solutions
- **Case Study:** Government
- Trade Show Distribution: SM Europe, SM West**
- Editorial Deadline: 7/24/2012**
- Ad Space Reservation: 8/22/2012**
- Ad Materials Due: 9/10/2012**
- Mail Copies: 10/3/2012**

➤ DECEMBER 2012/JANUARY 2013

- **The Readers' Choice Awards**—the only awards in the online video industry voted on by end users
- **FOCUS ON:** Streaming Live Events
- **Buyer's Guide:** Webcasting Platforms
- **Case Study:** Enterprise
- Advertorial Supplement: Executive Visions 2013**
- Trade Show Distribution: CES, NATPE, 3GSM**
- Editorial Deadline: 9/23/2012**
- Ad Space Reservation: 10/23/2012**
- Ad Materials Due: 11/8/2012**
- Mail Copies: 12/5/2012**

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