

2013 EDITORIAL CALENDAR

➤ IN EVERY ISSUE:

- **Bit Rates:**
Industry metrics that matter
- **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
- **Case Studies**
- **In-Depth Product Reviews**
- **Columns**
from Dan Rayburn, Tim Siglin, Jose Castillo, Paul Riismandel, Jan Ozer, and more

➤ FEBRUARY/MARCH 2013:

- Streaming Media Industry Sourcebook**
- State of ...
Critical and comprehensive analyses of the market landscapes for media and entertainment, enterprise, mobile, business models, content delivery, and video to the living room
 - Editors' Picks:
Our Top 10 products and services of the past year
 - Buyer's Guides:
A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video production and delivery chain.
 - How-To's and Tutorials:
Planning for IPv6, MPEG DASH, closed captioning, and more
 - Case Studies
 - Digital Media Industry Directory
- Trade Show Distribution: SXSW, NAB, IBC, SM West, SM East, SM Europe**
Editorial Deadline: 11/28/2012
Ad Space Reservation: 12/17/2012
Ad Materials Due: 1/17/2013
Mail Copies: 2/5/2013

➤ APRIL/MAY 2013

- **The 2013 Streaming Media All-Stars**
 - The Rise of the Second Screen
 - Online Video Advertising Grows Up
 - How To: Transcoding for Multiple Devices
- Trade Show Distribution: NAB, SM East**
Editorial Deadline: 2/7/2013
Ad Space Reservation: 2/21/2013
Ad Materials Due: 3/11/2013
Mail Copies: 4/3/2013

➤ JUNE/JULY 2013

- **MPEG DASH:** Savior or Stifler of Innovation?
 - Measuring the Impact of Piracy
 - Best Practices for Live Events in the Enterprise
 - How To: Deploying Windows Azure Media Services
- Editorial Deadline: 4/10/2013**
Ad Space Reservation: 4/23/2013
Ad Materials Due: 5/9/2013
Mail Copies: 6/4/2013

➤ JULY 2013: OTT Solution Guide

- This ultimate resource for MSO, Telco & ISP brings hardware, software and services together together to complete your strategy on delivering and monitoring video in a multiscreen world.
- Ad Space Reservation: 6/14/2013**
Manuscripts Due: 6/25/2013
Mail Copies: 8/1/2013

➤ AUGUST/SEPTEMBER 2013

- Why Big Data Is the Next Frontier for Online Video
 - The Clampdown: Governments and ISPs Stifle Video Growth With Data Caps and Regulation
 - The New Generation of Cloud Video Services
 - How To: Encoding With HEVC
- Trade Show Distribution: IBC, MIXX, Streaming Media Europe**
Editorial Deadline: 6/7/2013
Ad Space Reservation: 6/20/2013
Ad Materials Due: 7/9/2013
Mail Copies: 8/1/2013

➤ OCTOBER/NOVEMBER 2013

- **The Streaming Media 100—**
The most important companies in the online video industry
 - Smart TVs vs. Connected Devices:
What's Best for Content Publishers and Consumers?
 - Video SEO Strategies That Work
 - Enterprise Video Management:
Integration Across Systems
 - How To:
Building a Next-Generation Online Video Player
- Trade Show Distribution: SM Europe, SM West**
Editorial Deadline: 8/9/2013
Ad Space Reservation: 8/22/2013
Ad Materials Due: 9/10/2013
Mail Copies: 10/3/2013

➤ DECEMBER 2013/JANUARY 2014

- **The Readers' Choice Awards—**
The 2013 Streaming Media Readers' Choice Awards
 - Mobile Video in the Enterprise
 - Value-Added Services and CDNs:
More than Bits and Bytes
 - Social Video:
The Science of Viral Success
 - How To:
Webcast Without a Worry
- Advertorial Supplement: Executive Visions 2013**
Trade Show Distribution: CES, NATPE, 3GSM
Editorial Deadline: 10/11/2013
Ad Space Reservation: 10/24/2013
Ad Materials Due: 11/11/2013
Mail Copies: 12/6/2013