

# 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**