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
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
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

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