The Streaming Bunch

Industry Directory
White Papers
Buyers' Guides
Industry Updates
How-To's & Tutorials
Case Studies
... and more!

THE 2021 INDUSTRY SOURCEBOOK
WHAT PROS SAY ABOUT THE SOURCEBOOK...

“The annual list of vendors [Sourcebook] is something I keep for the year and refer back to all the time. Longtime loyal reader — keep up the great work.”

— SVP, Citi

“You are doing a great job. ... Thank you!”

— Director, Systems Engineering, ARRIS

“I like the entire content of each issue.”

— President, STAR Channel

“I constantly download and refer back to the white papers found and referenced in the Sourcebook and regular issues.”

— The Weather Channel

“Your ‘Annual Sourcebook’ is outstanding and provides excellent information. Each issue is informative and I go through them cover to cover. ... BUT your Sourcebook never leaves my desk!”

— Engineer, Google

“I consider Streaming Media magazine and StreamingMedia.com to be an authoritative source on streaming media topics; the first place I go for this information.”

— Head, Library Technology, The College at Brockport–SUNY

“I enjoy the unbiased reviews of new technology, as well as articles that help me stay on the cutting edge of what’s new in the industry.”

— President, University of Derby

“It’s everything I need to know about the industry and which suppliers I need to pay attention to.”

— Disney ABC

SOURCEBOOK CONTENTS

Industry Updates
Streamticker
Making sense of 2020’s mergers, acquisitions, and investments

State Of...
Critical and comprehensive analyses of the market landscapes for:
- media and entertainment
- enterprise
- content delivery
- advertising
- formats and protocols
- AI and machine learning

Buyers’ Guide
A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow, including:
- live transcoding
- cloud encoding
- live event encoders
- QoS and QoE platforms
- video optimization
- content-aware encoding
- entertainment, enterprise, and education video platforms
- low-latency technologies
- portable multicam streaming
- PTZ cameras
- server-side ad insertion solutions
- video players
- and more

FEATURED SPONSORED CONTENT
- INNOVATION SERIES: Case Studies
- HOT PRODUCTS
- Exclusive white papers and contributions from industry-leading vendors

How-To’s and Tutorials
- mobile multicam live streaming
- 4K over NDI
- adding SRT to your workflow
- cloud-based graphics
- DIY live streaming
- and more

Online Video Industry Directory
The Industry Directory is where online video buyers go to meet the stars of streaming.

All editorial content is subject to change.
93% of Sourcebook readers are involved in the decision-making process.

Decision Maker: 39%
Recommender: 40%
Influencer: 14%

2021 BUDGETS
9% have $1M+ Budget

$362,500
Average 2021 Company Budget

2020 Site Stats
Page views: 1.6M
Users: 900,000
Impressions: 8M

Where the Traffic Comes From
Organic Search: 55%
Direct: 29.9%

Source: October 2020 DoubleClick

StreamingMedia.com Consistently Draws New Visitors!

BUDGET CHANGE IN 2021
more than 44% are increasing budget from 2020, a 6.4% average budget increase.

Readership Budget Pool Over $3.8 Billion

After receiving the Sourcebook, subscribers took the following immediate actions:
33% contacted an advertiser online or by phone.
53% downloaded content from StreamingMedia.com
64% referred an article to a colleague.

How Important Is SM magazine to our readers?
94% say that Streaming Media magazine is an important source of information they can’t find anywhere else.
95% cite that it helps them professionally.
90% say that Streaming Media magazine is their favorite online video industry-related publication.

Media & Entertainment Key Areas of Growth Interest

Live Streaming: 76%
Production: 44%
Delivery: 49%

How much do you rely on the Sourcebook for choosing vendors?
90% say it’s their primary source.

Job position of those decision makers

- Manager or Higher: 84%
- C Level: 22%

Sourcebook readers are involved in the decision-making process.

Job position of those decision makers:

- Business: 13%
- Technical: 34%
- Both: 53%
**THE Industry Directory IN PRINT AND ONLINE**

Highlight your company with an affordable Industry Directory listing in the Sourcebook—**in print and online**—for 12 months.

Each Industry Directory listing is positioned in one of three categories—Hardware, Services, or Software. Multiple listings are available at a reduced rate for companies wanting to appear in more than one category.

**What Happens With My Online Listing?**

All editorial content on StreamingMedia.com is tagged with the appropriate industry verticals and product/service categories. The Online Company Listings are then “served up” by the content management system so that they appear adjacent to relevant content—as defined by the industry categories and product/service verticals assigned to the Company Listing.

Click the link to view **live Sourcebook listings or go to StreamingMedia.com/sourcebook.**

**Research Centers you can choose to associate your listing with:**

**TOPICS**
- Cloud Video
- Content Delivery Networks (CDN)
- Content Protection
- Encoding/Transcoding
- Formats/Codecs/Protocols
- Legal Issues
- Live Streaming
- Mobile Video
- OTT TV
- Streaming Music
- Video Advertising
- Video Production
- Video Quality
- VR/AR/MR

**INDUSTRY VERTICALS**
- Education Video
- Enterprise Video
- Government Video
- Media/Entertainment Video
- Online Video Industry
- Sports/Esports

**What Do I Get in Print With My Directory Listing Participation?**

**PREMIUM Listing:** $999
- 100 words/color logo
- Contact info, including address, phone, website, and a contact’s name and email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Logo included on The Streamverse poster

**STANDARD Listing:** $499
- 100 words/color logo
- Contact info, including address, phone, website, and a contact’s name and email
- Outline edge around listing

**What Do I Get With My Online Directory Listing Participation?**

**PREMIUM Online Listing**
- Premium Logo and background tint in online directory for 12 months
- Company Description
- Contact Info
- Choice of unlimited Product/Service Categories
- Product Description
- Choice of unlimited Industry Verticals
- Online Resources—5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages
- Video embedded into your listing
- Logo included on The Streamverse poster (available as a download from StreamingMedia.com)

**STANDARD Online Listing**
- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- Choice of 3 Industry Verticals
- Product Description

Please be sure copy has been proofed and approved by all responsible before submitting text online. We will send out one final proof only.

**CONTACT US TODAY TO PLACE YOUR 2021 SOURCEBOOK DIRECTORY LISTING.**
WHITE PAPER/EBOOK PROGRAMS

Featured Sponsored Content Packages With EXCLUSIVE Online Lead Generation

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Gold</td>
<td>6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)</td>
<td>$14,000</td>
</tr>
<tr>
<td>Silver</td>
<td>4-page print-issue feature (includes minimum of 1 worldwide email broadcast)</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

We call this our “Magnet” program. Find out why.

DISPLAY ADS

The Sourcebook is an advertising opportunity that you pay for once, but benefit from all year long as subscribers reference the issue.

We also...
- Distribute copies to attendees at trade shows in 2021.
- Mail to new subscribers in 2021 via our website, conferences, and enewsletters.

LIMITED-TIME OFFER: Book your Full-Page or greater Display Ad and receive a Free PREMIUM Listing, a $999 value!

Or buy a Half-Page and receive a Free STANDARD Listing, a $499 value.
You may purchase STANDARD and PREMIUM print listings at a 50% discount.

ATTENTION VENDORS:
Call for pricing on section opener pages, multiple-page insertions, and special advertising supplements.

The best spaces are already going fast, so don’t delay!
## 2021 RATE CARD (net)

<table>
<thead>
<tr>
<th>Display Ad Rates</th>
<th>1x</th>
<th>4x</th>
<th>8x (All Issues for the 2021 Year)</th>
<th>Trim Size w x h, inches</th>
<th>Bleed Size w x h, inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive IFC and Page 1 spread (see illustration on page 5)</td>
<td>$8,495</td>
<td>$5,495</td>
<td>$3,000</td>
<td>17&quot;x10.875&quot; (432mm x 277mm)</td>
<td>17.25&quot;x11.125&quot; (438mm x 283mm)</td>
</tr>
<tr>
<td>Tab (double-sided)</td>
<td>$5,295</td>
<td>$4,495</td>
<td>$3,395</td>
<td>8.5&quot;x10.875&quot; (216mm x 277mm)</td>
<td>8.75&quot;x11.125&quot; (223mm x 283mm)</td>
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<td>Cover 2</td>
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<td>$2,495</td>
<td>$2,195</td>
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<td>n/a</td>
</tr>
<tr>
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<td>$2,295</td>
<td>$1,195</td>
<td>7&quot;x5&quot; (178mm x 127mm)</td>
<td>n/a</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,895</td>
<td>$2,295</td>
<td>$1,195</td>
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<tr>
<td>Spread</td>
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<td>$3,795</td>
<td>$3,395</td>
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<td>17.25&quot;x11.125&quot; (438mm x 283mm)</td>
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<tr>
<td>1 Page</td>
<td>$2,595</td>
<td>$2,195</td>
<td>$1,195</td>
<td>8.5&quot;x10.875&quot; (216mm x 277mm)</td>
<td>8.75&quot;x11.125&quot; (223mm x 283mm)</td>
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<tr>
<td>1/2-Spread (horizontal)</td>
<td>$2,595</td>
<td>$2,195</td>
<td>$1,195</td>
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<td>$1,895</td>
<td>$1,695</td>
<td>$1,495</td>
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<td>1/2-Page (horizontal)</td>
<td>$1,695</td>
<td>$1,495</td>
<td>$1,295</td>
<td>4.5&quot;x10&quot; (115mm x 254mm)</td>
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<tr>
<td>1/3-Page (vertical)</td>
<td>$1,395</td>
<td>$1,195</td>
<td>$995</td>
<td>2.25&quot;x10&quot; (57mm x 254mm)</td>
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### Display Ad Rates

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</table>

### Industry Directory Listing Rates

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Additional Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD Listing</td>
<td>$499</td>
</tr>
<tr>
<td>PREMIUM Listing</td>
<td>$999</td>
</tr>
</tbody>
</table>

**INNOVATION SERIES: Case Studies Rates**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>6-page Sponsored Content contribution with 12 months of leads</th>
<th>8-page Sponsored Content contribution with 12 months of leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>$15,000</td>
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<tr>
<td>Gold Sponsorship</td>
<td>$8,000</td>
<td>$14,000</td>
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<tr>
<td>Silver Sponsorship</td>
<td>$5,000</td>
<td>$8,000</td>
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</table>

**INNOVATION SERIES Classified Listing**

<table>
<thead>
<tr>
<th>Class</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>100 words with logo and company contact</td>
<td>$995</td>
</tr>
<tr>
<td>Small</td>
<td>50 words with logo and company contact</td>
<td>$500</td>
</tr>
</tbody>
</table>

**2021 Sourcebook Display Ad Closing Dates**

<table>
<thead>
<tr>
<th>Date of Issue</th>
<th>Space Reservation Close and Material Due</th>
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</thead>
<tbody>
<tr>
<td>March 2021</td>
<td>February 8</td>
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</table>

**2021 Sourcebook Directory Listing Closing Dates**

<table>
<thead>
<tr>
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<td>February 8</td>
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**2021 Sourcebook White Paper Closing Dates**

<table>
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<th>Date of Issue</th>
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</thead>
<tbody>
<tr>
<td>March 2021</td>
<td>February 1</td>
</tr>
</tbody>
</table>

**MAIL DATE: MARCH 5, 2021**

CONTACT US TODAY TO BOOK YOUR 2021 SOURCEBOOK DIRECTORY LISTING, ADS, AND SPONSORED CONTENT.
# Advertising Order Form

## Display Ad

<table>
<thead>
<tr>
<th>AD Size Options</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Tab (double-sided)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Page Color (4-color or BW only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3-Page (vertical)</td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>2/3-Page (vertical)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive IFC and Page 1 spread</td>
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</tbody>
</table>

## White Paper Packages

<table>
<thead>
<tr>
<th>Choose Listing(S)</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Listing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Listing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver Listing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Innovation Series: Case Studies

<table>
<thead>
<tr>
<th>Choose Listing(S)</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Silver Listing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Innovation Series Classified Listing “Supermarket”

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Listing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Listing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Industry Directory Listing

<table>
<thead>
<tr>
<th>Choose Listing(S)</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Listing</td>
<td>$999</td>
<td></td>
</tr>
<tr>
<td>Standard Listing</td>
<td>$499</td>
<td></td>
</tr>
</tbody>
</table>

## Payment Information

**Payment Method**
- Credit card
- Check

<table>
<thead>
<tr>
<th>Credit Card Type</th>
<th>American Express</th>
<th>Discover</th>
<th>MasterCard</th>
<th>Visa</th>
</tr>
</thead>
</table>

**Name of Card Holder**

**Credit Card Number**

**Expiration Date**

**Total Quantity of ads ordered**

**Total (NET): $**

**Placement Details**

---

**To Validate This Contract:** Please sign, date, and return this form by email to:

Streaming Media Headquarters  
Attn: Joel Unickow  
joel@streamingmedia.com  
Ph: 250-933-1111

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**Terms and Conditions:** Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser’s ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher’s approval. The publisher reserves the right to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.
Meet with us on Zoom
using one of Streaming Media’s free virtual backgrounds and receive a 10% discount on your Sourcebook package.

CONTACT JOEL UNICKOW (VP & Publisher, Streaming Media) TO SET UP A MEETING TODAY!

Direct: 250-933-1111
Email: joel@streamingmedia.com

StreamingMedia.com/About/Sourcebook