



STREAMING MEDIA

MARCH 2022 | VOL. 19, NO. 2

THE 2022 INDUSTRY SOURCEBOOK

INDUSTRY UPDATES | BUYERS' GUIDES | HOW-TO'S AND TUTORIALS | INDUSTRY DIRECTORY

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; [it's] 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."

— DisneyABC

VIDEO PROS USING THE *SOURCEBOOK*



SOURCEBOOK CONTENTS

INDUSTRY UPDATES

Streamticker

Making sense of 2021's mergers, acquisitions, and investments

State Of ...

Critical and comprehensive analyses of the market landscapes for:

- media and entertainment
- advertising
- enterprise
- formats and protocols
- content delivery
- AI and machine learning

BUYERS' GUIDES

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

- *STREAMING MEDIA GUIDES: Case Studies*
- **HOT PRODUCTS**
- **EXCLUSIVE WHITE PAPERS AND CONTRIBUTIONS** from industry-leading vendors

HOW-TO'S AND TUTORIALS

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

ONLINE VIDEO INDUSTRY DIRECTORY

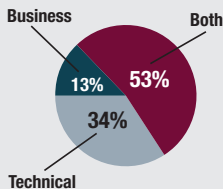
The Industry Directory is where online video buyers go to meet streaming professionals.

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%

Those decision makers, by industry, are:



Job position of those decision makers

84% Manager or Higher
22% C Level

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

2022 BUDGETS

9% have \$1M or higher budget.

\$362,500

Average 2022 Company Budget

BUDGET CHANGE IN 2022

More than **44%** are increasing budgets from 2021; the average budget increase is 6.4%.

Readership Budget Pool **Over \$3.8 Billion**

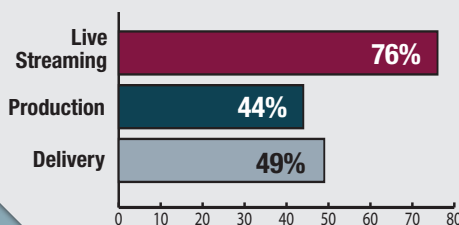
After receiving the Sourcebook, subscribers took the following immediate actions:

33% contacted an advertiser online or by phone.

53% downloaded content from StreamingMedia.com.

64% referred an article to a colleague.

Media & Entertainment Key Areas of Growth Interest



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.



StreamingMedia.com Consistently Draws New Visitors!

2021 Site Stats

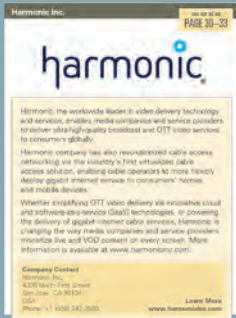
Page views: 1.6M
Users: 900,000
Impressions: 8M

Where the Traffic Comes From

Organic Search: 55%
Direct: 29.9%

Source: October 2021 DoubleClick

THE **INDUSTRY DIRECTORY** IN PRINT AND ONLINE



PREMIUM Listing
print sample



STANDARD Listing
print sample

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

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

PREMIUM online directory listing included

STANDARD Listing: \$499

- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around listing

STANDARD online directory listing included

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 Industry Verticals
- Product Description

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

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

PRINT **ONLINE**

CONTACT US TODAY TO PLACE YOUR
2022 SOURCEBOOK DIRECTORY LISTING.

SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

WHITE PAPER/ EBOOK PROGRAMS

Featured Sponsored Content Packages
With **EXCLUSIVE** Online Lead Generation

Platinum	10-page print-issue feature (Includes minimum of 4 worldwide email broadcasts)	\$20,000
Gold	6-page print-issue feature (Includes minimum of 2 worldwide email broadcasts)	\$14,000
Silver	4-page print-issue feature (Includes minimum of 1 worldwide email broadcast)	\$8,000

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



CASE STUDIES: LEARN FROM THE PROS

Sometimes, doing is the best way to learn. **Streaming Media Guides** brings together many examples of successful deployments by leading industry companies that have helped a wide range of companies, from carriers to content creators. Educate readers about how the right tools and the right companies can help them with their online video infrastructure and strategy.

*This annual installment of **Streaming Media Guides** provides the unique, once-a-year opportunity for you to publish your case studies and get leads for 12 months.*

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	\$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	\$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	\$5,000

Streaming Media Guides Classified Listing “SUPERMARKET”

Large	100 words with logo and company contact	\$995
Small	50 words with logo and company contact	\$500

For full details of our **Streaming Media Guides** sponsorships, see our **Streaming Media Guides: Case Studies** sheet.



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 will also...

- Distribute copies to attendees at trade shows in 2022.
- Mail copies to new subscribers in 2022 via our website, conferences, and newsletters.

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!

CONTACT US TODAY TO PLACE YOUR
ADS AND SPONSORED CONTENT.

THE 2022 SOURCEBOOK

DISPLAY AD AND INDUSTRY DIRECTORY LISTING

ADVERTISING RATES

2022 RATE CARD (net)

Display Ad Rates	1x	4x	8x (All Issues for the 2022 Year)	Trim Size w x h, inches	Bleed Size w x h, inches
Exclusive IFC and Page 1 spread	\$6,495	\$5,495	\$5,000		
Tab (double-sided)	\$5,295	\$4,495	\$3,395		
Cover 2	\$2,895	\$2,495	\$2,195		
Cover 3	\$2,695	\$2,295	\$1,195		
Cover 4	\$2,895	\$2,495	\$2,195		
Spread	\$4,495	\$3,795	\$3,395	17"x10.875" (432mm x 277mm)	17.25"x11.125" (438mm x 283mm)
1 Page	\$2,595	\$2,195	\$1,995	8.5"x10.875" (216mm x 277mm)	8.75"x11.125" (223mm x 283mm)
1/2-Spread (horizontal)	\$2,595	\$2,195	\$1,995	17"x5" (432mm x 127mm)	17.25"x5" (438mm x 127mm)
2/3-Page (vertical)	\$1,995	\$1,695	\$1,495	4.5"x10" (115mm x 254mm)	n/a n/a
1/2-Page (horizontal)	\$1,695	\$1,495	\$1,295	7"x5" (178mm x 127mm)	n/a n/a
1/3-Page (vertical)	\$1,395	\$1,195	\$995	2.25"x10" (32mm x 254mm)	n/a n/a

Industry Directory Listing Rates

Listing Type		Additional Listings
STANDARD Listing	\$499	\$249
PREMIUM Listing	\$999	\$499

INCLUDES
12 MONTHS
ONLINE

2022 White Paper Packages

Platinum	10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)	\$20,000
Gold	6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)	\$14,000
Silver	4-page print-issue feature (includes minimum of 1 worldwide email broadcast)	\$8,000

STREAMING MEDIA GUIDES: Case Studies Rates

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	\$15,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	\$8,000
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	\$5,000

STREAMING MEDIA GUIDES Classified Listing

Large	100 words with logo and company contact	\$995
Small	50 words with logo and company contact	\$500

Advertising and Directory Sales Contact

JOEL UNICKOW
VP & Publisher, Streaming Media

Direct:
250-933-1111

Email:
joel@streamingmedia.com

2022 Sourcebook Display Ad Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2022	February 15

2022 Sourcebook Directory Listing Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2022	February 8

2022 Sourcebook White Paper Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2022	February 8

2022 Sourcebook SM Guides Closing Dates

Date of Issue	Space Reservation Close and Material Due
March 2022	February 8

MAIL DATE: MARCH 7, 2022

CONTACT US TODAY TO BOOK YOUR **2022 SOURCEBOOK**
DIRECTORY LISTING, ADS, AND SPONSORED CONTENT.

SOURCEBOOK ADVERTISING ORDER FORM

DISPLAY AD

AD SIZE OPTIONS

☐ Cover 2 ☐ Cover 3 ☐ Cover 4

☐ Tab (double-sided)

☐ 1 Page Color (4-color or BW only)

☐ Spread

☐ 1/3-Page (vertical)

☐ 1/2-Page (horizontal)

☐ 1/2-Spread (horizontal)

☐ 2/3-Page (vertical)

☐ Premium Package ☐ Exclusive IFC and Page 1 spread

QTY TOTAL

INDUSTRY DIRECTORY LISTING

CHOOSE LISTING(S)

☐ PREMIUM Listing \$999

☐ STANDARD Listing \$499

QTY TOTAL

WHITE PAPER PACKAGES

CHOOSE LISTING(S)

☐ Platinum Listing \$20,000

☐ Gold Listing \$14,000

☐ Silver Listing \$8,000

QTY TOTAL

STREAMING MEDIA GUIDES: CASE STUDIES

CHOOSE LISTING(S)

☐ Platinum Listing \$15,000

☐ Gold Listing \$8,000

☐ Silver Listing \$5,000

QTY TOTAL

Streaming Media Guides Classified Listing "SUPERMARKET"

☐ Large Listing \$995

☐ Small Listing \$500

AD MATERIAL SUBMISSION INSTRUCTIONS
CAN BE FOUND IN THE STREAMING MEDIA 2022 MEDIA KIT.

☐ Custom Package: \$

COMPANY INFORMATION:

Company Name

Address

City

State

ZIP

Contact Name

Title

Telephone

Fax

Email

URL

☐ Please send me info regarding Streaming Media conferences

PAYMENT INFORMATION

Payment Method ☐ Credit card ☐ Check

Credit card type: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Name of Card Holder

Credit Card Number

Expiration Date

Signature

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

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 and has the sole discretion 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.



COMING MARCH 2022—
THE ULTIMATE GUIDE.
YOU IN?

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



Direct: **250-933-1111**



Email: **joel@streamingmedia.com**



Information Today, Inc.

143 Old Marlton Pike • Medford, NJ 08055 • streamingmedia.com