

THE 2023 STREAMING MEDIA
**INDUSTRY
SOURCEBOOK**



INDUSTRY
UPDATES



BUYERS'
GUIDES



HOW-TO'S AND
TUTORIALS



INDUSTRY
DIRECTORY

the **ultimate guide** to the
streaming video industry

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 2022'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' 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
- 4K over NDI
- adding SRT to your workflow
- cloud-based graphics
- DIY live streaming
- and more

ONLINE VIDEO INDUSTRY DIRECTORY

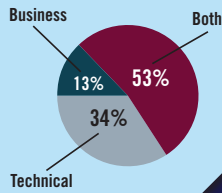
The Industry Directory is where online video buyers go to meet streaming professionals.

All editorial content is subject to change.

93% of *Sourcebook* readers are involved in the decision-making process.

Decision Maker.....39%
Recommender40%
Influencer14%

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.

2023 BUDGETS

9% have \$1M or higher budget.

\$362,500

Average 2023 Company Budget

BUDGET CHANGE IN 2023

More than **44%** are increasing budgets from 2022; the average budget increase is 6.4%.

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

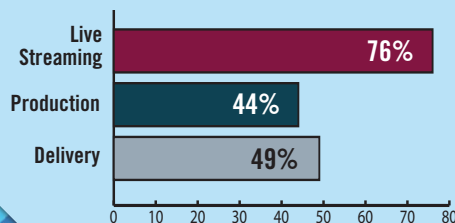
After receiving the Sourcebook, subscribers took the following immediate actions:

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!

2022 Site Stats

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

Where the Traffic Comes From

Organic Search: 55%
Direct: 29.9%

Source: October 2022 DoubleClick

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.

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.

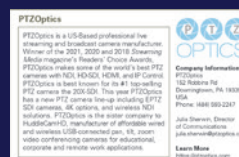
STANDARD Listing: \$499

- 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.



PREMIUM Listing
print sample



STANDARD Listing
print sample

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

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



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.

**CONTACT US TODAY TO PLACE YOUR
2023 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.



PROOF OF CONCEPT: THE INDUSTRY CASE STUDY COLLECTION

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.

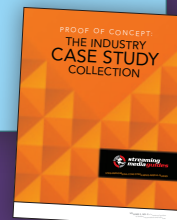
This annual installment of **Streaming Media Guides** provides the unique, once-a-year opportunity for you to publish your case studies and get leads for 12 months.

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 sponsorship details, see our **Streaming Media Guides—Proof of Concept: The Industry Case Study** collection 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 2023.
- Mail copies to new subscribers in 2023 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 2023 SOURCEBOOK

DISPLAY AD AND INDUSTRY DIRECTORY LISTING ADVERTISING RATES

2023 RATE CARD (net)

Display Ad Rates	1x	4x	8x (All Issues for the 2023 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

Advertising
and Directory
Sales Contact

JOEL UNICKOW

VP & Publisher, Streaming Media

Direct:
250-933-1111

Email:
joel@streamingmedia.com

Industry Directory Listing Rates

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

INCLUDES
12 MONTHS
ONLINE

2023 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

INCLUDES 12 MONTHS ONLINE

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

SOURCEBOOK

(March/April 2023)

Space Reservation Closing Dates
and Material Submission Deadlines

DISPLAY ADS:

March 9

DIRECTORY LISTINGS:

March 9

WHITE PAPERS:

March 2

SM GUIDES:

March 2

MAIL DATE: APRIL 4, 2023

CONTACT US TODAY TO BOOK YOUR 2023 SOURCEBOOK
DIRECTORY LISTING, ADS, AND SPONSORED CONTENT.

SOURCEBOOK ADVERTISING ORDER FORM

DISPLAY AD

AD SIZE OPTIONS

	QTY	TOTAL
<input type="checkbox"/> Cover 2 <input type="checkbox"/> Cover 3 <input type="checkbox"/> Cover 4	_____	_____
<input type="checkbox"/> Tab (double-sided)	_____	_____
<input type="checkbox"/> 1 Page Color (4-color or BW only)	_____	_____
<input type="checkbox"/> Spread	_____	_____
<input type="checkbox"/> 1/3-Page (vertical)	_____	_____
<input type="checkbox"/> 1/2-Page (horizontal)	_____	_____
<input type="checkbox"/> 1/2-Spread (horizontal)	_____	_____
<input type="checkbox"/> 2/3-Page (vertical)	_____	_____
<input type="checkbox"/> Premium Package <input type="checkbox"/> Exclusive IFC and Page 1 spread	_____	_____

INDUSTRY DIRECTORY LISTING

CHOOSE LISTING(S)	QTY	TOTAL
<input type="checkbox"/> PREMIUM Listing \$999	_____	_____
<input type="checkbox"/> STANDARD Listing \$499	_____	_____

WHITE PAPER PACKAGES

CHOOSE LISTING(S)	QTY	TOTAL
<input type="checkbox"/> Platinum Listing \$20,000	_____	_____
<input type="checkbox"/> Gold Listing \$14,000	_____	_____
<input type="checkbox"/> Silver Listing \$8,000	_____	_____

STREAMING MEDIA GUIDES: CASE STUDIES

CHOOSE LISTING(S)	QTY	TOTAL
<input type="checkbox"/> Platinum Listing \$15,000	_____	_____
<input type="checkbox"/> Gold Listing \$8,000	_____	_____
<input type="checkbox"/> Silver Listing \$5,000	_____	_____

Streaming Media Guides Classified Listing "SUPERMARKET"

<input type="checkbox"/> Large Listing \$995	_____	_____
<input type="checkbox"/> Small Listing \$500	_____	_____

AD MATERIAL SUBMISSION INSTRUCTIONS
CAN BE FOUND IN THE *STREAMING MEDIA* 2023 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.

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

 Direct: 250-933-1111

 Email: joel@streamingmedia.com



 **Information Today, Inc.**
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