



SM

**streaming
media**
european edition

SOURCE

2026

Ultimate guide
to all things
streaming

PRINT ONLINE



Industry Updates



European Thought Leaders



also:

- ▶ Best Practices
- ▶ Spotlight Articles
- ▶ White Papers

Industry Directory



SPRING 2026 | VOL. 18, NO. 1

BOOK



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What's inside the Sourcebook?

Industry Updates

- **State of Live Streaming**
State of the live-streaming industry, with a focus on premium live sports
- **The State of Free Streaming**
An overview of the growth, localisation, and monetisation of free streaming in the European market
- **Streamticker: Mergers & Acquisitions**
Tracking industry consolidation and strategic acquisitions among streaming technology and content companies in 2025
- **State of Corporate Streaming**
An examination of developments of enterprise and corporate streaming in Europe
- **State of Media & Entertainment**
An overview of global developments and changes in the online, OTT, and CTV M&E ecosystem with an eye to monetisation, discoverability, and the role of AI

Online Video Industry Directory

The annual Streaming Media Industry Directory is where online video buyers go to find trusted suppliers.

Featured Sponsored Content

- **BEST PRACTICES WHITE PAPER COLLECTION—**
Localise It: AI Subbing and Dubbing
- **SPOTLIGHT ARTICLES**
(sponsored thought leadership)
- **EUROPEAN THOUGHT LEADERS**
(sponsored print/video interview)
- **EXCLUSIVE WHITE PAPERS AND CONTRIBUTIONS**
from industry-leading vendors

How important is SM magazine to our readers?

95% cite that it helps them professionally.

94% say that *Streaming Media* magazine is an important source of information they can't find anywhere else.

90% say that *Streaming Media* magazine is their favorite online video industry-related publication.

All editorial content is subject to change.

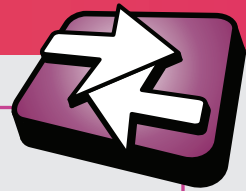
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For details, read our **PRESS RELEASE POLICY:**



Video pros using the Sourcebook

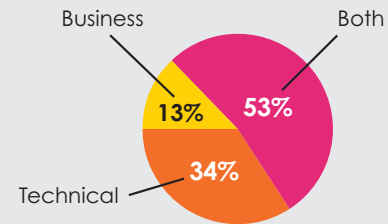




93% of Sourcebook readers are involved in the decision-making process.

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

Those decision makers, by industry, are:

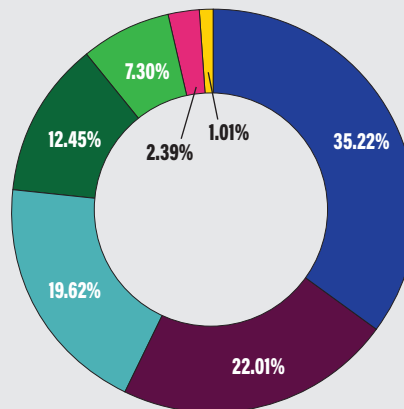


Job position of those decision makers:

84%
Manager or Higher

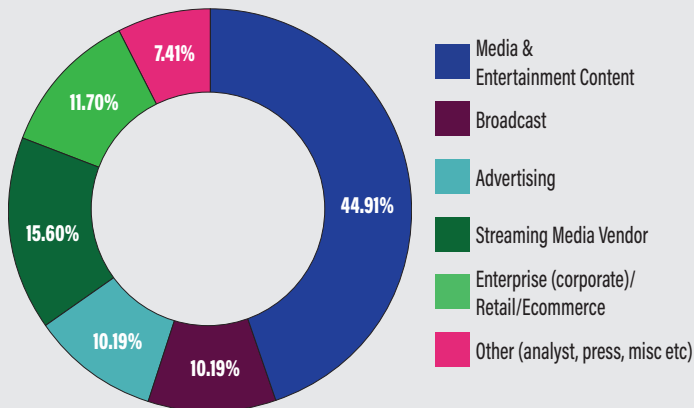
22%
C-Level

Job Function



- Executive/Corporate Management
- Sales/Marketing/Corporate Communications/Product Manager
- Technical Professional (i.e., developer, engineer)
- Other (i.e., consultant, attorney, educator, government official)
- Creative Professional (i.e., content professional, director, designer, video editor, visual effects, animator, editor)
- Producer/Webcaster
- Youtuber/Blogger/Vlogger/Influencer

Industry

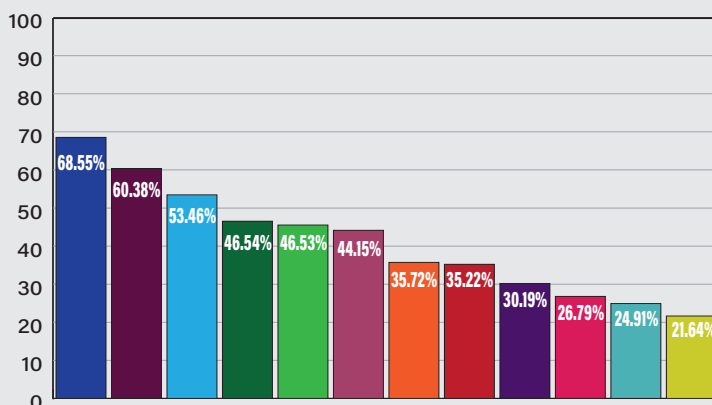


StreamingMedia.com Consistently Draws New Visitors!

2025 SITE STATS
Page views: **1.6M**
Users: **900,000**
Impressions: **8M**

WHERE THE TRAFFIC COMES FROM
Organic Search: **55%**
Direct: **29.9%**

Market Interest



Readership Budget Pool
More Than \$4 Billion

- Live Streaming
- OTT
- Video AI and ML
- Video Monetization
- Video Analytics & Data
- Content Delivery/CDN/Edge Compute
- Encoding/Transcoding
- Video Production
- Streaming Music/Audio
- VR/AR/MR
- Content Protection/Security
- Storage/MAM/DAM

SPONSORED CONTENT PACKAGES

GUARANTEED
LEADS

SM
BEST
PRACTICES

IMPACT OUR AUDIENCE

Your sponsored essays, white papers, and case studies will be printed in a special section of the *Streaming Media Sourcebook*, preceded by an in-depth article by one of our expert contributing editors, and distributed extensively via our magazine and website, europe.streamingmedia.com.

GENERATE LEADS FOR YOUR SALES FORCE

➤ PDF requests will be driven through a registration form capturing complete contact and qualifying information.

PRINT ONLINE

➤ Clean leads are delivered regularly to sponsors (200+ minimum guaranteed).

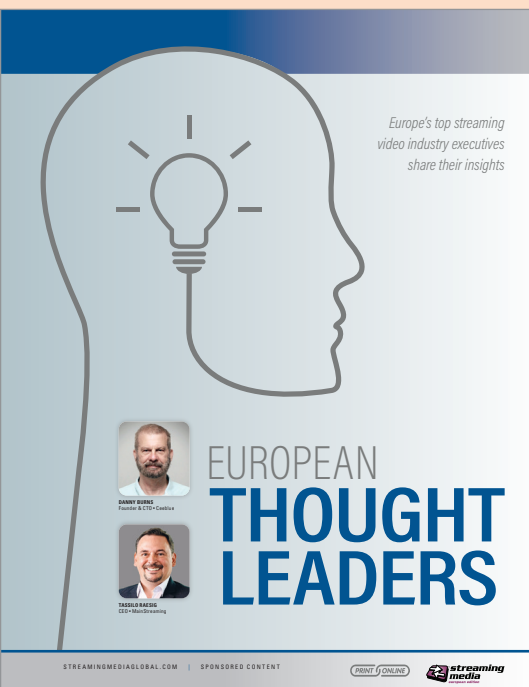
LOCALISE IT: AI SUBBING AND DUBBING

➤ **Why They'll Read It:** As global audiences demand faster, more authentic content experiences, AI-driven localisation is rapidly transforming the way streaming platforms deliver subtitled and dubbed media. **Localise It: AI Subbing and Dubbing** brings together a curated set of expert white papers exploring how emerging technologies are reshaping workflows, accelerating turnaround times, and reducing costs—without compromising creative intent.

This collection examines the latest advancements in speech synthesis, automated translation, voice cloning, and multimodal AI, offering practical insights for publishers, streamers, and postproduction.

➤ **Why participate?** There's no one-size-fits-all solution, and the business of localisation has never been more competitive. This collection highlights real-world applications, from scalable multilingual distribution to adaptive localisation tailored to regional nuances. Readers will also find analysis of quality-control strategies, ethical considerations, evolving talent roles, and the shifting regulatory landscape.

Designed for decision makers in the streaming media ecosystem, this collection provides a clear, forward-looking view of how AI can elevate localisation pipelines and unlock new opportunities for global content expansion.



Europe's top streaming video industry executives share their insights

EUROPEAN
THOUGHT
LEADERS

STEAMINGMEDIAGLOBAL.COM | SPONSORED CONTENT

PRINT ONLINE

streaming media

EUROPEAN THOUGHT LEADERS

- **Video interview** with Streaming Media's editor-in-chief, Steve Nathans-Kelly
- **Full-page article** online and in the *Sourcebook* print issue (includes up to 600 words of your interview, 100-word CEO bio, 300-DPI headshot, URL, and email address)
- **Thought-leader's headshot** on the issue's cover
- **PDF reprint** (includes your interview and the issue cover)

Our readers love opinions, especially when the interviewee is put on the spot! But in this case, you set the questions (we can help if needed), and you provide the answers.



YES! You can repurpose a blog post or other article to appear in the 2026 *Sourcebook* (and online on our site).



Companies with Sourcebook listings can take advantage of direct press release publishing on StreamingMedia.com. For details, read our **PRESS RELEASE POLICY**.

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.

My PRINT Directory Listing

PREMIUM Listing: £600/€700

- 100 words/colour logo
- Contact info, including address, phone, website, and a contact's name and email
- Ad page reference burst

Premium ONLINE directory listing included.

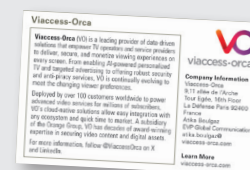
STANDARD Listing: £300/€350

- 75 words/colour logo
- Contact info, including address, phone, website, and a contact's name and email

Standard ONLINE directory listing included.



PREMIUM Listing
print sample



STANDARD Listing
print sample

My ONLINE Directory Listing

PREMIUM Online Listing

- Premium Logo 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 in weekly newsletter for 1 year

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.

All editorial content on **europe.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 **europe.streamingmedia.com/Sourcebook**.

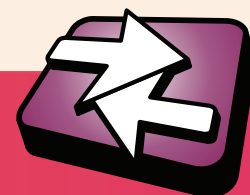
Research Centers you can choose to associate your listing with:

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

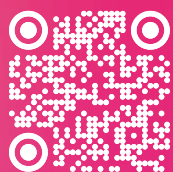
- Education Video
- Enterprise Video
- Government Video
- Media/Entertainment Video
- Online Video Industry
- Sports/Esports



**CONTACT US TODAY TO PLACE YOUR
2026 SOURCEBOOK DIRECTORY LISTING.**

2026 SOURCEBOOK PACKAGES AND RATES

PRINT ONLINE	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
PREMIUM					
Digital Download Sponsor (EXCLUSIVE) (200+ leads)	✓				
Cover logo	✓	✓	✓	✓	
SPONSORED CONTENT (Print & Online)	CUSTOM—CALL	Choose one	Choose one of three	Choose one of two	
Spotlight Article (1–2 pages)			✓	✓	
Spotlight Article (3–5 pages)	✓	✓			
European Thought Leaders (video, print, & online)	✓	✓	✓		
WRITTEN-WORD LEAD GEN 200+ leads guaranteed (Print & Online)	CUSTOM—CALL	Choose one			
Best Practices: Localise It: AI Subbing and Dubbing	5–10 pages ✓	up to 4 pages ✓	up to 3 pages ✓	1–2 pages ✓	
DISPLAY ADS	CUSTOM—CALL				
Spread Ad (premium placement, first-to-book basis)	✓				
Full-Page Ad (premium placement, first-to-book basis)		✓	✓		
1/2-Page Ad (premium placement, first-to-book basis)				✓	✓
INDUSTRY DIRECTORY LISTINGS* *Mandatory for press release review/coverage					
Premium Listing: £600/€700	✓	✓	✓	✓	✓
Standard Listing: £300/€350					
	£10,500/ €12,000	£7,000/ €8000	£4,995/ €5700	£3,500/ €4,000	£1,700/ €1,950



**CONTACT KAT ALLEN
TO CREATE A PLAN THAT'S RIGHT FOR YOU!**

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Space Reservation Closing Dates and Material Submission Deadlines



MAIL DATE: 13 March, 2026

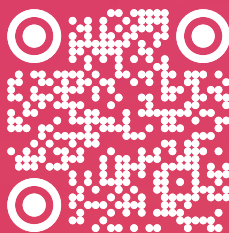
DISPLAY ADS 23 February

DIRECTORY LISTINGS 13 February

SPONSORED CONTENT
(i.e. Spotlight Articles, European Thought Leaders, Best Practices) 13 February

2026

Ultimate guide
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