

SPRING 2026
VOL. 23, NO. 1



SM **streaming
media**

The
State of the
Streaming
Industry

White
Papers and
Checklist
Reports

The 2026
Industry
Directory

STREAMING THE UNIVERSE

A Q&A With
General Manager and
Head of **NASA+**
**Rebecca
Simmons**



THE 2026 INDUSTRY
SOURCEBOOK

ATTENTION STREAMING INDUSTRY VENDORS:
YOU IN?

Contact ASAP: Kat Allen, Sales Director
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KAT.ALLEN@STREAMINGMEDIA.COM





What's inside the Sourcebook?

Industry Updates

Streamticker

Making sense of 2025's mergers, acquisitions, and investments

State of ...

Critical and comprehensive analyses of the market landscapes for:

- ▶ Live Sports Streaming
- ▶ Streaming Monetization
- ▶ AI in Streaming
- ▶ Encoding and Streaming Codecs
- ▶ OTT and CTV

Editorial deadline: February 2. All editorial content is subject to change.

FEATURED SPONSORED CONTENT

- ▶ **BEST PRACTICES**—The Industry Case Study Collection
- ▶ **BEST PRACTICES**—Strategies for Cutting Cloud Egress Fees in High-Volume Streaming
- ▶ **HOT PRODUCTS** and **SPOTLIGHT ARTICLES**
- ▶ **CEO INTERVIEWS**
- ▶ **EXCLUSIVE WHITE PAPERS AND CONTRIBUTIONS** from industry-leading vendors

The Online Video Industry Directory

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

Companies with Sourcebook listings can take advantage of direct press release publishing on StreamingMedia.com.

For details, read our [PRESS RELEASE POLICY](#):



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.

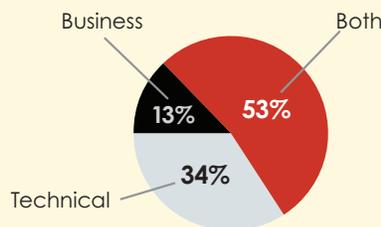
Video pros using the Sourcebook



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

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

Those decision makers, by industry, are:

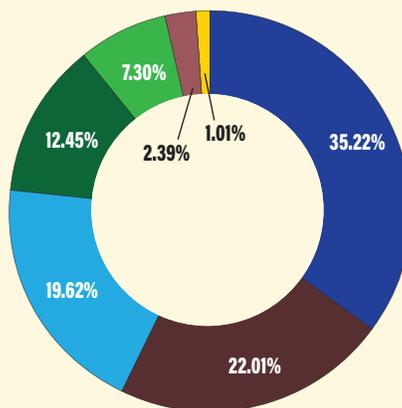


Job position of those decision makers:

84%
 Manager or Higher

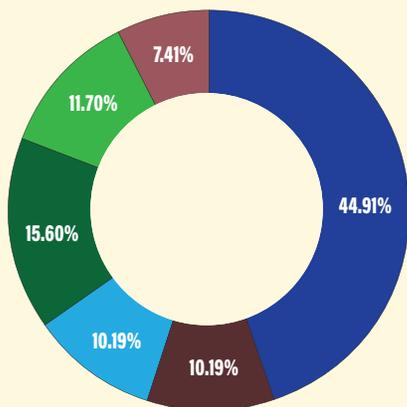
22%
 C Level

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



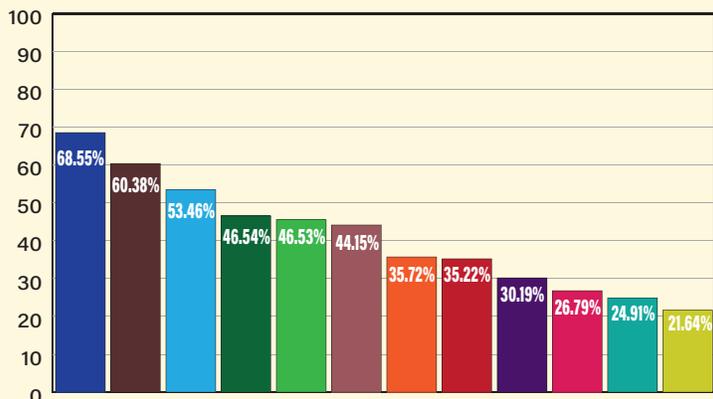
- Media & Entertainment Content
- Broadcast
- Advertising
- Streaming Media Vendor
- Enterprise (Corporate)/Retail/Ecommerce
- Other (analyst, press, misc etc)

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 & 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 *Streaming Media* magazine, preceded by an in-depth article by one of our expert contributing editors, and distributed extensively via our magazine and website, StreamingMedia.com.

GENERATE LEADS FOR YOUR SALES FORCE

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Clean leads are delivered regularly to sponsors (200+ minimum guaranteed).

PRINT ONLINE Featured Best Practices Guides:



**PROOF OF CONCEPT:
THE INDUSTRY
CASE STUDY
COLLECTION**

Why They'll Read It: Every vendor knows that case studies in our industry are terribly difficult to get—that's what makes them so valuable. This roundup of success stories from the industry's leading companies proves how the sharpest minds and solutions moved the needle in amazing and interesting ways that will inspire you to do the same. Don't believe us? We'll prove it, just like these case studies will.



**STRATEGIES FOR
CUTTING CLOUD
EGRESS FEES IN HIGH-
VOLUME STREAMING**

Why They'll Read It: With egress costs subtly eroding cloud streaming margins, this guide offers proven strategies to top practitioners for reining in cloud expenses without sacrificing performance or scalability.

GUARANTEED
LEADS

CHECKLIST REPORT



EXCLUSIVE CHECKLIST REPORT PROGRAM

- Build the case for your solution
- Gain industry-wide exposure and enhance positioning
- Generate guaranteed leads
- Acquire custom marketing content

Call for available topics and details.



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.

- **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)
- **CEO headshot** on the issue's cover
- **PDF reprint** (includes your interview and the issue cover)

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: \$999

- 100 words/color logo
- Contact info, including address, phone, website, and a contact's name and email
- Ad page reference burst
- Logo included on **The Streamverse** poster

Premium ONLINE directory listing included.

STANDARD Listing: \$499

- 75 words/color 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 on **The Streamverse** poster (available as a download from StreamingMedia.com)
- Logo included in twice-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 **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



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) <i>(300+ leads)</i>	✓				
Cover logo	✓	✓	✓	✓	
SPONSORED CONTENT <i>(Print & Online)</i>	CUSTOM—CALL	Choose one	Choose one of four	Choose one of three	
Spotlight Article <i>(1–2 pages)</i>			✓	✓	
Spotlight Article <i>(3–5 pages)</i>	✓	✓			
CEO Interview <i>(video, print, & online)</i>	✓	✓	✓		
WRITTEN-WORD LEAD GEN <i>200+ leads guaranteed (Print & Online)</i>	CUSTOM—CALL	Choose one			
Best Practices: The Industry Case Study Collection	✓ <i>5–10 pages</i>	✓ <i>up to 4 pages</i>	✓ <i>up to 3 pages</i>	✓ <i>1–2 pages</i>	
Best Practices: Strategies for Cutting Cloud Egress Fees in High-Volume Streaming	✓ <i>5–10 pages</i>	✓ <i>up to 4 pages</i>	✓ <i>up to 3 pages</i>	✓ <i>1–2 pages</i>	
DISPLAY ADS	CUSTOM—CALL				
Spread Ad <i>(premium placement, first-to-book basis)</i>	✓				
Full-Page Ad <i>(premium placement, first-to-book basis)</i>		✓	✓		
1/2-Page Ad <i>(premium placement, first-to-book basis)</i>				✓	✓
INDUSTRY DIRECTORY LISTINGS* <i>*Mandatory for press release review/coverage</i>					
Premium Listing: \$999	✓	✓	✓	✓	✓
Standard Listing: \$499					
	\$14,995	\$9,995	\$7,495	\$4,995	\$2,495

Contact us ASAP and we'll create a plan that's right for you!



KAT ALLEN Sales Director

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Material Submission Deadlines

DISPLAY ADS March 6

DIRECTORY LISTINGS March 3

SPONSORED CONTENT
(i.e. Spotlight Articles, CEO Interviews, Best Practices, Checklist Reports) March 3



MAIL DATE:
MARCH 30, 2026

2026 SOURCEBOOK ADVERTISING ORDER FORM

PACKAGE 1 Exclusive (\$14,995) _____

Digital Download Sponsor, Cover Logo, Spotlight Article,
CEO Interview, Spread Ad, Premium Directory Listing

CUSTOM: _____

PACKAGE 2 (\$9,995) _____

Cover Logo, Full-Page Ad, Premium Directory Listing

CHOOSE ONE:

Spotlight Article CEO Interview

CHOOSE ONE:

Best Practices: The Industry Case Study Collection
 Best Practices: Strategies for Cutting Cloud Egress Fees

PACKAGE 3 (\$7,495) _____

Full-Page Ad, Premium Directory Listing, Cover Logo

CHOOSE ONE:

Spotlight Article CEO Interview

Best Practices: The Industry Case Study Collection

Best Practices: Strategies for Cutting Cloud Egress Fees

PACKAGE 4 (\$4,995) _____

1/2-Page Ad, Premium Directory Listing, Cover Logo

CHOOSE ONE:

Spotlight Article

Best Practices: The Industry Case Study Collection

Best Practices: Strategies for Cutting Cloud Egress Fees

PACKAGE 5 (\$2,495) _____

1/2-Page Ad, Premium Directory Listing

CUSTOM PACKAGE _____

INDUSTRY DIRECTORY LISTING ONLY

CHOOSE ONE:

PREMIUM Listing (\$999) _____

STANDARD Listing (\$499) _____

TOTAL AMOUNT DUE _____

AD MATERIAL SUBMISSION INSTRUCTIONS
CAN BE FOUND IN OUR MEDIA KIT (STREAMINGMEDIA.COM/ABOUT/HOW_TO_ADVERTISE).

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): \$ _____

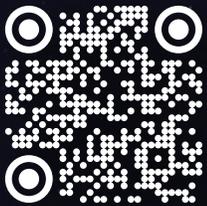
Placement Details _____

TO VALIDATE THIS CONTRACT: Please sign, date, and return this form by email to:
Streaming Media Headquarters Attn: Kat Allen, Sales Director
kaf.allen@streamingmedia.com • (609) 451-5501 • +44 (0)7712 583784

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.

STAND OUT AMONGST THE STARS OF THE STREAMING UNIVERSE

Contact us ASAP and
we'll create a plan
that's right for you!



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