# SOURCE

STREAMING MEDIA 2026

2026

Let your streaming do the talking.

PRINT GONLINE

#### Hot Products



#### also:

- ▶ Industry Updates
- ▶ Buyers' Guide
- ▶ Best Practices
- ▶ Spotlight Articles
- ▶ White Papers

# **CEO**Interviews



# **Industry Directory**



Attention Streaming Industry Vendors:

You in?



## Contact ASAP:

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# 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
- > Al 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.

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

say Ingli sure all magazine is their **favorite** say that Streaming Media online video industryrelated publication.

Video pros using the Sourcebook







































































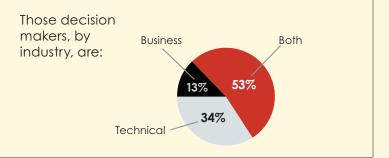






93%

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

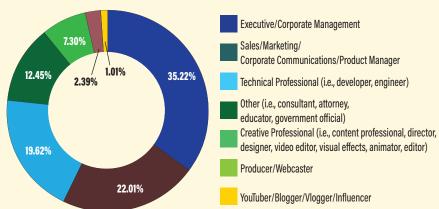


## Job position of those decision makers:

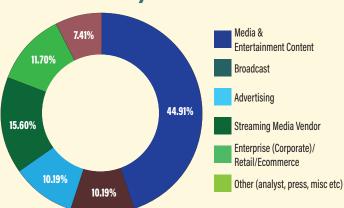
84% Manager or Higher

22% CLevel

#### **Job Function**



#### Industry



# StreamingMedia.com Consistently Draws New Visitors!



2025 SITE STATS

Page views: 1.6M Users: 900,000

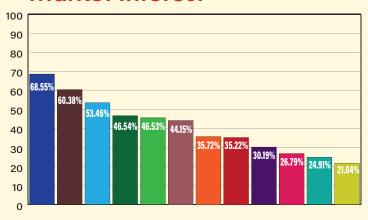
Impressions: 8M

WHERE THE TRAFFIC COMES FROM

Organic Search: 55%

**Direct: 29.9%** 

#### **Market Interest**



# Readership Budget Pool More Than \$4 Billion



# SPONSORED CONTENT PACKAGES





#### **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 JONLINE** 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.

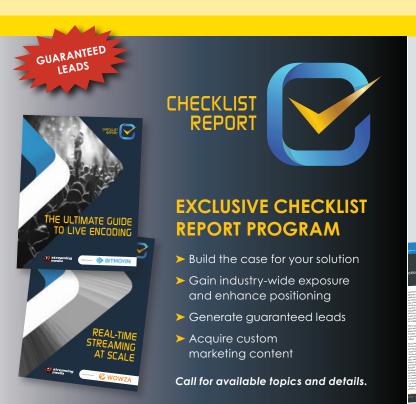


**EGRESS FEES IN HIGH-**

**VOLUME STREAMING** 

CEO

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.





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

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:

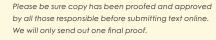
#### **TOPICS**

- 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







### 2026 SOURCEBOOK PACKAGES AND RATES

(PRINT GONLINE)	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
PREMIUM		TAGRAGE 2		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Digital Download Sponsor (EXCLUSIVE) (300+ leads)	~				
Cover logo	<b>V</b>	<b>V</b>	<b>V</b>	<b>V</b>	
SPONSORED CONTENT (Print & Online)	CUSTOM—CALL	Choose one	Choose one of four	Choose one of three	
Spotlight Article (1–2 pages)			V	<b>V</b>	
Spotlight Article (3–5 pages)	<b>✓</b>	<b>✓</b>			
CEO Interview (video, print, & online)	<b>✓</b>	<b>✓</b>	<b>✓</b>		
WRITTEN-WORD LEAD GEN 200+ leads guaranteed (Print & Online)	CUSTOM—CALL	Choose one			
Best Practices: The Industry Case Study Collection	5–10 pages	up to 4 pages	up to 3 pages	1-2 pages	
Best Practices: Strategies for Cutting Cloud Egress Fees in High-Volume Streaming	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)	<b>~</b>				
Full-Page Ad (premium placement, first-to-book basis)		<b>V</b>	<b>V</b>		
1/2-Page Ad (premium placement, first-to-book basis)				<b>V</b>	<b>~</b>
INDUSTRY DIRECTORY LISTINGS* *Mandatory for press release review/coverage					
Premium Listing: \$999	V	V	V	V	<b>V</b>
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!



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#### **Material Submission Deadlines**

 DISPLAY ADS
 March

 DIRECTORY LISTINGS
 March

**SPONSORED CONTENT** 

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



MAIL DATE: MARCH 20, 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 4 (\$4,995)  1/2-Page Ad, Premium Directory Listing, Cover Logo  CHOOSE ONE:  Spotlight Article				
□ PACKAGE 2 (\$9,995)	Best Practices: The Industry Case Study Collection Best Practices: Strategies for Cutting Cloud Egress Fees				
Cover Logo, Full-Page Ad, Premium Directory Listing	DACKACE E (\$0.40E)				
CHOOSE ONE:  Spotlight Article CEO Interview	PACKAGE 5 (\$2,495)				
CHOOSE ONE:	1/2-Page Ad, Premium Directory Listing				
Best Practices: The Industry Case Study Collection	☐ CUSTOM PACKAGE				
Best Practices: Strategies for Cutting Cloud Egress Fees					
☐ <b>PACKAGE 3</b> (\$7,495)	INDUSTRY DIRECTORY LISTING ONLY				
Full-Page Ad, Premium Directory Listing, Cover Logo	CHOOSE ONE:				
CHOOSE ONE:	☐ PREMIUM Listing (\$999)				
Spotlight Article CEO Interview	STANDARD Listing (\$499)				
Best Practices: The Industry Case Study Collection					
Best Practices: Strategies for Cutting Cloud Egress Fees					
	TOTAL AMOUNT DUE				
	TOTAL AMOUNT DUE				
CAN BE FOUND IN OUR MEDIA KIT (STR	EAMINGMEDIA.COM/ABOUT/HOW_TO_ADVERTISE).				
Company Name					
Address City	State ZIP				
Contact Name	Title				
<u>T</u> elephone	Fax				
<u>E</u> mail URL	Please send me info regarding Streaming Media conferences				
PAYMENT INFORMATION  Payment Method: ☐ Credit card ☐ Check  Credit card type: ☐ American Express ☐ Discover ☐ Masi	sterCard □ Visa				
Name of Card Holder	Credit Card Number				
Expiration Date	Cignatura				
	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.

# Let your streaming do the talking.

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



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