2020 EDITORIAL CALENDAR

IN EVERY ISSUE:
› Behind the Screens: In-depth looks at online video success stories
› NEW! The Streaming Toolbox: Your guide to the latest and greatest streaming tools and services
› “Spotlights”: Sponsored Articles and Industry White Papers

JANUARY/FEBRUARY 2020
› Planes, Trains, and Automobiles: Video on the Move
› Setting the Standards: VVC and MPEG-5
› 8K and Beyond: How Much Is Too Much?
› Dealing With Deep Fakes
› The Algorithm Series: CDN Routing
› Sponsored Sections:
  › Executive Predictions
  › Solution Series: The Cutting Edge of Cloud Video

Editorial Deadline: November 19
Ad Due Date: December 18
Sponsored Content (White Papers/Solution Series) Due Date: December 16
Mail Date: January 16

MARCH 2020
The 2020 Streaming Media Industry Sourcebook
› State of … Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, and more
› Buyer’s Guide: A collection of checklists and feature comparison charts to help you make the right purchasing choice at every step of the online video workflow, from production to delivery
› How-To’s and Tutorials: mobile multicam live streaming, 4K over NDI, cloud-based graphics, DIY live streaming, and more
› Sponsored Sections:
  › The 17th Annual Online Video Industry Directory
  › Solution Series: Game-Changing Case Studies

Editorial Deadline: December 20
Ad Due Date: February 6
Sponsored Content (White Papers/Solution Series) Due Date: January 30
Mail Date: March 4

APRIL/MAY 2020
Streaming Media Producer’s Ultimate How-To Guide
› How to Use Digital Mixers and Plugins for Live Audio
› How to Choose a Video Switcher
› How to Assemble a Streaming Kit to Fit Your Budget
› How to Manage Client Expectations for Live Streaming
…And more!
› Sponsored Sections:
  › Who to See at NAB
  › Solution Series: Advanced Live Streaming
  › Solution Series: NAB Special—The Producer’s Gear Guide

Editorial Deadline: February 14
Ad Due Date: March 12
Sponsored Content (White Papers/Solution Series) Due Date: March 10
Mail Date: April 6

JUNE 2020
› The 2018 Streaming Media 50
› Android TV Takes Over?
› Live Streaming Esports: What You Need to Know
› Sounds Good: The Latest in Streaming Audio
› The Algorithm Series: Player Performance
› Best Practices for Live Titling
› Sponsored Section:
  › View From the Top
  › Solution Series: Sports & Esport Solutions

Editorial Deadline: April 14
Ad Due Date: May 8
Sponsored Content (White Papers/Solution Series) Due Date: May 6
Mail Date: June 3
2020 EDITORIAL CALENDAR (CONTINUED)

**JULY/AUGUST 2020**
- AV1: Are We There Yet?
- Getting Personal: Tech Challenges of Personalization
- Per-Title Encoding Roundup
- Live Video Workflows in the Cloud
- Is Automatic Captioning Ready for Prime Time?
- **Sponsored Section:**
  - Who to See at IBC
  - Solution Series: Advanced Encoding & Transcoding

  *Editorial Deadline: May 22*
  *Ad Due Date: June 18*
  *Sponsored Content (White Papers/Solution Series) Due Date: June 16*
  *Mail Date: July 14*

**SEPTEMBER 2020**
- Apple’s Low-Latency HLS: Friend or Foe?
- Riding the 5G Wave
- The Future of Interactive Video
- The Algorithm Series: Live Event Scaling
- How to Choose a Streaming Analytics Platform
- **Sponsored Section:**
  - Solution Series: Advanced OTT Strategies and Technologies

  *Editorial Deadline: July 16*
  *Ad Due Date: August 11*
  *Sponsored Content (White Papers/Solution Series) Due Date: August 7*
  *Mail Date: September 3*

**OCTOBER 2020**
- Running the Numbers: Which Metrics Really Matter?
- Where’s the Remote (Production)?
- Checking In With ATSC 3.0
- The Future of Machine-to-Machine Video
- Hardware vs. Software for Live Encoding
- **Sponsored Section:**
  - Solution Series: Low Latency Solutions

  *Editorial Deadline: August 17*
  *Ad Due Date: September 11*
  *Sponsored Content (White Papers/Solution Series) Due Date: September 9*
  *Mail Date: October 6*

**NOVEMBER/DECEMBER 2020**
- The 2020 Streaming Media Readers’ Choice Awards
- How to Produce AV1
- The Future of TV Advertising
- It’s Baaaaca! The Return of P2P
- The Algorithm Series: Digital Rights Management
- Local Broadcast and News Survival Strategies
- **Sponsored Section:**
  - Solution Series: Advanced Analytics, AI, and Machine Learning

  *Editorial Deadline: September 10*
  *Ad Due Date: October 6*
  *Sponsored Content (White Papers/Solution Series) Due Date: October 2*
  *Mail Date: October 29*