



SM

streaming media

**THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO**

european edition



Industry Directory



White Papers



Buyers' Guides

The Streaming Bunch



Industry Updates



How-To's & Tutorials



Innovation Series



... and more!

THE 2021 INDUSTRY SOURCEBOOK

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; 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."

— Disney ABC

VIDEO STARS USING THE **SOURCEBOOK**



SOURCEBOOK CONTENTS

Industry Updates

State of ...

Critical and comprehensive analyses of the market landscapes for:

- entertainment
- mobile video
- enterprise
- content delivery
- advertising
- formats and protocols
- AI and machine learning
- mergers and acquisitions

Buyers' Guide

A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow, including:

- encoding and transcoding
- DRM
- corporate video platforms
- metadata and AI
- content delivery
- analytics

FEATURED SPONSORED CONTENT

- **INNOVATION SERIES:** Cutting-Edge Content Delivery Technology and Strategies
- Exclusive white papers and contributions from industry-leading vendors

How-To's and Tutorials

- low-latency HLS and DASH
- migrating to WebRTC
- tech workflows for switched live streams
- and more

Online Video Industry Directory

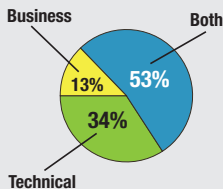
The Industry Directory is where online video buyers go to meet the stars of streaming.

All editorial content is subject to change.

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

How much do you rely on the *Sourcebook* for choosing vendors?
90% say it's their primary source.

2021 BUDGETS

9% have €1M+ Budget

€329,211

Average 2021 Company Budget

BUDGET CHANGE IN 2021

more than **44%** are increasing budget from 2020, a 6.4% average budget increase.

Readership Budget Pool **Over €3.4 billion**

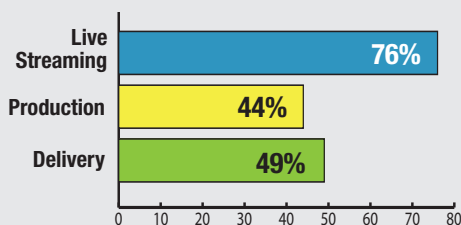
After receiving the Sourcebook, subscribers took the following immediate actions:

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!

2020 Site Stats

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

Where the Traffic Comes From

Organic Search: 55%
 Direct: 29.9%

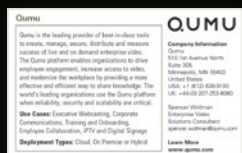
Source: October 2020 DoubleClick



THE Industry Directory IN PRINT AND ONLINE



PREMIUM Listing
print sample



STANDARD Listing
print sample

Highlight your company with an affordable Industry Directory listing in the Sourcebook—in print and online—for 12 months.



Combining Print with Online gives you the best of both.

Print delivers status, pedigree, and profile. Online gives you engagement, qualified actionable leads, and thought leadership.

What Do I Get in Print With My Directory Listing Participation?

PREMIUM Listing: £600/€700

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

PREMIUM online directory listing included

STANDARD Listing: £300/€350

- 100 words/colour logo
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around listing

STANDARD online directory listing included

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

STANDARD Online Listing

- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- 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

www.europe.streamingmedia.com/sourcebook

Research Centres 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 responsible before submitting text online. We will send out one final proof only.

CONTACT US TODAY TO PLACE YOUR 2021 SOURCEBOOK DIRECTORY LISTING.

Sponsored content packages THAT DELIVER LEADS

WHITE PAPER/ EBOOK PROGRAMMES

Featured Sponsored Content Packages
With **EXCLUSIVE** Online Lead Generation

Platinum	10-page print-issue feature (Includes minimum of 4 worldwide email broadcasts)	£13,000/ €14,400
Gold	6-page print-issue feature (Includes minimum of 2 worldwide email broadcasts)	£9,500/ €10,800
Silver	4-page print-issue feature (Includes minimum of 1 world-wide email broadcast)	£6,500/ €7,200

*Engagement,
thought leadership,
actionable
high-level leads*



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 also...

- Distribute copies to attendees at trade shows in 2021.
- Mail to new subscribers in 2021 via our website, conferences, and newsletters.

LIMITED-TIME OFFER: Book your Full-Page or greater Display Ad and receive a Free PREMIUM Listing, a £600/€700 value!

Or buy a Half-Page and receive a Free STANDARD Listing, a £300/€350 value. You may purchase STANDARD and PREMIUM print listings at a 50% discount.

INNOVATION series

CUTTING-EDGE CONTENT DELIVERY TECHNOLOGY AND STRATEGIES

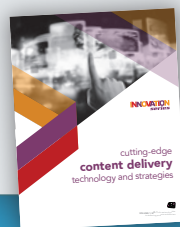
Streaming Media's Sponsored Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers, *Streaming Media* creates this unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications—now called *Innovation Series*.

The European magazine's Spring 2021 *Innovation Series* focusses on Cutting-Edge Content Delivery Technology and Strategies.

Platinum Sponsorship	Exclusive 6-page Sponsored Content contribution with 12 months of leads	£11,000/ €12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/ €7,200
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/ €3,600

Innovation Series Classified Listing "SUPERMARKET"

Large (1/4-page)	100 words with logo and company contact info	£700/€775
Small (1/8-page)	50 words with logo and company contact info	£350/€390



For full details of our *Innovation Series* sponsorships, see our *Innovation Series: Cutting-Edge Content Delivery Technology and Strategies* sheet.

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.

SourceBook DISPLAY AD AND INDUSTRY DIRECTORY LISTING ADVERTISING RATES

2021 RATE CARD (net)

Display Ad Rates	1x	4x (Sourcebook +3 Magazine Issues)	Trim Size w x h, mm	Bleed Size w x h, mm
Tab (double-sided)	£5,000/€5,800	£4,000/€4,800		
Spread	£3,200/€3,580	£2,500/€3,000	432mm x 277mm	438mm x 283mm
Cover 2	£2,100/€2,350	£1,700/€2,000		
Cover 3	£1,900/€2,110	£1,500/€1,700		
Cover 4	£2,100/€2,350	£1,700/€2,000		
1 page	£1,700/€1,900	£1,500/€1,700	216mm x 277mm	223mm x 283mm
1/2-spread (horizontal)	£1,700/€1,900	£1,500/€1,700	432mm x 127mm	438mm x 127mm
2/3-page (vertical)	£1,300/€1,500	£1,100/€1,300	115mm x 254mm	n/a
1/2-page (horizontal)	£900/€1,000	£750/€850	178mm x 127mm	n/a
1/3-page (vertical)	£650/€700	£550/€650	32mm x 254mm	n/a
Inserts (max size 216mm x 279mm)	£900/€1,000	£800/€900		

SOURCEBOOK Industry Directory Listing Rates

Listing Type:		Additional Listings
PREMIUM (1/4-Page) Listing	£600/€700	£249/€300
STANDARD (1/8-Page) Listing	£300/€350	£125/€150

**INCLUDES
12 MONTHS
ONLINE**

INNOVATION SERIES

Platinum Sponsorship	6-page Sponsored Content contribution with 12 months of leads	£11,000/€12,000
Gold Sponsorship	4-page Sponsored Content contribution with 6 months of leads	£6,500/€7,200
Silver Sponsorship	2-page Sponsored Content contribution with 3 months of leads	£3,200/€3,600

INNOVATION SERIES CLASSIFIED LISTING

Large (1/4-page)	100 words with logo and company contact	£700/€775
Small (1/8-page)	50 words with logo and company contact	£350/€390

EXCLUSIVE **PRINT ONLINE** Programmes Rates

Platinum	10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)	£13,000/€14,400
Gold	6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)	£9,500/€10,800
Silver	4-page print-issue feature (includes minimum of 1 worldwide email broadcast)	£6,500/€7,200

MAIL DATE: 18 FEBRUARY 2021

**Advertising
and Directory
Sales Contact**

KAT ALLEN

UK and Europe Sales

Direct:
+44 (0)7712 583784

Email:
**kat.allen@
streamingmedia.com**

2021 Sourcebook Display Ad Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2021	26 January 2021

2021 Sourcebook Directory Listing Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2021	26 January 2021

2021 Sourcebook White Paper Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2021	26 January 2021

2021 Sourcebook Innovation Series Closing Dates

Date of Issue	Space Reservation Close and Material Due
Spring 2021	26 January 2021

**CONTACT US TODAY TO BOOK YOUR 2021 SOURCEBOOK
DIRECTORY LISTING, ADS, AND SPONSORED CONTENT.**