SPRING 2021 • VOL. 13, ISSUE 1

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

European Edition

The Streaming Bunch

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
- mobile video
- enterprise
- content delivery
- 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%

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

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.

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

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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

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*

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

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 enewsletters.

**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.*

**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.**

**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* focuses 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”**

<table>
<thead>
<tr>
<th>Large (1/4-page)</th>
<th>100 words with logo and company contact info</th>
<th>£700/€775</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (1/8-page)</td>
<td>50 words with logo and company contact info</td>
<td>£350/€390</td>
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For full details of our *Innovation Series* sponsorships, see our *Innovation Series: Cutting-Edge Content Delivery Technology and Strategies* sheet.
CONTACT US TODAY TO BOOK YOUR 2021 SOURCEBOOK DIRECTORY LISTING, ADS, AND SPONSORED CONTENT.

MAIL DATE: 18 FEBRUARY 2021

2021 RATE CARD (net)

<table>
<thead>
<tr>
<th>Display Ad Rates</th>
<th>1x</th>
<th>4x (Sourcebook +3 Magazine Issues)</th>
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<th>Bleed Size w x h, mm</th>
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<td>£4,000/€4,800</td>
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<td>438mm x 283mm</td>
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<td>£2,500/€3,000</td>
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<td>£750/€850</td>
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<td>£550/€650</td>
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<tr>
<td>Inserts (max size 216mm x 279mm)</td>
<td>£900/€1,000</td>
<td>£800/€900</td>
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SOURCEBOOK Industry Directory Listing Rates

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<tr>
<th>Listing Type:</th>
<th></th>
<th>Additional Listings</th>
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<tbody>
<tr>
<td>PREMIUM (1/4-Page) Listing</td>
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<td>£249/€300</td>
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<tr>
<td>STANDARD (1/8-Page) Listing</td>
<td>£300/€350</td>
<td>£125/€150</td>
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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/€3,800  |

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 Programs 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   |

KAT ALLEN
UK and Europe Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

2021 Sourcebook Directory Listing Closing Dates

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