

## at a glance – 2021 lead generation programmes

EUROPE EDITION					US EDITION				COLLABORATIVE WEB EVENTS
MONTH	MAGAZINE ISSUE & DEADLINES	PUBLICATION DATE	INNOVATION SERIES <small>PRINT ONLINE</small>	PARTNER SECTION <small>PRINT ONLINE</small>	MAGAZINE ISSUE & DEADLINES	PUBLICATION DATE	INNOVATION SERIES <small>PRINT ONLINE</small>	PARTNER SECTION <small>PRINT ONLINE</small>	
JAN					<b>1. JANUARY/FEBRUARY</b> Sponsored content: 16 Dec 2020 Ad materials: 18 Dec 2020	18 Jan 2021	<b>MEDIA &amp; ENTERTAINMENT</b>	<b>EXECUTIVE PREDICTIONS</b>	<b>SUMMIT—THE STATE OF MEDIA &amp; ENTERTAINMENT</b>
FEB	<b>1. SPRING</b> Sponsored content: 26 Jan 2021 Ad materials: 26 Jan 2021	18 Feb 2021	<b>CUTTING EDGE CONTENT DELIVERY TECH &amp; STRATEGIES</b>	<b>INDUSTRY DIRECTORY</b>					<b>VIRTUAL CONFERENCE—STREAMING MEDIA CONNECT</b>
MAR					<b>2. MARCH</b> Sponsored content: 1 Feb 2021 Ad materials: 8 Feb 2021	10 Mar 2021	<b>GAME-CHANGING CASE STUDIES</b>	<b>18TH ONLINE VIDEO INDUSTRY DIRECTORY</b>	<b>SUMMIT—THE STATE OF LOW AND ULTRA-LOW LATENCY</b>
APR					<b>3. APRIL/MAY</b> Sponsored content: 10 Mar 2021 Ad materials: 12 Mar 2021	6 Apr 2021	<b>ADVANCED LIVE STREAMING</b>	<b>SPRING POWER BUNDLES</b>	<b>ROUNDTABLE—NEXT-LEVEL LIVE STREAMING</b>
MAY	<b>2. SUMMER</b> Sponsored content: 10 May 2021 Ad materials: 10 May 2021	3 Jun 2021	<b>MEASURING AND MONITORING REDUCE CHURN</b>	<b>C-LEVEL INTERVIEWS SPRING POWER BUNDLES</b>					<b>TBA</b>
JUN					<b>4. JUNE</b> Sponsored content: 6 May 2021 Ad materials: 10 May 2021	3 Jun 2021	<b>ADVANCED ENCODING &amp; TRANSCODING</b>	<b>VIEW FROM THE TOP</b>	<b>ROUNDTABLE—ENCODING &amp; TRANSCODING FOR A MULTI-CODEC WORLD</b>
JUL					<b>5. JULY/AUGUST</b> Sponsored content: 16 Jun 2021 Ad materials: 18 Jun 2021	14 Jul 2021	<b>SPORTS &amp; ESPORTS</b>	<b>FALL POWER BUNDLES</b>	<b>SUMMIT—THE STATE OF SPORTS &amp; ESPORTS STREAMING</b>
AUG	<b>3. AUTUMN</b> Sponsored content: 26 Jul 2021 Ad materials: 26 Jul 2021	18 Aug 2021	<b>CLOUD VIDEO WORKFLOW SOLUTIONS</b>	<b>AUTUMN POWER BUNDLES</b>					<b>ROUNDTABLE—THE FUTURE OF SPORTS &amp; ESPORTS</b>
SEP					<b>6. SEPTEMBER</b> Sponsored content: 9 Aug 2021 Ad materials: 11 Aug 2021	3 Sep 2021	<b>CONTENT DELIVERY &amp; EDGE COMPUTE</b>		<b>SUMMIT—THE STATE OF MONETIZATION &amp; AD TECH</b>
OCT					<b>7. OCTOBER</b> Sponsored content: 9 Sep 2021 Ad materials: 13 Sep 2021	6 Oct 2021	<b>ADVANCE VIDEO DATA</b>		<b>TBA</b>
NOV	<b>4. WINTER</b> Sponsored content: 11 Oct 2021 Ad materials: 11 Oct 2021	3 Nov 2021	<b>CONTENT PROTECTION &amp; MONETISATION</b>	<b>EXECUTIVE PREDICTIONS</b>	<b>8. NOVEMBER/DECEMBER</b> Sponsored content: 4 Oct 2021 Ad materials: 6 Oct 2021	29 Oct 2021	<b>ADVANCED OTT STRATEGIES AND TECHNOLOGIES</b>		<b>SUMMIT—THE STATE OF CONSUMER OTT TRENDS</b>
DEC									<b>ROUNDTABLE—FUTURE-PROOF OTT STRATEGIES</b>