Streaming Media has long been the number one global destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the online audio and video market – whether in print, online or in person.

Whether you’re a startup, a scaleup or an established business, you want to ensure that your marcomms footprint shines through the fog of white noise. Our print magazines represent status, pedigree and profile. Our extensive online presence delivers brand awareness, name recognition and traction. Bringing these vehicles together gives you benchmark-beating lead generation packages that will drive your business where you want it to go. In 2020, in both Europe and North America, Streaming Media’s print publications, online properties and events continue to bring together the entire rich media ecosystem.

Taken together, Streaming Media’s global content and global community gives you unrivalled access to online audio and video markets around the world!
### Europe Edition

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MAGAZINE ISSUE &amp; DEADLINES</th>
<th>PUBLICATION DATE</th>
<th>SOLUTION SERIES</th>
<th>PARTNER SECTION</th>
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<td>Jan</td>
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<tr>
<td>Feb</td>
<td>1. SPRING</td>
<td>20 Feb 2020</td>
<td>MONITORING &amp; MEASURING TO REDUCE CHURN</td>
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<td>Mar</td>
<td>2. SUMMER</td>
<td>3 June 2020</td>
<td>MAXIMISING EFFICIENCIES IN CONTENT DELIVERY</td>
<td>C-LEVEL INTERVIEWS</td>
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<td>Apr</td>
<td>3. AUTUMN</td>
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<td>Jun</td>
<td>4. WINTER</td>
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<td>Sponsored content: 9 Oct 2020</td>
<td>Ad materials: 19 Oct 2020</td>
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<tr>
<td>Sep</td>
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<tr>
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### US Edition

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MAGAZINE ISSUE &amp; DEADLINES</th>
<th>PUBLICATION DATE</th>
<th>SOLUTION SERIES</th>
<th>PARTNER SECTION</th>
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<tbody>
<tr>
<td>Jan</td>
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<td>16 Jan 2020</td>
<td>THE CUTTING EDGE OF CLOUD VIDEO</td>
<td>EXECUTIVE PREDICTIONS</td>
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<td>Feb</td>
<td>1. Jan/Feb</td>
<td></td>
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<td></td>
<td>Sponsored content: 16 Dec 2019</td>
<td>Ad materials: 18 Dec 2019</td>
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<tr>
<td>Mar</td>
<td>2. March</td>
<td>4 Mar 2020</td>
<td>GAME-CHANGING CASE STUDIES</td>
<td>INDUSTRY DIRECTORY</td>
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<td></td>
<td>Sponsored content: 6 Feb 2020</td>
<td>Ad materials: 6 Feb 2020</td>
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<tr>
<td>Apr</td>
<td>3. April/May</td>
<td>6 Apr 2020</td>
<td>LIVE STREAMING PRODUCER’S GEAR GUIDE – NAB</td>
<td>WHO TO SEE AT NAB</td>
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<td>Sponsored content: 10 Mar 2020</td>
<td>Ad materials: 12 Mar 2020</td>
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<tr>
<td>May</td>
<td>4. June</td>
<td>3 Jun 2020</td>
<td>SPORTS &amp; ESPORTS STREAMING SOLUTIONS</td>
<td>VIEW FROM THE TOP</td>
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<tr>
<td>Jun</td>
<td>5. July/August</td>
<td>14 Jul 2020</td>
<td>ADVANCED ENCODING &amp; TRANSCODING</td>
<td>WHO TO SEE AT IBC</td>
</tr>
<tr>
<td>Sep</td>
<td>7. October</td>
<td>6 Oct 2020</td>
<td>LOW LATENCY SOLUTIONS</td>
<td>VIEW FROM THE TOP</td>
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<td>Nov</td>
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</tr>
<tr>
<td>Dec</td>
<td></td>
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### Collaborative Web Events

- **Cutting Edge Cloud Video**
  - 20 February 2020
- **Sports Streaming for the Win!**
  - 18 June 2020
- **State of the Art Encoding & Transcoding**
  - 13 August 2020
section 1

PRINT media kit 2020

STATUS • PEDIGREE • PROFILE

• 4 EU issues: spring, summer, autumn, winter
• 8 US issues
• EU and US sourcebooks & industry directories
• EDITorial and ADVERTorial
• curated and syndicated content
• digital editions
• solution series
• partner sections

www.europe.streamingmedia.com
what is Streaming Media Magazine – it’s about more than just streaming

Streaming Media Magazine is the only magazine that covers the entire spectrum of online audio and video. It’s a resource for executives and technology managers who use rich media in any vertical – enterprise, education, government, media and entertainment, and more. Every issue offers in-depth features, case studies, tutorials, and reviews for readers in all sectors. Streaming Media Magazine covers the entire rich media ecosystem, from content creation to post-production to encoding to delivery. Every issue also features columns by industry thought leaders and hands-on experts like Troy Dreier, Jan Ozer, Adrian Pennington, Paul Riismandel, Dom Robinson and Tim Siglin.

 Appearing in the print magazine (EDITorial and ADVERTorial) achieves a status that is not matched by online-only presence. Direct page-specific links to the Digital Edition allow you to broadcast your print presence.

KEY FACTS:

- **European Edition print distribution 4 times a year** to 10,000 qualified readers (see more information in the About the Readers section)
- **North American Edition print distribution 8 times a year** to 10,500 qualified readers (see more information in the About the Readers section)
- **Digital magazines** available across the globe
- **Issue dates and themes**: See Editorial Calendars for EU (p6) and US magazines (p7)
- **Distribution at key industry events** (see Editorial Calendars for details)
- **Written and edited by industry practitioners**, experienced users, and streaming business experts

OUR PHILOSOPHY:

- Editorial is the key to readership
- Readership is the key to advertising value
- Audience quality equals advertising results

Streaming Media Magazine’s readership is heavily weighted with C-level executives, owners, and industry leaders in key markets. This is complemented by impressive budgets specifically allocated to streaming products and services.
Streaming Media Magazine – about the readers

CIRCULATION PROFILE OF STREAMING MEDIA MAGAZINE

COMPANY SIZE

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less than 50</td>
<td>14%</td>
</tr>
<tr>
<td>50-100</td>
<td>8%</td>
</tr>
<tr>
<td>100-249</td>
<td>9%</td>
</tr>
<tr>
<td>250-499</td>
<td>7%</td>
</tr>
<tr>
<td>500-999</td>
<td>10%</td>
</tr>
<tr>
<td>1,000-2,000</td>
<td>15%</td>
</tr>
<tr>
<td>2,000-10,000</td>
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<tr>
<td>10,000-20,000</td>
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<tr>
<td>20,000+</td>
<td>15%</td>
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JOB FUNCTION

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<th>Line of business</th>
<th>Percentage</th>
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<tr>
<td>Technology</td>
<td>19%</td>
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<tr>
<td>Creative</td>
<td>8%</td>
</tr>
<tr>
<td>Online, digital</td>
<td>9%</td>
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<tr>
<td>Marketing, communications</td>
<td>14%</td>
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INDUSTRY SECTOR

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Telecoms, mobile</td>
<td>16%</td>
</tr>
<tr>
<td>Broadcast, entertainment</td>
<td>31%</td>
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<tr>
<td>Corporate</td>
<td>20%</td>
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<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>New media, online, digital</td>
<td>20%</td>
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Streaming Media Magazine readers are executives and managers who direct the digital media strategies for their organisations. Subscribers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management.

Subscribers are regularly researching and implementing new Streaming Media strategies. They’re volume buyers of streaming technology solutions who have the power to make purchasing decisions.

Streaming Media Magazine is distributed on both sides of the Atlantic to a total circulation list of more than 20,000. Qualification is by subscribing online (www.europe.streamingmedia.com/subscribe/). The circulation list of 20,000 translates to a readership of more than 60,000+ executives and professionals continually looking for ways to leverage internal and external rich media assets.

In addition, copies are also distributed at more than 40 tradeshows during 2020.

REACH QUALIFIED DECISION MAKERS FROM:

Streaming Media Europe magazine – editorial calendar for 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME/FEATURES</th>
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<tbody>
<tr>
<td>1</td>
<td>Streaming Media Industry Sourcebook</td>
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<tr>
<td>SPRING</td>
<td>INDUSTRY UPDATE: Critical and comprehensive analysis of the market landscapes for media &amp; entertainment, corporate video, live video, monetisation, codecs and more.</td>
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<td></td>
<td>Buyer’s Guide: A collection of guides to help you make the right choice at every step of the online video workflow, including:</td>
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<tr>
<td></td>
<td>- encoding &amp; transcoding</td>
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<tr>
<td></td>
<td>- video quality monitoring</td>
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<tr>
<td></td>
<td>How-To’s and Tutorials:</td>
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<tr>
<td></td>
<td>- 4K over NDI</td>
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<td></td>
<td>- DIY Live Streaming</td>
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<tr>
<td></td>
<td>- Cloud-Based Graphics, and more</td>
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<td></td>
<td>SOLUTION SERIES: Monitoring and Measuring to Reduce Churn</td>
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<td></td>
<td>PARTNER SECTION: 2020 Streaming Media Industry Directory</td>
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<td>2</td>
<td>FOCUS ON: MPEG 2020: VVC, EVC and LEVC</td>
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<td>SUMMER</td>
<td>- Android TV Takes Over?</td>
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<td>- CDN Routing Strategies</td>
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<td>- Planes, Trains and Automobiles: Video on the Move</td>
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<td></td>
<td>SOLUTION SERIES: Maximising Efficiencies in Content Delivery</td>
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<td></td>
<td>PARTNER SECTION: C-level Interviews</td>
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<tr>
<td>3</td>
<td>FOCUS ON: AV1: Are We There Yet?</td>
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<tr>
<td>AUTUMN</td>
<td>- Cloud Production Tool Roundup</td>
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<td>- Per-Title Encoding Roundup</td>
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<td>- Apple’s Low-Latency HLS-Friend or Foe?</td>
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<td></td>
<td>SOLUTION SERIES: Cloud Production Tools</td>
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<td></td>
<td>PARTNER SECTION: Who to see at IBC</td>
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<tr>
<td>4</td>
<td>FOCUS ON: The 2020 Streaming Media Reader’s Choice Awards</td>
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<td>WINTER</td>
<td>- Hardware vs Software for Live Encoding</td>
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<td>- It’s Baaaacck! The Return of P2P</td>
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<td>- The 2020 Streaming Media 101</td>
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<td>SOLUTION SERIES: End-to-End Workflow Solutions</td>
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<td>PARTNER SECTION: Executive Predictions</td>
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<th>TRADESHOW DISTRIBUTION</th>
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<tr>
<td>IBC</td>
<td>20 February</td>
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<td>Media Production &amp; Technology Show</td>
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<td>Streaming Media East</td>
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<td>Connected TV World Summit</td>
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<td>Videoscape Europe</td>
<td>3 June</td>
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<td>Streaming Forum</td>
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<td>IBC</td>
<td>19 August</td>
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<td>Smart Home Summit</td>
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<td>Nordic Media Summit</td>
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<td>Streaming Media West</td>
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<tr>
<td>Future TV Advertising Forum</td>
<td>3 November</td>
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<td>Video Exchange Streaming (Content Delivery World/OTTtv World Summit)</td>
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<td>IABM Conference</td>
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**IN EVERY ISSUE (EU AND US MAGAZINES):**

**VIEW FROM THE EDGE**
Industry veteran (and curmudgeon) Dom Robinson offers up his always pointed, sometimes poignant, and decidedly outside-the-mainstream take on the issues both at the centre and on the fringes of our industry.

**FUTURE IN FOCUS**
The Streaming Video Alliance’s Jason Thibeault analyses, criticises and picks apart the trends and buzzwords of the day, shedding light on which ones are worth paying attention to and which ones are here today, gone tomorrow.

**THE PRODUCER’S VIEW**
Encoding expert Jan Ozer discusses the latest in codecs and formats and keeps you informed about how to get the most out of your encoding. Whether it’s AV1 vs. HEVC, subjective vs. perceptive video quality metrics, or adjusting your encoding ladder, Ozer makes sure you’re on the right path.

**STREAMS OF THOUGHT**
Tim Siglin looks at the ‘deep technology’ that underlies streaming audio and video and ponders the bigger picture.

**PLUS!**
- Behind the Screens: In-depth looks at online video success stories.
- Tutorials: Step-by-step, how-to articles by the industry’s leading practitioners.
- Product Reviews: Hardware and software evaluations that cut through the hype and tell you what you need to know to make wise purchasing decisions.
- Streaming Spotlight: Get to know the people on the cutting edge of online video.

Content of Editorial Calendar subject to change.
**Streaming Media Magazine US Edition – editorial calendar for 2020**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME/FEATURES</th>
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| JAN/FEB 2020 | • Planes, Trains and Automobiles: Video on the Move  
• Setting the Standards: VVC and MPEG-S  
• 8K and Beyond: How Much is Too Much?  
• Dealing with Deep Fakes  
• The Algorithm Series: CDN Routing  
**PARTNER SECTION:** Executive Predictions  
**SOLUTION SERIES:** The Cutting Edge of Cloud Video | 16 January 2020 |
| MARCH 2020 | The 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 ND1, cloud-based graphics, DIY live streaming, and more  
**PARTNER SECTION:** The 17th Annual Online Video Industry Directory  
**SOLUTION SERIES:** Game-Changing Case Studies | 4 March 2020 |
| 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!  
**PARTNER SECTION:** Who to See at NAB  
**SOLUTION SERIES:** Advanced Live Streaming  
**SOLUTION SERIES:** NAB Special – The Producer’s Gear Guide | 6 April 2020 |
| JUNE 2020 | • The 2020 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  
**PARTNER SECTION:** View From the Top  
**SOLUTION SERIES:** Sports & Esport Solutions | 3 June 2020 |
| JULY/AUG 2020 | • AV1: Are We There Yet?  
• Getting Personal: Tech Challenges of Personalisation  
• Per-title Encoding Roundup  
• Live Video Workflows in the Cloud  
• Is Automatic Captioning Ready for Prime Time?  
**PARTNER SECTION:** Who to See at IBC  
**SOLUTION SERIES:** Advanced Encoding & Transcoding | 14 July 2020 |
| 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  
**SOLUTION SERIES:** Advanced OTT Strategies and Technologies | 3 Sept 2020 |
| 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  
**SOLUTION SERIES:** Low Latency Solutions | 6 October 2020 |
| NOV/DEC 2020 | • The 2020 Streaming Media Readers’ Choice Awards  
• How to Produce AV1  
• The Future of TV Advertising  
• It’s Baaaacck! The Return of P2P  
• The Algorithm Series: Digital Rights Management  
• Local Broadcast and News Survival Strategies  
**SOLUTION SERIES:** Advanced Analytics, AI and Machine Learning | 29 October 2020 |

Content of Editorial Calendar subject to change.
Streaming Media Magazine – rate card 2020

Display and Industry Directory Advertising

2020 MAGAZINE RATE CARD
DISPLAY RATES
(ALL PRICES EXCLUDE VAT)

<table>
<thead>
<tr>
<th>European Edition</th>
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<tbody>
<tr>
<td>Tab (double-sided)</td>
<td>£5,000 / €5,800</td>
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<tr>
<td>Spread</td>
<td>£3,200 / €3,580</td>
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<tr>
<td>Cover 2</td>
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<tr>
<td>Cover 3</td>
<td>£1,900 / €2,110</td>
</tr>
<tr>
<td>Cover 4</td>
<td>£2,100 / €2,350</td>
</tr>
<tr>
<td>1 page</td>
<td>£1,700 / €1,900</td>
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<tr>
<td>1/2 spread</td>
<td>£1,700 / €1,900</td>
</tr>
<tr>
<td>2/3 page</td>
<td>£1,300 / €1,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>£900 / €1,000</td>
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<tr>
<td>1/3 vertical</td>
<td>£650 / €700</td>
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SOURCEBOOK INDUSTRY DIRECTORY
2020 RATES
(ALL PRICES EXCLUDE VAT)

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<th>European Edition</th>
<th>US Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Listing</td>
<td>£300 / €350</td>
</tr>
<tr>
<td>Premium Listing</td>
<td>£600 / €700</td>
</tr>
</tbody>
</table>

Industry Directory listings available to display advertisers at a 50% discount!

ATTENTION VENDORS:
Send a message to the entertainment, enterprise, and vertical market customers you want to influence! The Streaming Media Magazine is an advertising opportunity that you pay for once... but benefit from all year long because we:

- Distribute 20,000+ copies to opt-in subscribers
- Distribute copies to attendees at relevant trade shows across Europe
- Attract and mail to new subscribers via our website, conferences, and e-newsletters
- Make the Digital Edition of the magazine available online; read by additional 10,000 readers from across the world

Sponsorship/Advertising/Exhibiting Sales Contacts

Sjoerd Vogt
UK and Europe Sales
Direct: +44 (0)1367 241707
Mob: +44 (0)7810 253111
Skype: s10erd
Email: svogt@streamingmedia.com

Joel Unickow
North America and Rest of World Sales
Direct: +1 250 933 1111
Email: joel@streamingmedia.com
Streaming Media Magazine (Europe & US) – specifications and terms

CONTRACT AND COPY REGULATIONS
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 Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

FREQUENCY DISCOUNTS & RATE ADJUSTMENTS
Frequency rates are based on the total number of insertions of 1/3-page or more. 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 by the material due date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

TERMS & CONDITIONS
A five percent (5%) discount may be applied for prepayment of your advertising insertion. At the time of publication, the invoice and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

PRODUCTION REQUIREMENTS
Please identify material by name of advertiser, publication, and issue date.
High-quality hardcopy proof for colour and/or black-and-white ads must be submitted for all ad formats.
We accept the following formats:
Press Quality or PDF X-1a PDF files are preferred.
• Fonts must be embedded
• Set black to overprint
• Convert PMS to CMYK
• Images must be in CMYK
• 300 dpi images only
• Flattened transparencies
• Bleeds and crops included
We can also accept high-resolution Macintosh format Photoshop TIFF files.
• Photoshop TIFF files for Macintosh – Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs
Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.
• When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif, etc.).
• For proper sizing of your ad, please refer to the publication’s rate card.
• Add 3mm (1/4”) on all sides for bleed.

UPLOADING FILES:
Using your web browser, go to:
address: http://files.infotoday.com
and follow the instructions. You will be asked for Advertiser name, publication and issue.

MECHANICAL SPECIFICATIONS
Bleeds Oversized ads are considered bleeds. There is no extra charge for bleeds.
A page consists of three columns, each 59mm x 244mm. Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended.
Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers’ risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.
Offset negatives are not accepted (see Electronic Files).
Two-colour advertisements using any colour other than process yellow, cyan, and magenta will be subject to additional charges.

<table>
<thead>
<tr>
<th>AD SPACE ORIENTATION</th>
<th>TRIM SIZE (w x h, mm)</th>
<th>BLEED SIZE (w x h, mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page Vertical</td>
<td>216 x 277</td>
<td>222 x 283</td>
</tr>
<tr>
<td>Spread Horizontal</td>
<td>432 x 277</td>
<td>438 x 283</td>
</tr>
<tr>
<td>2/3 page Vertical</td>
<td>114 x 254</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 spread Horizontal</td>
<td>432 x 127</td>
<td>438 x 127</td>
</tr>
<tr>
<td>1/2 page Horizontal</td>
<td>178 x 127</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 page Vertical</td>
<td>57 x 254</td>
<td>n/a</td>
</tr>
</tbody>
</table>
section 2

ONLINE media kit 2020

BRAND AWARENESS • NAME RECOGNITION • TRACTION

• website banners
• eNewsletter banners
• exclusive email blasts
• blog banners
• sponsored articles

www.europe.streamingmedia.com
StreamingMedia.com has long been the #1 online destination for professionals seeking breaking news, indepth features, reviews, analysis, and directories for the streaming and digital media market.
europe.streamingmedia.com focuses on the news and industry analysis of most interest and relevance to European Readership and Markets.

StreamingMedia.com and europe.streamingmedia.com both offer:

- The ability to target Europe, North America or both
- Easy to navigate site design
- Articles and reviews from experts such as Adrian Pennington, Dom Robinson, Tim Siglin, Steve Mack, and Jan Ozer
- Streaming Media Europe – News and features covering the UK, continental Europe, and Asia
- Blogs from the editorial team led by Eric Schumacher-Rasmussen featuring insightful analysis and no-holds barred commentary, updated daily
- Easy access to hundreds of hours of audio/video content
- Sponsored articles
- Jobs page
- Press releases
- Events diary
- Radio show podcasts featuring interviews with industry leaders
- A continuously updated industry directory
- White papers, webcasts, and more

The site features thousands of original articles, weekly enewsletters, and a wide range of resources dedicated to the streaming media industry. StreamingMedia.com’s aim is to supply enterprises and organisations implementing the online video and audio with a one-stop site for unparalleled information. StreamingMedia.com is committed to bringing our visitors a return for their “time investment” on our site by giving them the information and analysis they can’t find anywhere else.

**SITE OVERVIEW**

Information Today has positioned StreamingMedia.com as the place to find information and analysis relating to all facets of the business and technology of streaming and digital media. Content on the site includes feature articles, breaking news, research reports, webcasts, an updated industry directory, a weekly enewsletter, and case studies that showcase the latest realworld streaming and digital media applications. Along with content from the Streaming Media Industry Sourcebook, white papers, and the new Streaming Media Magazine, StreamingMedia.com features are easily searchable via our Research Centre categories.

Sponsorship/Advertising/Exhibiting Sales Contacts

**Sjoerd Vogt**  
UK and Europe Sales  
Direct: +44 (0)1367 241707  
Mob: +44 (0)7810 253111  
Skype: s1oerd  
Email: svogt@streamingmedia.com

**Joel Unickow**  
North America and Rest of World Sales  
Direct: +1 250 933 1111  
Email: joel@streamingmedia.com

Streaming Media, a division of Information Today  
Unit F, 78 Cumnor Rd, Boars Hill, Oxford OX1 5JP

**66,000 unique visitors per month!**
WHO VISITS STREAMINGMEDIA.COM?

- Top-level executives and IT managers from Fortune 1000 enterprises
- Entertainment and news media companies
- Business and information media companies
- Training and elearning companies
- Online retailers and ecommerce businesses
- Broadcasters (TV, cable, and radio)
- Analysts, investors, and venture capitalists
- Internet publishers and webmasters
- Advertising and web marketing agencies

WHO SHOULD BE ADVERTISING ON STREAMINGMEDIA.COM?

- Enterprise streaming solutions companies
- Streaming media service providers
- Encoding and hosting companies
- Streaming media software and hardware companies
- Storage companies
- Digital rights management companies
- Content delivery networks
- Streaming education and training companies
- Webcasting companies
- Content creators and owners
- Content distribution and syndication companies
- Digital media asset management companies
- Application service providers
- Wireless network/satellite companies
- IPTV companies

HIGHLY FOCUSED, TARGETED, AND WIDELY ACCLAIMED SERVICES TO HELP YOUR MARKETING CAMPAIGNS

QUICK STATS

- Online since 1998
- #1 on search engines
- Approx. 66,000 unique visitors monthly
- Serving approx 1.3 million ads/month
- High click-through percentages against industry benchmark rates

GEOTARGETING – Less is More

Your online campaigns can be precisely targeted so that only visitors from specific countries or language groups will be served your banners. In this way your cpm-based inventory will be exactly focussed on the regions that you want to reach, and in the languages of choice – thus increasing cost-effectiveness and clickthrough rates significantly.

Sponsorship/Advertising/Exhibiting Sales Contacts

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UK and Europe Sales
Direct: +44 (0)1367 241707
Mob: +44 (0)7810 253111
Skype: s10erd
Email: svogt@streamingmedia.com

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Streaming Media, a division of Information Today
Unit F, 78 Cumnor Rd, Boars Hill, Oxford OX1 5JP
position of banner ads

See page 14 for material specs for these positions.

Welcome Screen Splash Ad: 640 x 480

Leader board: 728 x 90

Top of text: 468 x 60

Skyscraper: 160 x 600

Static tiles: 300 x 100

Limited inventory – ask now for details.

Rich media: 300 x 250
StreamingMedia.com and europe.streamingmedia.com offer a variety of banner size options, as well as rich media advertising opportunities. The sites utilise DoubleClick for Publishers (DFP) third-party ad serving technology.

All banners must conform to the following specifications:

- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through DoubleClick for Publishers (DFP).

**CREATIVE SPECIFICATIONS**

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG and HTML5. We no longer accept Flash (.SWF) creatives.

**HTML5 FILE SIZE SPECIFICATIONS**

- Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page): 150K
- Politely Loaded (All of the creative’s subsequent assets are loaded once the host webpage has completed loading): 2MB

**TESTING**

StreamingMedia.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

**REPORTING**

Reports detailing campaign performance are available.

**SUBMISSION INSTRUCTIONS**

Submit all creative to: svoigt@streamingmedia.com for Europe or joel@streamingmedia.com for US/rest of world.

Include live linking URL and ALT text.

(ALT text may not exceed 25 characters including spaces).

**COUNTING IMPRESSIONS & CLICKS**

DoubleClick for Publishers counts impressions only when a creative is viewable in a user’s browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

**STANDARD CREATIVE UNITS**

<table>
<thead>
<tr>
<th>BANNER LOCATION</th>
<th>MAX FILE SIZE</th>
<th>STANDARD CREATIVE UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Screen Splash Ad</td>
<td>200K</td>
<td>640 x 480</td>
</tr>
<tr>
<td>leader board</td>
<td>200K</td>
<td>728 x 90</td>
</tr>
<tr>
<td>rich media</td>
<td>200K</td>
<td>300 x 250</td>
</tr>
<tr>
<td>top of text</td>
<td>200K</td>
<td>468 x 60</td>
</tr>
<tr>
<td>skyscraper</td>
<td>200K</td>
<td>160 x 600</td>
</tr>
<tr>
<td>inside article</td>
<td>30 words</td>
<td>Text Ad</td>
</tr>
<tr>
<td>bottom of each page</td>
<td>69 characters</td>
<td>Sponsored Links</td>
</tr>
<tr>
<td>RHS</td>
<td>200K</td>
<td>Static tile 300 x 100</td>
</tr>
</tbody>
</table>
There are two editions of Streaming Media's HTML newsletter. They are the only newsletters of their kind in the industry and are packed with fresh and accurate news compiled and written by StreamingMedia.com Editors.

Your banner and 75 words of text appear right at the top of the Newsletter.

**SM XTRA**

Geographical focus: North America  
Circulation: reaches 32,000 opt-in  
Frequency: twice a week  
(Monday and Wednesday)

**SM EUROPE XTRA**

Geographical focus: Europe  
Circulation: reaches 15,000 opt-in  
Frequency: twice a week  
(Tuesday and Thursday)

**SPONSOR ADVERTISING SPECIFICATIONS:**

- 468 x120 px GIF or JPG banner  
- 75-word text description and URL link in email body  
- Sponsorship is archived by issue date on StreamingMedia.com (all sponsor links remain active)  
- Report of emails broadcasted and clickthroughs at the end of sponsored week

**NEWSLETTER CREATIVE SPECS:**

1. Description of 75 words (or less) of text.  
2. One (1) URL linking back to your site.  
3. A 468 x120 banner ad in JPEG or GIF file format. Flash is prohibited.  
4. Dimensions of the banner ads must be 468x120 pixels at 72dpi.  
5. Banner Ads must be smaller than 200k.

**DEADLINES FOR CREATIVES:**

Please provide image and 75 words of text three full business days before date of newsletter.

---

**Sponsorship/Advertising/Exhibiting Sales Contacts**

Sjoerd Vogt  
UK and Europe Sales  
Direct: +44 (0)1367 241707  
Mob: +44 (0)7810 253111  
Skype: s10erd  
Email: svogt@streamingmedia.com

Joel Unickow  
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Direct: +1 250 933 1111  
Email: joel@streamingmedia.com

Streaming Media, a division of Information Today  
Unit F, 78 Cumnor Rd, Boars Hill, Oxford OX1 5JP

---

**YOUR BANNER HERE**

**YOUR 75 WORDS OF TEXT HERE**
exclusive email blasts

You write it, we send it. SM Bulletins enable you to send an exclusive HTML email to our opt-in lists which currently numbers 29,800 individuals in North America and 10,000 individuals in Europe.

There are two geographically focused bulletins:

**SM BULLETIN**
North America circulation 29,800

**SM EUROPE BULLETIN**
Europe circulation 10,000

The two Bulletins can also be combined – with duplicates automatically removed – allowing you to target more than 35,000 unique emails.

See rate card on page 17 for details of costs.

**DEADLINES FOR CREATIVES:**
1. Ready-to-blast HTML and images must be provided a full 3 days in advance.
2. Images can be hosted by you or by us.

**EMAIL BULLETIN SPECS:**
1. Centre containing table/Div alignment & no wider than 650 pixels.
2. Limit on file size 200K total.
3. File types referenced within the HTML must be limited to JPEGs and GIFs. The following other technologies are not allowed: video, audio, Flash, rich media.
4. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
5. Must provide creative a full 3 business days before broadcast.
6. We do not do customise HTML for such tags as [First Name] [Last Name].

---

Sponsorship/Advertising/Exhibiting Sales Contacts

Sjoerd Vogt
UK and Europe Sales
Direct: +44 (0)1367 241707
Mob: +44 (0)7810 253111
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Email: joel@streamingmedia.com

Streaming Media, a division of Information Today
Unit F, 78 Cumnor Rd, Boars Hill, Oxford OX1 5JP
**ALL PRICES EXCLUDE VAT. (CPM = cost-per-1000-views)**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>LOCATION (ROS)</th>
<th>MINIMUM PER MONTH</th>
<th>CPM COST €</th>
<th>CPM COST £</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 x 480</td>
<td>Welcome Screen Splash Ad</td>
<td>10,000 impressions</td>
<td>84</td>
<td>75</td>
</tr>
<tr>
<td>300 x 250</td>
<td>home &amp; in articles (rich media)</td>
<td>20,000 impressions</td>
<td>78</td>
<td>70</td>
</tr>
<tr>
<td>728 x 90</td>
<td>top position (leader board)</td>
<td>20,000 impressions</td>
<td>60</td>
<td>55</td>
</tr>
<tr>
<td>468 x 60</td>
<td>top position</td>
<td>20,000 impressions</td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td>160 x 600</td>
<td>right side position</td>
<td>20,000 impressions</td>
<td>55</td>
<td>50</td>
</tr>
<tr>
<td>Text Ads</td>
<td>inside articles</td>
<td>5,000 impressions</td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td>Sponsored Links</td>
<td>bottom of each page</td>
<td>Run-of-site</td>
<td>390</td>
<td>350</td>
</tr>
</tbody>
</table>

**SPONSORED ARTICLES**

Post your sponsored article on StreamingMedia.com for €1,370/£995.

Length of article is not limited but range is suggested at 700–1,500 words. Video and images can be included. Editorial will provide edits and approve proposed article copy.

**STREAMING MEDIA XTRA NEWSLETTERS**

<table>
<thead>
<tr>
<th>SM Xtra (focus: N America, circ 38k)</th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st position (top of the email)</td>
<td>1,000</td>
<td>900</td>
</tr>
<tr>
<td>2nd position (below 1st position)</td>
<td>715</td>
<td>600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SM Europe Xtra (focus: Europe, circ 15k)</th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st position (top of the email)</td>
<td>660</td>
<td>575</td>
</tr>
<tr>
<td>2nd position (below 1st position)</td>
<td>480</td>
<td>420</td>
</tr>
</tbody>
</table>

Streaming Media Xtra Sponsorships are sold on a first to book basis.

**STREAMING MEDIA BULLETINS**

<table>
<thead>
<tr>
<th></th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM Bulletin (focus: N America, circ 42k)</td>
<td>2,400</td>
<td>2,100</td>
</tr>
<tr>
<td>SM Europe Bulletin (focus: Europe, circ 15k)</td>
<td>1,200</td>
<td>1,050</td>
</tr>
<tr>
<td>SM Combined Bulletin (circ 52K)</td>
<td>2,950</td>
<td>2,650</td>
</tr>
</tbody>
</table>

**STATIC 300 X 100 TILE**

<table>
<thead>
<tr>
<th></th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU Site</td>
<td>600</td>
<td>550</td>
</tr>
<tr>
<td>US Site</td>
<td>1,080</td>
<td>950</td>
</tr>
<tr>
<td>Both Sites</td>
<td>1,440</td>
<td>1,300</td>
</tr>
</tbody>
</table>

**BLOGS**

<table>
<thead>
<tr>
<th></th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>80</td>
<td>70</td>
</tr>
<tr>
<td>728 x 90</td>
<td>60</td>
<td>55</td>
</tr>
<tr>
<td>120 x 600</td>
<td>55</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 x 300 Static Sponsorship Placement</td>
<td>1,150</td>
<td>1,050</td>
</tr>
</tbody>
</table>

**ALL CPM-BASED BANNERS CAN BE GEOTARGETED FOR NO EXTRA COST!**

For information about sponsorship and exhibiting opportunities at Streaming Forum, please see separate Invitation to Exhibit.

Content of this media kit correct at time of going to press but will be updated from time to time – please check web site for latest information.
section 3

LEAD GENERATION media kit 2020

ENGAGEMENT • QUALIFIED ACTIONABLE LEADS • THOUGHT LEADERSHIP

• Exclusive print & online packages
• Exclusive web events
• Online only White Papers
• Multi-vendor Solution Series
• Collaborative web events
• Research @ Streaming Media

www.europe.streamingmedia.com
exclusive combination packages

YOUR EXCLUSIVE CONTENT:
In Print & Online-With-Lead-Capture!

PRINT gives you status, pedigree and profile. ONLINE delivers brand awareness, name recognition and traction. Bring these together and you get benchmark-beating lead generation packages that will drive your business where you want it to go.

- GUARANTEED number of leads
- Unrivalled ROI in terms of cost per lead
- Each package includes a full-page display ad

Streaming Media’s exclusive Engagement Packages are enhanced advertorials consisting of four, six, or ten pages of content which also generate online leads as a downloadable PDF for up to 6 months.

AT A GLANCE

PLATINUM
10-page contribution of your content (12 pages in total, including cover and ad in magazine) with 1,000 lead guarantee
£13,000/
€14,400

GOLD
6-page contribution (8 pages in total) with 600 lead guarantee
£9,500/
€10,800

SILVER
4-page contribution (6 pages in total) with 200 lead guarantee
£6,500/
€7,200

IN DETAIL

combination packages are enhanced advertorials consisting of four, six, or ten pages of content and generate online leads as a downloadable PDF for up to 4 months.

PLATINUM LEVEL
PRICE £13,000/€14,400
- Publish your 10 pages of content in the issue itself (we will provide layout and the “cover” – also includes one full-page display advert placed elsewhere: 12 pages total)
- Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 4 months minimum
- Announce the PDF with an email broadcast
- Run house ads promoting the white papers for 4 months
- 1,000 minimum lead guarantee

GOLD LEVEL
PRICE £9,500/€10,800
- Publish your six pages of content in the issue itself (we will provide layout and the “cover” – also includes one full-page display advert placed elsewhere: 8 pages total)
- Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 3 months leads minimum
- Announce the PDF with an email broadcast
- Run house ads promoting the white papers for 3 months
- 500 minimum lead guarantee

SILVER LEVEL
PRICE £6,500/€7,200
- Publish your four pages of content in the issue itself (we will provide layout and the “cover” – also includes one full-page display advert placed elsewhere: 6 pages total)
- Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 2 months leads minimum
- Announce the PDF with an email broadcast
- Run house ads promoting the white papers for 2 months
- 200 minimum lead guarantee

ADDITIONAL BONUS: Streaming Media will provide editing and layout services with proofs to satisfaction.

Materials: Sponsors supply approx. 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. Streaming Media will provide editing and layout services with proofs to satisfaction.

Europe Sales
Sjoerd Vogt
T: +44 (0)1367 241707
E: svogt@streamingmedia.com

North America Sales
Joel Unickow
T: +1 250 933 1111
E: joel@streamingmedia.com
muti-vendor solution series

THESE MULTI-VENDOR SOLUTION SERIES CONSISTENTLY GENERATE MORE QUALIFIED LEADS THAN ANY OTHER PROGRAMME IN THE INDUSTRY.

These Solution Series – all on carefully chosen trending topics – first appear in the PRINT magazine for maximum credibility. This kind of profile-pumping cannot be achieved through online alone. The Solution Series then goes ONLINE to generate 1000s of highly qualified actionable leads (including phone/email) for the participating vendors.

The Solution Series topics that will appear in the European Magazine in 2019 are:

- **Spring:** Advanced Sports Streaming
- **Summer:** AI & Machine Learning
- **Autumn:** Monetisation, DRM & Content Protection
- **Winter:** Players, Platforms & SDKs

HOW DOES IT WORK?
YOU WRITE, WE PUBLISH.

Each Solution Series is published in one issue of Streaming Media magazine and also generates online leads as a downloadable PDF for a number of months, depending on sponsorship package. Design and layout is included in your package, giving the Solution Series a professional unified look. Each Solution Series includes an opening cover, an introduction and table of contents, and a back cover page that includes the logos and contact details of participating vendors.

**Materials:** Sponsors supply approx. 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. Streaming Media will provide editing and layout services with proofs to satisfaction.

IN DETAIL

**PLATINUM SPONSORSHIP**

**PRICE £11,000/€12,000**
- 6-page sponsored content contribution
- First article after introduction and table of contents
- Exclusive “Brought to you by [your company logo]” in all outreach marketing
- Exclusive front cover Platinum logo positioning
- Top enlarged positioning logo placement with contact info on back cover
- Custom-made, co-branded Solution Series standalone PDF for your distribution
- 12 months of leads

**GOLD SPONSORSHIP**

**PRICE £6,500/€7,200**
- 4-page sponsored content contribution
- Best position article after Overture article and Platinum Sponsor
- Front cover Gold logo positioning
- Enlarged positioning logo placement with contact info on back cover
- Custom-made, co-branded Solution Series standalone PDF for your distribution
- 6 months of leads

**SILVER SPONSORSHIP**

**PRICE £3,200/€3,600**
- 2-page sponsored content contribution
- Best position article after Industry Overture article and Gold Sponsors
- Front cover Silver logo positioning
- Positioning logo placement with contact info on back cover
- 3 months of leads

**SOLUTION SERIES CLASSIFIED LISTING**

*does not include leads generated by publication*

- **Large** €775/£700: 100 words, logo, & company contact info
- **Small** €390/£350: 50 words, logo, & company contact info

IN DETAIL

Europe Sales
Sjoerd Vogt
T: +44 (0)1367 241707
E: svogt@streamingmedia.com

North America Sales
Joel Unickow
T: +1 250 933 1111
E: joel@streamingmedia.com
STREAMING MEDIA CLIENTS CAN CHOOSE FROM TWO OPTIONS:

1. EXCLUSIVE WEB EVENTS
   You pick the topic, you choose the panel

2. COLLABORATIVE WEB EVENTS
   Trending topic, multiple vendors

WHAT ARE STREAMING MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- You can choose to target Europe, North America, or global.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- No need for participating vendors to leave their office. Dedicated Streaming Media staff carefully prepare and test audio links; conduct dry-runs of presentations and slides; and go through Q&A.

WHAT YOU GET

- High qualified, actionable leads – from preregistration, live event log-on, and post-event registration and logon to the archived event.
- Extensive event registration programme with multiple marketing touch points.
- Brand Leverage – use the strength of our Streaming Media brand. Moderated by Streaming Media editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- A managed process – we take care of all of the details: marketing, registration, technology, follow up.
- Web Events – Our parent company Information Today has been producing streaming Web Events since 1998. We have produced hundreds of Web Events for clients such as Actuate, Avaya, Convergys, D&B, EMC, Epiphany, IBM, Indus, Inquiira, IPrase, Kana, Knova, Microsoft, Netsuite, Oracle, PeopleSoft, RightNow, salesforce.com, Siebel, Soffront, Talisma, Tuvox, and Unica, among others. Information Today is the most experienced webcast producer in publishing today.

WE TAKE CARE OF ALL THE DETAILS

*Streaming Media* will produce, market, and broadcast your one-hour audio and/or video Web Event.

ACTION LIST

Our aggressive online and print advertising campaign includes:

- HTML email invitation to our 50,000-name database of your best customers & prospects
- Ability to participate in Streaming Media’s annual white paper series – with webcast transcribed, graphics included for print
- Banner advertising on StreamingMedia.com
- 3 pre-promotions in StreamingMedia’s Xtra newsletter with a 38,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors’ customised qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Sponsored webcast archived on StreamingMedia.com

One affordable price, a fraction of the cost of an à la carte event without any of the headaches.

Visit [www.streamingmedia.com/webevents](http://www.streamingmedia.com/webevents) to view our many archived events.
2020 collaborative multi-vendor web events at a glance

OFFERS HIGHEST ENGAGEMENT LEVEL WITH PARTICIPANTS

These collaborative multi-vendor web events are moderated by Eric Schmacher-Rasmussen. They include:

• live streamed audio
• synchronised slides
• live polling & surveys
• Q&A

YOU WANT TO BE ON THE PANEL? NO NEED TO LEAVE YOUR OFFICE!

Dedicated Streaming Media staff carefully test the audio links beforehand, run through the presentations and synchronised slides and perform dry runs.

These multi-vendor web events take place on Thursdays – at 1pm EST (7pm CET, 6pm GMT).

Scheduled TOPICS (see right) are scheduled for the following 12 months. Frequently, additional Web events are scheduled on trending topics.

Visit www.streamingmedia.com/webevents to view one of our many archived events. All available as VOD – continuing to generate leads for the participating vendors long after the event has taken place.

<table>
<thead>
<tr>
<th>DATE</th>
<th>SCHEDULED TOPICS FOR 2020 COLLABORATIVE WEB EVENTS (see next page for full details)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 February 2020</td>
<td>Cutting-Edge Cloud Video</td>
</tr>
<tr>
<td>26 March 2020</td>
<td>Live Streaming Best Practices</td>
</tr>
<tr>
<td>18 June 2020</td>
<td>Sports Streaming for the Win!</td>
</tr>
<tr>
<td>13 August 2020</td>
<td>State of the Art Encoding &amp; Transcoding</td>
</tr>
<tr>
<td>15 October 2020</td>
<td>Advanced OTT Strategies</td>
</tr>
<tr>
<td>5 November 2020</td>
<td>Content Delivery 2020</td>
</tr>
<tr>
<td>10 December 2020</td>
<td>Advanced Data &amp; Analytics</td>
</tr>
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</table>

PRICING FOR WEB EVENTS

EXCLUSIVE TURNKEY WEB EVENT £13,500 / €14,400  COLLABORATIVE WEB EVENT (max four sponsors) £3,300 / €3,700

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DO YOU HAVE A WEB EVENT TOPIC THAT YOU THINK SHOULD BE INCLUDED IN THE CALENDAR?

www.europe.streamingmedia.com/webevents/
2020 collaborative multi-vendor web events in detail

20 February 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
CUTTING EDGE CLOUD VIDEO
The cloud is where it’s at in 2020, for everything from acquisition, editing, and processing to packaging, storage, and delivery. Whether you’re ready to move your workflow completely to the cloud, or just want to offload some of it, solutions and services abound. This webinar will cover the gamut and help you decide which cloud offerings are right for you.

3 March 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
LIVE STREAMING BEST PRACTICES
Nothing is more exciting—or perilous—than live streaming, whether it’s a tentpole event, a remote production far from the reach of traditional gear, or a live linear channel. Join our speakers as they break down the best ways to tackle live streaming challenges like signal acquisition/ingest, latency, interactivity, and scaling to meet the demands of massive audiences.

18 June 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
SPORTS STREAMING FOR THE WIN!
Nowhere is streaming having a bigger impact than on live sports—including (or perhaps especially) esports, which are drawing audiences that traditional sports teams and leagues can only dream of. How can you make sure your sports streams are rock-solid, reach the widest audiences possible, and generate the kind of experience that make fans hope for overtime? Join this webinar to find out.

13 August 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
STATE OF THE ART ENCODING & TRANSCODING
With H.264 not going anywhere soon, HEVC and AV1 taking hold, and new codecs on the horizon, the encoding and transcoding landscape isn’t getting any emptier. But our panelists will bring some clarity to the picture, answering your questions on per-title encoding, which codecs make the most sense for which applications, and where to invest your encoding and transcoding efforts to future-proof your workflows.

15 October 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
ADVANCED OTT STRATEGIES
From AVOD and SVOD to live-linear channels, OTT is beating broadcast and cable at its own game. But how can you ensure that your OTT delivery, distribution, user experience, and monetization strategies are winners? Join this webinar for insights into all of those pieces of the OTT puzzle and more, and learn how to overcome the challenges that might be standing between you and OTT success.

5 November 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
CONTENT DELIVERY 2020
Content delivery remains the linchpin of the streaming media world, making sure that your live and on-demand programming reaches the widest possible audience without a hitch. Content delivery networks are changing, though, with edge networks taking hold, 5G on the horizon, and multi-CDN strategies becoming the norm. Join leaders in the content delivery space as they break down the opportunities and challenges that lie ahead.

10 December 2020 – 11:00am PT / 2:00pm ET / 7:00pm GMT / 8:00 CET
ADVANCED DATA & ANALYTICS
Online video is just data, and with that data comes the promises of better user experiences, more insights into those experiences, and fine-tuning both your technology and business strategies to improve ROI. This webinar will help you make sense of the types of data you should be paying attention to, the ways in which analytics can improve your business, and the roles artificial intelligence, neural networks, and machine learning are playing in the data-driven world of streaming video.
online-only white papers

Looking for highly qualified leads with a strong level of engagement? White papers on the streamingmedia.com website are a very effective way of ensuring that your carefully crafted content works hard for you. We host; and above all we promote.

**Sponsored articles** (see ONLINE Media Kit for details and pricing) on the streamingmedia.com website allow you to tell your story in your own words and they will help to improve the SEO on your own website. **But articles don’t directly generate leads.**

White Papers are different. One of the most effective ways of not only generating qualified actionable leads, but also positioning your company as an industry thought leader.

You may already have existing white papers that would work well in a lead-generation campaign. White papers can be any length, and are hosted on a special page on the streamingmedia.com website. They are then actively promoted through the website, through banners, and where appropriate also through print advertising.

You may also wish to book additional Streaming Media email blasts and banners to further market your white paper, and we will give you significant discounts if these blasts and banners are part of a white paper campaign. Of course you can also promote the white paper through your own website and newsletters.

**HOW DOES IT WORK?**

Newsletter readers and visitors to the website are invited to download the white paper. If the system doesn’t recognise them from previous visits (through cookies on their machine) then they will first be asked for their full details before they can continue with the download.

You as the sponsor are given a unique URL “key” into our lead collection systems so that you can download these contact details at any time over the period of the campaign.

Leads will be high quality and self-qualified. The very low cost-per-lead on a typical white paper campaign with Streaming Media makes this a very popular programme.

White papers can be any length.

**PRICING FOR WHITE PAPERS**

<table>
<thead>
<tr>
<th>Promotion Period</th>
<th>Price (incl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months promotion</td>
<td>€4,680 / £4,200</td>
</tr>
<tr>
<td>6 months promotion</td>
<td>€6,240 / £5,700</td>
</tr>
<tr>
<td>12 months promotion</td>
<td>€8,580 / £7,700</td>
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Research @ Streaming Media

**Unisphere Research**, the research arm of Information Today, Inc., conducts ongoing proprietary and “for publication” research projects for select IT vendors. We offer custom research of our audience to companies and organisations which need specific, in-depth market information to better align their products, services, and marketing messages to our universe of online video buyers.

*Streaming Media* assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere’s survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the universe of data management professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings, then creates a color PDF executive summary reporting, graphing, and analysing the key survey findings. Many studies remain completely proprietary while others are used as the basis for *Streaming Media* and related email newsletter content, with full attribution to the survey sponsor. Results may also be used, with *Streaming Media* approval, for press release efforts.

**Recent Clients include:** Akamai • Level 3 • Verimatrix • Piksel • Brightcove • On-Stream Media and more

**BASIC DELIVERABLES INCLUDE**

1. Survey questionnaire development
2. Survey participation solicitation from Streaming Media’s database
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the executive summary, which is attributed to the sponsor on the front cover
5. Publication in the magazine and related enewsletters when desired

**PROGRAM EXTENSIONS**

- White paper authorship
- Thirty-page full survey report
- Market research webinar content development and presentation
- Custom cross-tabulations
- Ask about our custom pay-per-lead program for research sponsors.

Surveys are limited to 12 annually.
production requirements for sponsored content

SOLUTION SERIES, EXCLUSIVE PACKAGES AND ADVERTORIALS

SPONSORED CONTENT – WE DO THE DESIGN

FILE SUBMISSION INSTRUCTIONS:

• To upload sponsored content:
  – Using your web browser, log onto http://sponsored-content.infotoday.com
  – Please indicate advertiser, publication, and issue in which the sponsored content will be placed in appropriate fields.

• Materials:
  – Print-quality (min. 300 dpi) logo and graphics can be provided in .jpeg, .tiff, or .eps format.

• Per page:
  – word count is approximately 450 words plus one graphic for each page, or 600 words for each page without art.

SPONSORED CONTENT – ALREADY PRE-DESIGNED

WE ACCEPT THE FOLLOWING FORMATS:

• Press Quality or PDF X-1a PDF files are preferred.
  – Fonts must be embedded
  – 300 dpi images only
  – Set black to overprint
  – Flattened transparencies
  – Convert PMS to CMYK
  – Bleeds and crops included
  – Images must be in CMYK

• We can also accept high-resolution Macintosh format Photoshop TIFF files.
  – Photoshop TIFF files for Macintosh – Flattened layers, CMYK colour, 300 dpi, page dimensions and bleeds according to pub specs
  – Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.
  – When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif, etc.).

• Full page trim size: 216 x 277mm.
  – We require a 25mm margin top and bottom for our headers and footers to be placed
  – Add 3mm on all sides for bleed
  – A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-colour ads must include an accurate colour proof. This can be provided as a PDF proof, image, or hardcopy.
  – Please note: Streaming Media does follow its own page numbering system, so please inquire about page number references in your article if needed. Also note that we follow a template for sponsored content. We require a 25mm margin top and bottom for our headers and footers to be placed.

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