Unrivalled access to online audio and video markets around the world.

- **print** – see page 4
- **online** – see page 11
- **lead generation** – see page 19
- **US and European events**
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 shine 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 2021, in both Europe and North America, Streaming Media’s print publications, online properties and in person and virtual 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.
## at a glance – 2021 lead generation programmes

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MAGAZINE EDITION</th>
<th>PUBLICATION DATE</th>
<th>INNOVATION SERIES</th>
<th>PARTNER SECTION</th>
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<tr>
<td>JAN</td>
<td>1. SPRING</td>
<td>18 Feb 2021</td>
<td>CUTTING EDGE</td>
<td>INDUSTRY DIRECTORY</td>
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<tr>
<td></td>
<td>Sponsored content: 26 Jan 2021 Ad materials: 26 Dec 2020</td>
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<tr>
<td>FEB</td>
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<td>MAR</td>
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<td>MAY</td>
<td>2. SUMMER</td>
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<td>MEASURING AND MONITORING REDUCE CHURN</td>
<td>C-LEVEL INTERVIEWS SPRING POWER BUNDLES</td>
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<td>JUL</td>
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<td>AUG</td>
<td>3. AUTUMN</td>
<td>18 Aug 2021</td>
<td>CLOUD VIDEO WORKFLOW SOLUTIONS</td>
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<td>OCT</td>
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<tr>
<td>NOV</td>
<td>4. WINTER</td>
<td>3 Nov 2021</td>
<td>CONTENT PROTECTION &amp; MONETISATION</td>
<td>EXECUTIVE PREDICTIONS</td>
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<th>MAGAZINE ISSUE &amp; DEADLINES</th>
<th>PUBLICATION DATE</th>
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<td>MEDIA &amp; ENTERTAINMENT</td>
<td>EXECUTIVE PREDICTIONS</td>
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<td>MAR</td>
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<td>10 Mar 2021</td>
<td>GAME-CHANGING CASE STUDIES</td>
<td>18TH ONLINE VIDEO INDUSTRY DIRECTORY</td>
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<td>APR/MAY</td>
<td>3. APRIL/MAY</td>
<td>6 Apr 2021</td>
<td>ADVANCED LIVE STREAMING</td>
<td>SPRING POWER BUNDLES</td>
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<td>Sponsored content: 10 Mar 2021 Ad materials: 12 Mar 2021</td>
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<tr>
<td>JUN</td>
<td>4. JUNE</td>
<td>3 Jun 2021</td>
<td>ADVANCED ENCODING &amp; TRANSCODING</td>
<td>VIEW FROM THE TOP</td>
</tr>
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<td></td>
<td>Sponsored content: 6 May 2021 Ad materials: 10 May 2021</td>
<td></td>
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<tr>
<td>JUL/AUG</td>
<td>5. JULY/AUGUST</td>
<td>14 Jul 2021</td>
<td>SPORTS &amp; ESPORTS</td>
<td>FALL POWER BUNDLES</td>
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<tr>
<td></td>
<td>Sponsored content: 16 Jun 2021 Ad materials: 18 Jun 2021</td>
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<td></td>
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<tr>
<td>SEP</td>
<td>6. SEPTEMBER</td>
<td>3 Sep 2021</td>
<td>CONTENT DELIVERY &amp; EDGE COMPUTE</td>
<td>EXECUTIVE PREDICTIONS</td>
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<td>OCT</td>
<td>7. OCTOBER</td>
<td>6 Oct 2021</td>
<td>ADVANCE VIDEO DATA</td>
<td>EXECUTIVE PREDICTIONS</td>
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<td>NOV/DEC</td>
<td>8. NOVEMBER/DECEMBER</td>
<td>29 Oct 2021</td>
<td>ADVANCED OTT STRATEGIES AND TECHNOLOGIES</td>
<td>EXECUTIVE PREDICTIONS</td>
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</table>

## COLLABORATIVE WEB EVENTS

- **SUMMIT—THE STATE OF MEDIA & ENTERTAINMENT**
- **VIRTUAL CONFERENCE—STREAMING MEDIA CONNECT**
- **SUMMIT—THE STATE OF LOW AND ULTRA-LOW LATENCY**
- **ROUNDTABLE—NEXT-LEVEL LIVE STREAMING**
- **ROUNDTABLE—ENCODING & TRANSCODING FOR A MULTI-CODEC WORLD**
- **SUMMIT—THE STATE OF SPORTS & ESPORTS STREAMING**
- **ROUNDTABLE—THE FUTURE OF SPORTS & ESPORTS**
- **SUMMIT—THE STATE OF MONETIZATION & AD TECH**
- **SUMMIT—THE STATE OF CONSUMER OTT TRENDS**
- **ROUNDTABLE—FUTURE-PROOF OTT STRATEGIES**
PRINT media kit 2021

STATUS
PEDIGREE
PROFILE

- 4 European issues: spring, summer, autumn, winter
- 8 US issues
- Europe and US sourcebooks & industry directories
- EDITorial and ADVERTorial
- curated and syndicated content
- digital editions
- innovation series
- partner sections
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 Jan Ozer, Paul Riismandel, Dom Robinson, Tim Siglin and Jason Thibeault.

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
- 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**

<table>
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<tr>
<th>COMPANY SIZE</th>
<th>Low than 5k</th>
<th>5k–10k</th>
<th>10k–20k</th>
<th>20k–30k</th>
<th>30k–50k</th>
<th>40k–60k</th>
<th>60k–100k</th>
<th>100k–200k</th>
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<td>Percentage</td>
<td>14%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>8%</td>
<td>14%</td>
<td>16%</td>
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**JOB FUNCTION**

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

<table>
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<tr>
<th>New media, online, digital</th>
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<tbody>
<tr>
<td>Telecommunications, mobile</td>
<td>16%</td>
</tr>
<tr>
<td>Broadcast, entertainment</td>
<td>31%</td>
</tr>
</tbody>
</table>

**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.streamingmediaglobal.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 influential conferences and tradeshows.

**REACH QUALIFIED DECISION MAKERS FROM:**

### Streaming Media Europe magazine – editorial calendar for 2021

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME/FEATURES</th>
<th>ISSUE DATES</th>
</tr>
</thead>
</table>
| 1     | **The 2021 Streaming Media Industry Sourcebook**  
- State of..., Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, machine learning, mergers & acquisitions, and more  
- **Buyers 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**: Low-Latency HLS and DASH, Migrating to WebRTC, Tech Workflows for Switched Live Streams, and more  
- **2021 Streaming Media Industry Directory**  
**INNOVATION SERIES**: Cutting-Edge Content Delivery Technology and Strategies  
**PARTNER SECTION**: Industry Directory | 18 February 2021 |
| 2     | - MPEG Codecs, One Year In (VVC, LCEVC, EVC)  
- Streaming Ad Tech Relationship Advice  
- AV1: A Progress Report  
**INNOVATION SERIES**: Measuring and Monitoring to Reduce Churn  
**PARTNER SECTION**: C-Level Interviews  
**SPRING POWER BUNDLES** | 3 June 2021 |
| 3     | - Streaming Media European Readers’ Choice Awards  
- The Return of “In Real Life” Streaming  
- Esports for the Win  
- Spatial Computing and the Future of Streaming Video  
**INNOVATION SERIES**: Cloud Video Workflow Solutions  
**PARTNER SECTION**: Autumn Power Bundles | 18 August 2021 |
| 4     | - The 2021 Streaming Media Europe 50  
- Managing Multi-CDN  
- Running the Numbers: Which Metrics Really Matter?  
- Content- and Context-Adaptive Encoding Solutions  
**INNOVATION SERIES**: Content Protection & Monetisation  
**PARTNER SECTION**: Executive Predictions | 3 November 2021 |

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.

**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.

**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.

**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.
## Streaming Media Magazine US Edition – 2021 editorial calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME/FEATURES</th>
<th>MAIL DATE</th>
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</table>
| JAN/FEB 2021 | • Mixed Signals: What’s Going on With VR, AR, and MR?  
• Streaming Ad Tech Relationship Advice  
• How to Build an OTT Service People Want to Watch  
• Deploying NDI for Cloud Production  
PARTNER SECTION: Executive Predictions  
INNOVATION SERIES: Media & Entertainment | 18 January 2021 |
| MARCH 2021 | • The 2021 Streaming Media Industry Sourcebook  
• State of … Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, machine learning, mergers and acquisitions, and more  
• Buyers 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: Low-Latency HLS and DASH, Migrating to WebRTC, Tech Workflows for Switched Live Streams, and more  
PARTNER SECTION: The 18th Annual Online Video Industry Directory  
INNOVATION SERIES: Game-Changing Case Studies | 10 March 2021 |
| APRIL/MAY 2021 | • Streaming Media Producer’s Ultimate How-To Guide  
• How to Build Remote Production Kits for Every Budget  
• Best Practices for Distanced On-Site Production  
• How to Choose and Scale Lecture Capture and Streaming Solutions  
...And more!  
PARTNER SECTION: Spring Power Bundles  
INNOVATION SERIES: Advanced Live Streaming | 6 April 2021 |
| JUNE 2021 | • The 2021 Streaming Media 50  
• MPEG Codecs, One Year In (VVC, LVEVC, EVC)  
• AV1: A Progress Report  
• Raise the Bar for Distance Learning  
PARTNER SECTION: View from the Top  
INNOVATION SERIES: Advanced Encoding & Transcoding | 3 June 2021 |
| JUL/AUG 2021 | • Esports for the Win  
• The Return of “In Real Life” Streaming  
• The Algorithm Series: HTTP2/3 With Quic  
• Cloud Production and Esport  
PARTNER SECTION: Fall Power Bundles  
INNOVATION SERIES: Sports & Esports | 14 July 2021 |
| SEPTEMBER 2021 | • Welcome to the Ad Tech Jungle  
• Managing Multi-CDN  
• The Algorithm Series: FPGAs  
• How to Produce and Monetize Audience-Less Concert Streams  
INNOVATION SERIES: Content Delivery & Edge Compute | 3 Sept 2021 |
| OCTOBER 2021 | • Running the Numbers: Which Metrics Really Matter?  
• Spatial Computing and the Future of Streaming Video  
• Streaming for Faith-Based Organizations  
• Best Practices for Integrating Remote Callers in Live Productions  
INNOVATION SERIES: Advanced Video Data | 6 October 2021 |
| NOV/DEC 2021 | • The 2021 Streaming Media Readers’ Choice Awards  
• OTT Workflow Best Practices  
• Deep Dive Into Deepfakes  
• Live and On-Demand Closed Captioning  
INNOVATION SERIES: Advanced OTT Strategies and Technologies | 29 October 2021 |
Streaming Media Magazine – rate card 2021

Display and Industry Directory Advertising

2021 MAGAZINE RATE CARD
DISPLAY RATES (ALL PRICES EXCLUDE VAT)

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<td>TAB (DOUBLE-SIDED)</td>
<td>£4,290 / €4,500</td>
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<td>SPREAD</td>
<td>£3,510 / €3,800</td>
<td>£4,500 / €5,000</td>
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<tr>
<td>COVER 2</td>
<td>£2,340 / €2,600</td>
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<td>COVER 3</td>
<td>£2,180 / €2,400</td>
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<td>COVER 4</td>
<td>£2,340 / €2,600</td>
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<td>1 PAGE</td>
<td>£2,100 / €2,250</td>
<td>£2,500 / €2,800</td>
</tr>
<tr>
<td>1/2 SPREAD</td>
<td>£2,100 / €2,250</td>
<td>£2,700 / €3,000</td>
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<td>2/3 PAGE</td>
<td>£1,600 / €1,800</td>
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<td>£1,320 / €1,500</td>
<td>£1,700 / €1,900</td>
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<td>1/3 VERTICAL</td>
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<td>£1,200 / €1,400</td>
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SOURCEBOOK INDUSTRY DIRECTORY
2021 RATES (ALL PRICES EXCLUDE VAT)

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<td>STANDARD LISTING</td>
<td>£300 / €350</td>
<td>£600 / €700</td>
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<tr>
<td>PREMIUM LISTING</td>
<td>£600 / €700</td>
<td>£1,200 / €14,00</td>
</tr>
</tbody>
</table>

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

Sponsorship/Advertising/Exhibiting Sales Contacts
Kat Allen
UK, Europe and India Sales
Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

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

Industry Directory listings available to display advertisers at a 50% discount!
**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. 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 in writing prior to the space reservation 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 Mac format Photoshop TIFF files.

- Photoshop TIFF files for Mac – 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 greyscale 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 publisher’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](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>
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<th>BLEED SIZE (w x h, mm)</th>
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<tr>
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<td>216 x 277</td>
<td>222 x 283</td>
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<tr>
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<tr>
<td>1/2 SPREAD HORIZONTAL</td>
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<td>438 x 127</td>
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<tr>
<td>1/2 PAGE HORIZONTAL</td>
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</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>57 x 254</td>
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</table>

**AD SPACE ORIENTATION**

- FULL PAGE VERTICAL
- SPREAD HORIZONTAL
- 2/3 PAGE VERTICAL
- 1/2 SPREAD HORIZONTAL
- 1/2 PAGE HORIZONTAL
- 1/3 PAGE VERTICAL

**TRIM SIZE (w x h, mm)**

- 216 x 277
- 432 x 277
- 114 x 254
- 432 x 127
- 178 x 127
- 57 x 254

**BLEED SIZE (w x h, mm)**

- 222 x 283
- 438 x 283
- n/a
- 438 x 127
- n/a
- n/a

**PHOTOGRAPHIC REQUIREMENTS**

- 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 Mac format Photoshop TIFF files.

- Photoshop TIFF files for Mac – 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 greyscale 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 publisher’s rate card.
- Add 3mm (1/4") on all sides for bleed.
ONLINE media kit 2021

BRAND AWARENESS
NAME RECOGNITION
TRACTION

- website banners
- eNewsletter banners
- exclusive email blasts
- blog banners
- sponsored articles
about streamingmedia.com and streamingmediaglobal.com

StreamingMedia.com has long been the #1 online destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media market.

Streamingmedia.com and streamingmediaglobal.com both offer:
- The ability to target Europe, North America or both
- Easy to navigate site design
- Articles and reviews from experts such as Dom Robinson, Tim Siglin, Jan Ozer, and Jason Thibeault
- Easy access to hundreds of hours of audio/video content
- Sponsored articles

streamingmediaglobal.com focuses on the news and industry analysis of most interest and relevance to European and global readership and markets.

Our sites feature 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

Kat Allen
UK, Europe and India Sales
Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

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

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 e-commerce businesses
- Broadcasters (TV, cable, and radio)
- Analysts, investors, and venture capitalists
- Internet publishers and webmasters
- Advertising and web marketing agencies

WHO SHOULD ADVERTISE?
- 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

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

WHO SHOULD ADVERTISE?
- 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
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- IPTV companies

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Email: joel@streamingmedia.com

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.

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
position of banner ads

See page 15 for material specs for these positions.

- **Billboard:** 970x250
- **Leader board:** 728x90
- **Rich media:** 300x250
- **Rich media:** 300x250
- **Across site:** 300x100

*Continuation of website further down*
streamingmedia.com and streamingmediaglobal.com – material specs

StreamingMedia.com and streamingmediaglobal.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:
kat.allen@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.

<table>
<thead>
<tr>
<th>STANDARD CREATIVE UNITS</th>
<th>MAX FILE SIZE</th>
<th>BANNER LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>970x250</td>
<td>150K</td>
<td>billboard</td>
</tr>
<tr>
<td>728 x 90</td>
<td>150K</td>
<td>leader board</td>
</tr>
<tr>
<td>300 x 250</td>
<td>150K</td>
<td>rich media</td>
</tr>
<tr>
<td>300x100</td>
<td>150K</td>
<td>across site</td>
</tr>
</tbody>
</table>

Any questions, please contact:

Kat Allen
UK, Europe and India Sales
Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

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

There are two editions of Streaming Media’s HTML newsletter: Streaming Media Xtra and Streaming Media Europe Xtra. 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 27,000 opt-in  
Frequency: twice a week  
(Monday and Wednesday)

**SM EUROPE XTRA**

Geographical focus: Europe  
Circulation: reaches 12,000 opt-in  
Frequency: once a week  
(Thursday)

**SPONSOR ADVERTISING SPECIFICATIONS:**

- 468 x 120 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
- StreamingMedia Xtra sponsorships are sold on a first to book basis.

Reserve your StreamingMedia Xtra sponsorship schedule now for the entire year. Schedule your sponsorships around product launches and industry events.

See rate card on page 17 for details of costs.

**NEWSLETTER CREATIVE SPECS:**

1. Description of 75 words (or less) of text.
2. One (1) URL linking back to your site.
3. A 468 x 120 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

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

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

DEADLINES FOR CREATIVES:

Please provide image and 75 words of text three full business days before date of newsletter.
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 24,400 individuals in North America and 7,400 individuals in Europe.

There are two geographically focused bulletins:

**SM BULLETIN**
North America  circulation 24,400

**SM EUROPE BULLETIN**
Europe  circulation 7,400

These two Bulletins can also be combined with duplicates automatically removed, allowing you to target more than 26,000 unique emails.

*See rate card on page 18 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**

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North America and Rest of World Sales  
Direct: +1 250 933 1111  
Email: joel@streamingmedia.com
streamingmediaglobal.com – online rate card

<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>970x250 (150k)</td>
<td>billboard</td>
<td>10,000 impressions</td>
<td>84</td>
<td>75</td>
</tr>
<tr>
<td>728x90</td>
<td>leader board</td>
<td>20,000 impressions</td>
<td>78</td>
<td>70</td>
</tr>
<tr>
<td>300x250</td>
<td>rich media</td>
<td>20,000 impressions</td>
<td>60</td>
<td>55</td>
</tr>
<tr>
<td>300x100</td>
<td>across site</td>
<td>20,000 impressions</td>
<td>40</td>
<td>35</td>
</tr>
</tbody>
</table>

**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.

**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 BULLETINS**

<table>
<thead>
<tr>
<th>Bulletin</th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM Bulletin (focus: N America)</td>
<td>2,400</td>
<td>2,100</td>
</tr>
<tr>
<td>SM Europe Bulletin (focus: Europe)</td>
<td>1,200</td>
<td>1,050</td>
</tr>
<tr>
<td>SM Combined Bulletin (Europe and US, deduped)</td>
<td>2,950</td>
<td>2,650</td>
</tr>
</tbody>
</table>

**STATIC 300 X 100 TILE**

<table>
<thead>
<tr>
<th>Location</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>

ALL CPM-BASED BANNERS CAN BE GEOTARGETED FOR NO EXTRA COST.
LEAD GENERATION media kit 2021

ENGAGEMENT
QUALIFIED
ACTIONABLE LEADS
THOUGHT
LEADERSHIP

- Exclusive **PRINT ONLINE** packages
- Exclusive web events
- Online only White Papers
- Multi-vendor Innovation Series
- Collaborative web events
- Research @ Streaming Media

section 3

www.streamingmediaglobal.com
exclusive PRINT ONLINE 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 PRINT ONLINE Sponsored Content 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

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-page contribution of your content (12 pages in total, including cover and ad in magazine) with 1,000 lead guarantee</td>
<td>6-page contribution (8 pages in total) with 600 lead guarantee</td>
<td>4-page contribution (6 pages in total) with 200 lead guarantee</td>
</tr>
<tr>
<td>£13,000/€14,400</td>
<td>£9,500/€10,800</td>
<td>£6,500/€7,200</td>
</tr>
</tbody>
</table>

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

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**

- 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**

- 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**

- 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

**PRICE: £13,000/€14,400**

**PRICE: £9,500/€10,800**

**PRICE: £6,500/€7,200**

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

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www.streamingmediaglobal.com
multi-vendor innovation series

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

These Innovation 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 Innovation Series then goes ONLINE to generate 1000s of highly qualified actionable leads (including phone/email) for the participating vendors.

The Innovation Series topics that will appear in the European Magazine in 2020 are:

- Spring: Measuring and Monitoring to Reduce Churn
- Summer: Maximising Efficiencies in Content Delivery
- Autumn: Cloud Production Tools
- Winter: Content Protection & Monetisation

HOW DOES IT WORK?
YOU WRITE, WE PUBLISH.

Each Innovation 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 Innovation Series a professional unified look. Each Innovation 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

<table>
<thead>
<tr>
<th>PLATINUM SPONSORSHIP</th>
<th>GOLD SPONSORSHIP</th>
<th>SILVER SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 6-page sponsored content contribution</td>
<td>• 4-page sponsored content contribution</td>
<td>• 2-page sponsored content contribution</td>
</tr>
<tr>
<td>• First article after introduction and table of contents</td>
<td>• Best position article after Overture article and Platinum Sponsor</td>
<td>• Best position article after Industry Overture article and Gold Sponsors</td>
</tr>
<tr>
<td>• Exclusive “Brought to you by [your company logo]” in all outreach marketing</td>
<td>• Front cover Gold logo positioning</td>
<td>• Front cover Silver logo positioning</td>
</tr>
<tr>
<td>• Exclusive front cover Platinum logo positioning</td>
<td>• Enlarged positioning logo placement with contact info on back cover</td>
<td>• Positioning logo placement with contact info on back cover</td>
</tr>
<tr>
<td>• Top enlarged positioning logo placement with contact info on back cover</td>
<td>• Custom-made, co-branded Innovation Series standalone PDF for your distribution</td>
<td>• 3 months of leads</td>
</tr>
<tr>
<td>• Custom-made, co-branded Innovation Series standalone PDF for your distribution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 12 months of leads</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PRICE: £10,000/€11,000                                                                 PRICE: £7,000/€8,000                                                                 PRICE: £3,800/€4,200

UK, Europe and India Sales Kat Allen
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Email: kat.allen@streamingmedia.com

North America Sales Joel Unickow
Direct: +1 250 933 1111
Email: joel@streamingmedia.com
streaming media web events – exclusive and collaborative

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, Inquira, 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.

STREETING 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

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 to view our many archived events.
2021 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.

SCHEDULED TOPICS FOR 2021 COLLABORATIVE WEB EVENTS
(see next page for full details)

- Summit – The State of Media & Entertainment
- Virtual Conference – Streaming Media Connect
- Summit – The State of Low and Ultra-Low Latency
- Roundtable – Next-Level Live Streaming
- Roundtable – Encoding & Transcoding for a Multi-Codec World
- Summit – The State of Sports & Esports Streaming
- Roundtable – The Future of Sports & Esports
- Summit – The State of Monetization & Ad Tech
- Summit – The State of Consumer OTT Trends
- Roundtable – Future-Proof OTT Strategies

Visit streamingmediaglobal.com/webinars 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.

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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Email: joel@streamingmedia.com
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 ( € / £ )</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>€4,680 / £4,200</td>
</tr>
<tr>
<td>6 months</td>
<td>€6,240 / £5,700</td>
</tr>
<tr>
<td>12 months</td>
<td>€8,580 / £7,700</td>
</tr>
</tbody>
</table>

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Research @ Streaming Media

Our custom research program includes:

**PHASE 1: The Survey**
- Survey design and creation
- Capture, cross-indexing, and raw data from the online survey tool
- A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- Final Report also includes an Executive Summary and a full Respondent Profile.
- Full co-branding and affiliation with Streaming Media, or anonymity, at the survey sponsor’s discretion
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns the rights to the Final Report PDF and the data. Streaming Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

**PHASE 2: Lead-Generation: Marketing the Findings**
- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
  - Dedicated Email Promotion
  - Newsletter Sponsorships
- Sponsored Content Listing (homepage and newsletters)
- Streaming Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of “single page takeaway” in Streaming Media magazine

**ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR the following:**

**PHASE 3: Live 1-Hour Webcast: Thought Leadership Series**
- Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event
- Extensive event registration program with multiple marketing touchpoints
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.
- Brand leverage—Use the strength of the Streaming Media brand. Moderated by Streaming Media’s publisher and marketed under the Streaming Media brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation (call for pricing)
production requirements for sponsored content

INNOVATION 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.

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25mm margin for header and footer to be placed

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 Mac format Photoshop TIFF files.
  - Photoshop TIFF files for Mac
  - 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.).

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- 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 enquire 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.