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, in-depth 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.

Sponsorship/Advertising/Exhibiting Sales Contacts

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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

66,000 unique visitors per month!

Your Resource for Streaming & Digital Media News
www.StreamingMedia.com/Magazine

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.
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

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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

Rich media: 300 x 250

Static tiles: 300 x 100
Limited inventory – ask now for details.
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: svogt@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>640 x 480</td>
<td>200K</td>
<td>Welcome Screen Splash Ad</td>
</tr>
<tr>
<td>728 x 90</td>
<td>200K</td>
<td>leader board</td>
</tr>
<tr>
<td>300 x 250</td>
<td>200K</td>
<td>rich media</td>
</tr>
<tr>
<td>468 x 60</td>
<td>200K</td>
<td>top of text</td>
</tr>
<tr>
<td>160 x 600</td>
<td>200K</td>
<td>skyscraper</td>
</tr>
<tr>
<td>Text Ad</td>
<td>30 words</td>
<td>inside article</td>
</tr>
<tr>
<td>Sponsored Links</td>
<td>69 characters</td>
<td>bottom of each page</td>
</tr>
<tr>
<td>Static tile 300 x 100</td>
<td>200k</td>
<td>RHS</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:**

1. 468 x120 px GIF or JPG banner  
2. 75-word text description and URL link in email body  
3. Sponsorship is archived by issue date on StreamingMedia.com (all sponsor links remain active)  
4. 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**

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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.*

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**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].

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**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 200K</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>

**SM Europe Xtra (focus: Europe, circ 15k)**

| 1st position (top of the email)    | 660 | 575 |
| 2nd position (below 1st position)  | 480 | 420 |

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

**STREAMING MEDIA BULLETINS**

<table>
<thead>
<tr>
<th>Bulletin</th>
<th>€</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM Bulletin</td>
<td>2,400</td>
<td>2,100</td>
</tr>
<tr>
<td>SM Europe Bulletin</td>
<td>1,200</td>
<td>1,050</td>
</tr>
<tr>
<td>SM Combined Bulletin</td>
<td>2,950</td>
<td>2,650</td>
</tr>
</tbody>
</table>

**STATIC 300 X 100 TILE**

<table>
<thead>
<tr>
<th>Placement</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>Monthly Sponsorship Spot</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>

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.