

SM
***streaming
media***

PRINT ONLINE

BUSINESS

TECHNOLOGY

CONTENT

▶ ***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***

▶ **section 1**

www.streamingmediaglobal.com

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:

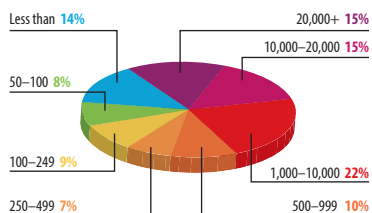
- ▶ **Editorial is the key to readership**
- ▶ **Readership is the key to advertising value**
- ▶ **Audience quality equals advertising results**

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.

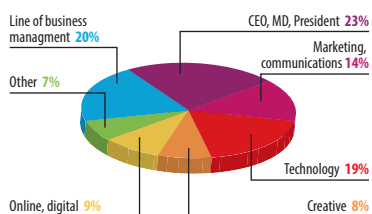
Streaming Media Magazine – about the readers

CIRCULATION PROFILE OF STREAMING MEDIA MAGAZINE

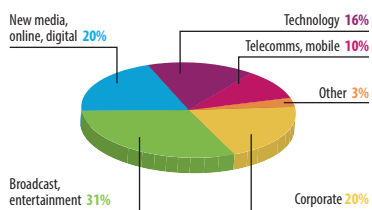
COMPANY SIZE



JOB FUNCTION



INDUSTRY SECTOR



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:

ACCENTURE, ADTECH, Alamy Ltd, Alcatel-Lucent, Alfanevs srl, AMC Networks, AT&T Global Networks, Bank of Italy, BBC, Better Software Group S. A, BNP Paribas, Boiler Room (UK) Ltd, British Universities Film & Video Council, Broadcasting Center Europe, BSkyB, BT Plc, Cable&Wireless, CANAL +, CBC GmbH, CBN TV, Cisco Systems, Council of the European Union, Credit Suisse, Cybercom Finland Oy, Dailymotion, DanceBEAT Records, Danish Broadcasting Corporation, Danish Business Authority, De Montfort University, DeltaCast, Deutsche Bank, Deutsche Telekom AG, Digital Media Finland Oy, Dolby Europe, DR Danish Broadcasting, Dutch Public Broadcasting Company, DVPT.COM, EA Mobile, Edinburgh Napier University, EE/BT, EON UK, EPIC TV, Ericsson AB, Ericsson Netherlands, Ernst and Young, European Broadcasting Union, European Commission, European Parliament, EUROSPOORT, Facebook, Financial Times, Flying Eye, France Television, GlobalConnect A/S, Google, Hewlett Packard, Huawei, Hungarian Television, i2i Events Group, I3 Television, IBM, IMG Media Ltd, Imotion Films, Incisive Media, Informitv, International Broadcast Facilities, Intersat Communications, Israel Broadcasting Authority, ITV Plc, Jsyke Bank, Kaunas University of Technology, Keele University, Klagenfurt University, KNect365, Lancaster University, Latvian TV, Level 3 Communications, Liberty Global, liquidstream.tv, Live Events, LiveChannel AB, Logica, London Business School, London Film Academy, London Symphony Orchestra, Manchester United, Media Broadcast GmbH, Mediacom Service srl, Merseyside Police, MGM, Microsoft, Ministry of Finance, MOBIL TV, Motorola, MTV Studios, NASDAQ OMX, National Film & TV School, Nationale Opera and Ballet, NICE, Nintendo of Europe GmbH, Nokia, Nortel, Norwegian University of Science & Technology, NRK (Norwegian Broadcasting Corporation), O2 Czech Republic, ON.tv Channels, On2/Google, openreach, ORACLE, Orange Labs, Orange Polska, PA Sport, Philip Morris International, Phoenix Film, Picture Perfect Productions Ltd, Pinewood Studios, Plazamedia GmbH, Portland TV, Primetime AG, Race Television, RadioWorks Ltd, Reading Central SDA Church, RealNetworks GmbH, Riga Technical University, Rolls-Royce Plc, Royal Opera House, Royal Society of Medicine, Samsung Electronics, School of Music, Siemens AG, Silverstream TV, Sky Deutschland, SKY Italy, Sky plc, Sky UK, Skylab, SoftTelecom, Sony Europe, Sony Interactive Entertainment, Sony PSE, SportzZone.tv, Stream España, Stream In, Sveriges Television Ab, Swedish Armed Forces, Tata Communications, Tel Aviv University, Telefonica, Telegraph Media Group, Telekom Montenegro, Telenor Norge AS, Telenor Satellite Broadcasting, The Boston Consulting Group GmbH, The British Library, The University of Edinburgh, The University of Latvia, The VAR Network, The WorkCast Corporation, Thomson Reuters, Thomson Video Networks, T-Mobile Czech Republic a.s., Toshiba Electronics Europe, TV 2 Norway, TV Slovenija, TVBEurope, United Nations, University College London, University of Gothenburg, University of Nottingham, University of Southampton, University of Rotterdam, Vodafone, Walt Disney Company, Warwickshire County Council, Webcast Global, Webcast Norge, World Television Sweden AB, World Television Switzerland

Streaming Media Europe magazine – editorial calendar for 2021

| ISSUE | THEME/FEATURES | ISSUE DATES |
|-------------|--|------------------|
| 1 SPRING | <p>The 2021 Streaming Media Industry Sourcebook</p> <ul style="list-style-type: none"> • 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 <p>INNOVATION SERIES: Cutting-Edge Content Delivery Technology and Strategies PARTNER SECTION: Industry Directory</p> | 18 February 2021 |
| 2 SUMMER | <ul style="list-style-type: none"> • MPEG Codecs, One Year In (VVC, LCEVC, EVC) • Streaming Ad Tech Relationship Advice • AV1: A Progress Report <p>INNOVATION SERIES: Measuring and Monitoring to Reduce Churn PARTNER SECTION: C-Level Interviews Spring Power Bundles</p> | 3 June 2021 |
| 3 AUTUMN | <ul style="list-style-type: none"> • 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 <p>INNOVATION SERIES: Cloud Video Workflow Solutions PARTNER SECTION: Autumn Power Bundles</p> | 18 August 2021 |
| 4 WINTER | <ul style="list-style-type: none"> • The 2021 Streaming Media Europe 50 • Managing Multi-CDN • Running the Numbers: Which Metrics Really Matter? • Content- and Context-Adaptive Encoding Solutions <p>INNOVATION SERIES: Content Protection & Monetisation PARTNER SECTION: Executive Predictions</p> | 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

| ISSUE | THEME/FEATURES | MAIL DATE |
|----------------|---|-----------------|
| JAN/FEB 2021 | <ul style="list-style-type: none"> 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 <p>PARTNER SECTION: Executive Predictions INNOVATION SERIES: Media & Entertainment</p> | 18 January 2021 |
| MARCH 2021 | <p>The 2021 Streaming Media Industry Sourcebook</p> <ul style="list-style-type: none"> 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 <p>PARTNER SECTION: The 18th Annual Online Video Industry Directory INNOVATION SERIES: Game-Changing Case Studies</p> | 10 March 2021 |
| APRIL/MAY 2021 | <p>Streaming Media Producer's Ultimate How-To Guide</p> <ul style="list-style-type: none"> 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! <p>PARTNER SECTION: Spring Power Bundles INNOVATION SERIES: Advanced Live Streaming</p> | 6 April 2021 |
| JUNE 2021 | <ul style="list-style-type: none"> The 2021 Streaming Media 50 MPEG Codecs, One Year In (VVC, LVEVC, EVC) AV1: A Progress Report Raise the Bar for Distance Learning <p>PARTNER SECTION: View from the Top INNOVATION SERIES: Advanced Encoding & Transcoding</p> | 3 June 2021 |

| ISSUE | THEME/FEATURES | MAIL DATE |
|----------------|---|-----------------|
| JULY/AUG 2021 | <ul style="list-style-type: none"> Esports for the Win The Return of "In Real Life" Streaming The Algorithm Series: HTTP2/3 With Quic Cloud Production and Esport <p>PARTNER SECTION: Fall Power Bundles INNOVATION SERIES: Sports & Esports</p> | 14 July 2021 |
| SEPTEMBER 2021 | <ul style="list-style-type: none"> Welcome to the Ad Tech Jungle Managing Multi-CDN The Algorithm Series: FPGAs How to Produce and Monetize Audience-Less Concert Streams <p>INNOVATION SERIES: Content Delivery & Edge Compute</p> | 3 Sept 2021 |
| OCTOBER 2021 | <ul style="list-style-type: none"> 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 <p>INNOVATION SERIES: Advanced Video Data</p> | 6 October 2021 |
| NOV/DEC 2021 | <ul style="list-style-type: none"> The 2021 Streaming Media Readers' Choice Awards OTT Workflow Best Practices Deep Dive Into Deepfakes Live and On-Demand Closed Captioning <p>INNOVATION SERIES: Advanced OTT Strategies and Technologies</p> | 29 October 2021 |

Streaming Media Magazine – rate card 2021

Display and Industry Directory Advertising

2021 MAGAZINE RATE CARD

DISPLAY RATES (ALL PRICES EXCLUDE VAT)

| SIZE | EUROPEAN EDITION | US EDITION |
|--------------------|------------------|-----------------|
| TAB (DOUBLE-SIDED) | £4,290 / €4,500 | £5,500 / €5,800 |
| SPREAD | £3,510 / €3,800 | £4,500 / €5,000 |
| COVER 2 | £2,340 / €2,600 | £3,000 / €3,500 |
| COVER 3 | £2,180 / €2,400 | £2,800 / €3,100 |
| COVER 4 | £2,340 / €2,600 | £3,000 / €3,500 |
| 1 PAGE | £2,100 / €2,250 | £2,500 / €2,800 |
| 1/2 SPREAD | £2,100 / €2,250 | £2,700 / €3,000 |
| 2/3 PAGE | £1,600 / €1,800 | £2,100 / €2,400 |
| 1/2 PAGE | £1,320 / €1,500 | £1,700 / €1,900 |
| 1/3 VERTICAL | £1,100 / €1,200 | £1,200 / €1,400 |

SOURCEBOOK INDUSTRY DIRECTORY

2021 RATES (ALL PRICES EXCLUDE VAT)

| SIZE | EUROPEAN EDITION | US EDITION |
|------------------|------------------|-----------------|
| STANDARD LISTING | £300 / €350 | £600 / €700 |
| PREMIUM LISTING | £600 / €700 | £1,200 / €14,00 |

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 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

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 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

www.infotoday.com/advert/CTPAdSpecs.pdf

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 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.

| AD SPACE ORIENTATION | TRIM SIZE (w x h, mm) | BLEED SIZE (w x h, mm) |
|-----------------------|-----------------------|------------------------|
| FULL PAGE VERTICAL | 216 x 277 | 222 x 283 |
| SPREAD HORIZONTAL | 432 x 277 | 438 x 283 |
| 2/3 PAGE VERTICAL | 114 x 254 | n/a |
| 1/2 SPREAD HORIZONTAL | 432 x 127 | 438 x 127 |
| 1/2 PAGE HORIZONTAL | 178 x 127 | n/a |
| 1/3 PAGE VERTICAL | 57 x 254 | n/a |