Proven Marketing and Demand-Generation Solutions to Grow Your Online Video Business

2023 MEDIA KIT

WWW.STREAMINGMEDIA.COM
ABOUT STREAMINGMEDIA.COM

Ask us why we are called “The Filter of the Industry.”

A trusted resource since 1998, StreamingMedia.com has been the Number One online destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media markets. With all the excitement surrounding the online video industry, we commonly hear that StreamingMedia.com has always been “The Filter of the Industry,” helping readers separate the reality from the hype and better understand the technologies and business strategies that work.

The site features thousands of original articles and videos, biweekly enewsletters, and a wide range of resources dedicated to the streaming media industry. StreamingMedia.com is the last word in streaming for business, technology, and content. StreamingMedia.com is committed to bringing our visitors a return for their “time investment” on our site by giving them in-depth information and analysis that can’t be found anywhere else.

Site Overview

No other media property brings this level of online video experience to the table. For more than 20 years, hands-on leadership and expertise have kept this site Number One as a resource, as well as a community. Content on the site includes feature articles, breaking news, research reports, a blog, webcasts, an annual industry directory, a biweekly enewsletter, and case studies that showcase the latest real-world streaming and digital media applications. Along with content from the Streaming Media Industry Sourcebook, white papers, web events, Innovation Series, and Streaming Media magazine, StreamingMedia.com features are easily searchable by verticals and topics.

Reserve Your Space Today!

Joel Unickow • Vice President / Publisher
Direct: (250) 933-1111 • Email: joel@streamingmedia.com

Streaming Media, a division of Information Today, Inc.  
143 Old Marlton Pike • Medford, NJ 08055

THE TOP COMPANIES IN EVERY VERTICAL SUBSCRIBE TO STREAMING MEDIA:

- ABC
- Accuweather
- Amazon Studios
- AMC
- Associated Press
- AT&T
- Ball State University
- BAMTECH Media
- Blizzard Entertainment
- California University
- CBC
- CBS
- City of Atlanta
- City of Philadelphia
- CNN
- Comcast
- C-SPAN
- Discovery
- Communications
- DISH Network
- Disney
- ESPN
- Facebook
- FOX
- Gannett
- Goldman Sachs
- Google
- Harvard Medical School
- Hearst
- Hulu
- HBO
- Intuit
- Iowa State University
- ITV
- JPMorgan Chase
- LinkedIn
- Lockheed Martin
- Los Angeles Unified School District
- Microsoft
- MIT
- NBC Universal
- Netflix
- The New York Times
- NFL
- Oath
- Oracle
- San Jose Mercury News
- Showtime
- Sirius XM
- Sky
- Sony Pictures
- Spectrum
- Starz
- Time Warner
- Turner
- Twitter
- Twitter
- University of Arizona
- University of California–Berkeley
- University of Michigan
- UPS
- U.S. Army
- U.S. Department of Commerce
- Verizon
- Viacom
- Vimeo
- WarnerMedia
- Wells Fargo
- WWE
WHAT IS STREAMING MEDIA MAGAZINE?

Streaming Media magazine is designed with one purpose in mind: to help executives and technology managers who use online video do their jobs better, whether they work in media and entertainment, enterprise, education, government, faith, or any other vertical. Every issue is built around how-to articles that take a look at a technology or business problem and offer solutions. You’ll also find in-depth features on the industry, case studies, and reviews, as well as columns by industry thought leaders and hands-on experts including Liam Moran, Robert Reinhardt, and Tim Siglin. Whether the focus of your product or service is on content creation, postproduction, live streaming, encoding, or delivery, each issue of Streaming Media magazine will help you get your message into the hands of those people making purchasing decisions: the readers of Streaming Media magazine.

Key Facts:

‑ Print distribution to more than 10,500 qualified readers and offered digitally to StreamingMedia.com’s online users (see their demographics in the Audience Profile section of this media kit beginning on page 4)
‑ Six issues for 2023: January/February, March/April (Streaming Media Industry Sourcebook), May/June, July/August, September/October, November/December
‑ 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, presidents, owners, and industry leaders in key markets. This is complemented by impressive budgets specifically allocated to streaming products and services.

“An authoritative source on streaming media topics; the first place I go for this information!”
—Head, Library Technology, The College at Brockport–SUNY
REACH OUR AUDIENCE —
MORE THAN 161,000 OPT-IN PROFESSIONALS CAN'T BE WRONG

**StreamingMedia.com & StreamingMedia.com/Producer**

- Launched: 1998
- **SMXtra Newsletter** .............................................................. 24,000
- **SM Bulletin Email Blast** ...................................................... 23,000
- **SMProducer FOCUS Newsletter** ........................................... 10,500
- **SMProducer Bulletin Email Blast** ......................................... 11,000

**Social Networks**

- **14.4K Twitter followers**
- **6,200 Facebook followers**
- **3,000 LinkedIn followers**

**Circulation**

- **665,000+ Monthly Impressions**
- **82,800+ Monthly Page Views**
- **55,141+ Visits Per Month**
- **45,924+ Unique Monthly Visitors**

**Stream Media Magazine**

- **10,500 Qualified Subscribers**
  - Publishing since 1998
- **Engaged Readers**
  - 53% report they have read the last four issues of Streaming Media magazine.
  - 90% prefer the print version as their primary resource.
  - 33% have contacted an advertiser online or by phone.
  - 53% have downloaded content from StreamingMedia.com.
  - 64% have referred an article in Streaming Media magazine to a colleague.

**How Important is SM magazine to our readers?**

- 94% say that Streaming Media is an important source of information they can't find anywhere else.
- 95% cite that it helps them professionally.
- 90% say that Streaming Media magazine is their favorite online video industry-related publication.

**Streaming Media Webcasts**

- More than 1,000 live webcasts since 2003
- Roundtable or solo events

**Conferences**

- Streaming Media West
- Streaming Media East
- Streaming Media Connect
- Streaming Forum, UK
- Content Delivery Summit
2023 EDITORIAL CALENDAR

IN EVERY ISSUE:
› Behind the Screens: In-depth looks at online video success stories
› NEW! The Streaming Toolbox: Your guide to the latest and greatest streaming tools and services
› “Spotlights”: Sponsored Articles and Industry White Papers

JANUARY/FEBRUARY 2023
› Web3, Blockchain, and NFTs
› Making Sense of Streaming Analytics
› Google Chrome Plays HEVC
› The Future of Sports-Centric FAST, Gaming, and Betting
› Sponsored Sections
  › Executive Predictions

   Editorial Deadline: December 14
   Ad Due Date: January 19
   Sponsored Content (White Papers/Streaming Media Guide) Due Date: January 16
   Mail Date: February 3

MARCH/APRIL 2023
The 2023 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: How to Migrate From On-Prem to Cloud Workflows; How to Optimize Your Live-Streaming Workflow; Best Practices for Lowering Power Consumption; Best Practices for PTZ-Based Production, How to Script for FFmpeg, and more
› Sponsored Sections
  › The 19th Annual Online Video Industry Directory
  › Streaming Media Guide: Proof of Concept: The Industry Case Study Collection

   Editorial Deadline: January 25
   Ad Due Date: March 9
   Sponsored Content (White Papers/Streaming Media Guide) Due Date: March 2
   Mail Date: April 4

MAY/JUNE 2023
› How to Produce Hybrid Events
› How to Improve Comms for Cloud Production
› How to Encode for Low Latency
› How to Set Up and Launch a FAST channel
› Sponsored Sections
  › Streaming Media Guide: Mastering Live Streaming at Scale: The Final Frontier
  › Hot Products

   Editorial Deadline: April 17
   Ad Due Date: May 19
   Sponsored Content (White Papers/Streaming Media Guide) Due Date: May 16
   Mail Date: June 6

   Checklist Report
   › OTT Monetization 2023

   Editorial Deadline: May 11
   Ad Due Date: May 16

JULY/AUGUST 2023
› Server-Side vs. Client-Side Ad Insertion
› Streaming Events at Scale
› Streaming Player Compatibility in a Multiplatform Landscape
› How to Streamline Hybrid Event Production
› Sponsored Section
  › Who to See at IBC
  › Streaming Media Guide: Video Engineering: Advanced Encoding & Transcoding

   Editorial Deadline: June 15
   Ad Due Date: July 20
   Sponsored Content (White Papers/Streaming Media Guide) Due Date: July 17
   Mail Date: August 4

   Checklist Report
   › Live Streaming at Scale

   Editorial Deadline: July 12
   Ad Due Date: July 17
2023 EDITORIAL CALENDAR (CONTINUED)

SEPTEMBER/OCTOBER 2023
› The 2023 Streaming Media 50
› Advertising Workflow for CTV
› Unlocking the Potential of 5G
› Benchmarking Streaming Sustainability
› NDI, WebRTC, and the State of Streaming Transport
› Sponsored Sections
  › View From the Top
  › Streaming Media Guide: Solving Video at the Edge: Solutions and Strategies
  › Streaming Media Guide: OTT Monetization in 2023: FAST, AVOD, Hybrid, & More

  Editorial Deadline: August 17
  Ad Due Date: September 21
  Sponsored Content (White Papers/Streaming Media Guide) Due Date: September 18
  Mail Date: October 6
› Checklist Report
  › State of REMI Production

  Editorial Deadline: September 13
  Ad Due Date: September 18

NOVEMBER/DECEMBER 2023
› The 2023 Streaming Media Readers’ Choice Awards
› State of Broadcast in the Cloud
› How to Improve Streaming Analytics
› OTT in the Age of AVOD
› Streaming Live Sports at Scale
› Sponsored Sections
  › Streaming Media Guide: How to Master Remote Production
  › Streaming Media Guide: OTT Workflow Disruption: Cloud vs. On-Prem

  Editorial Deadline: October 18
  Ad Due Date: November 21
  Sponsored Content (White Papers/Streaming Media Guide) Due Date: November 16
  Mail Date: December 8
› Checklist Report
  › Trends in CDN & Edge Delivery

  Editorial Deadline: November 13
  Ad Due Date: November 16
STREAMING MEDIA INDUSTRY SOURCEBOOK

What makes this issue a must?
› The world’s most trusted industry directory of active companies
› 2023 Buyer’s Guide
› Business Checklists and Templates
› How To’s and Tutorials
› Sponsored White Papers—with lead generation
› Annual Collection of Sponsored Case Studies—with lead generation
› Published each March; 12-month shelf life
› Conclusive advice from industry veterans and experienced end users
› Thickest and most important issue of the year. It’s the annual must-have reference issue.
› The Streamverse—a comprehensive chart of all Sourcebook Industry Vendors and how they fit in the video ecosystem
› The most reliable directory of companies operating in the space today

See separate Sourcebook Kit for more information.

"Your annual Sourcebook is outstanding and provides excellent information. Your Sourcebook never leaves my desk!"
—Engineer, Google

"It’s everything I need to know about the industry and which suppliers I need to pay attention to."
—Disney ABC

The entire industry all in one book: Are you in it?
### DISPLAY ADVERTISING RATE CARD

#### 2023 RATE CARD (NET): Display Rates

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See page 29 (Advertising Specifications and Terms) for page sizes

#### EXCLUSIVE OPPORTUNITIES:

- **Belly Band (wrap):** $9,995
- Sponsor the PDF Download of each issue and receive leads for a year.

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**Advertising/Showcase Sales Contact:**

Joel Unickow • Vice President / Publisher

Direct: (250) 933-1111 • Email: joel@streamingmedia.com
SPOTLIGHTS: SPONSORED CONTENT IN PRINT & ONLINE

YOU WRITE, WE PUBLISH

• Your product name, product URL, and large product image
• Product Description:
  • Product Use—what it does and why it's awesome
  • Product Target Market—who loves using it
  • Technical Specs—key features (can be a bulleted list)
• Your company logo and contact information (product price optional)
• Published both in print and online at https://www.streamingmedia.com/Articles/Spotlights
• PDF reprint

LIGHTCAST MEDIA CLOUD

www.lightcast.com/media-cloud

Lightcast Media Cloud is designed for publishers, organizations, and creators of on-demand and live content. The new Lightcast Media Cloud offers a range of features to help streamline media production and distribution.

WHAT DO YOU GET?

- Premium VOD Transcoding into 12 Formats & Bitrates
- Cloud Scheduler & Playout System
- Developer Tools & APIs
- Pre/Mid/Post-Roll Ad-Serving
- Multi-Platform Subscriber Processing System
- Customizable Web Players
- Instant Publishing to Social Media
- Intuitive Media Management System

WHY CHOOSE LIGHTCAST MEDIA CLOUD?

- Save valuable time and resources by automating your media publishing platforms, apps and players in one place: metadata and closed-caption files, language-subtitles and other sidecar files.
- For your websites, and connect your accounts on the leading social networks and video platforms to your Media Cloud for live-streaming events, ingest linear channels, generate cloud-populated 24/7 on-demand channels, sub-channels, series, create live channels, set up on-demand channels, sub-channels, series, create live team's workflow by using the Media Cloud's programmable workflow presets.
- Organizations can utilize the Media Cloud effectively. It supports government, enterprise, sports and not-for-profit organizations, including our customers from broadcast media, education, curriculums, students and volunteer producers.
- Real-time communication with residents, students, public allowing media producers and publishers to manage all live-stream audio and video archives.
- Promotion of local businesses and job growth, • Branding & Marketing to new, future students or residents, • Providing an outlet for schools and volunteer media producers, • Promotion of volunteer engagement and political participation, • Storing, transcoding and publishing of historic and current audio and video archives.

How City & County Governments, High-Schools, House of Worship, Corporate Video, Government, YouTubers, Social media streamers, VideoProducers can utilize the Media Cloud effectively. The Media Cloud supports: • Instant setup of subscription products, advertising integration, video distribution. In addition, activate a custom-branded cross-browser web player on any desktop or tablet.

SlingStudio Hub Wireless

Multi-camera Streaming System

www.lightcast.com/media-cloud-ovp

SlingStudio is the industry's first portable, wireless technology, you can connect a combination of up to 10 smartphones, professional cameras, and camcorders. It greatly reduces your setup time. SlingStudio operates with minimal interference at professional cameras, and camcorders.

Product Use

• Corporate video
• Government
• House of Worship
• YouTubers
• Social media streamers

Use-Case Examples:

• Promotion of local businesses and job growth
• Branding & Marketing to new, future students or residents
• Providing an outlet for schools and volunteer producers
• Real-time communication with residents, students, public
• Promotion of volunteer engagement and political participation

Diamond Sponsorship 4-Page-Spread Product Spotlight $6,900
Platinum Sponsorship 2-Page-Spread Product Spotlight $4,500
Gold Sponsorship Full-Page Product Spotlight $3,400
Silver Sponsorship 1/2-Page Product Spotlight $1,900

*ADD A VIDEO TUTORIAL OR INTERVIEW to any SPOTLIGHT package for $3,500 (includes production and publishing in an article)
## AT A GLANCE—2023 LEAD-GENERATION PROGRAMS: STREAMING MEDIA GUIDES & ONLINE EVENTS

<table>
<thead>
<tr>
<th>Issue Month/Participation Deadlines</th>
<th>Guides &amp; Special Sections</th>
<th>Online Events</th>
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<tr>
<td><strong>January/February 2023</strong></td>
<td></td>
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<td>Space &amp; Final</td>
<td>EXECUTIVE PREDICTIONS</td>
<td>Jan: The Future of Video Monetization</td>
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<td>Materials Due: 1/19/23</td>
<td>TECHNOLOGY &amp; STRATEGY: WHAT'S NEW FOR '23</td>
<td>Feb: Streaming Media Connect Webinar Series Feb 15-19</td>
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<td><strong>March/April 2023 (Annual Industry Sourcebook)</strong></td>
<td>THE 19TH ANNUAL ONLINE VIDEO INDUSTRY DIRECTORY</td>
<td>March: Preview: Who and What to See at NAB</td>
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<td>PROOF OF CONCEPT: THE INDUSTRY CASE STUDY COLLECTION</td>
<td>What's Next for OTT?</td>
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<td>Materials Due: 3/9/23</td>
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<td><strong>May/June 2023</strong></td>
<td>MASTERING LIVE STREAMING AT SCALE: THE FINAL FRONTIER</td>
<td>June: OTT Monetization in 2023: FAST, AVOD, SVOD, Hybrid, &amp; More</td>
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<td>HOT PRODUCTS</td>
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<td>Materials Due: 5/19/23</td>
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<td><strong>July/August 2023</strong></td>
<td>WHO TO SEE AT IBC</td>
<td>July: Summit—The State of Sports &amp; Esports Streaming</td>
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<td>VIDEO ENGINEERING: ADVANCED ENCODING &amp; TRANSCODING</td>
<td>August: Streaming Media Connect Webinar Series</td>
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<td>VIEW FROM THE TOP</td>
<td>Sept: OTT Workflow Disruption: The Cloud vs. On-Prem Conundrum</td>
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<td>SOLVING VIDEO AT THE EDGE: SOLUTIONS AND STRATEGIES</td>
<td>Oct: Solving Video at the Edge</td>
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<td><strong>November/December 2023</strong></td>
<td>HOW TO MASTER REMOTE PRODUCTION</td>
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<td>Space &amp; Final</td>
<td>OTT WORKFLOW DISRUPTION: CLOUD VS. ON-PREM</td>
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<td>Materials Due: 11/21/23</td>
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*Exclusive White Paper/Ebook available in every issue*
ISSUE 23.1
JANUARY/FEBRUARY 2023
Technology & Strategy: What’s New for ’23

Why They’ll Read It: 2020 and 2021 changed everything for the video industry, as we all responded to the effects of the global pandemic. But wait—there’s more! This guide reveals and highlights mission-critical problems that are being solved by our industry’s best and brightest. Don’t settle for being reactive—this thought leadership guide gives you the insight to be proactive.

Why participate? If you have something new to offer, whether it’s advice, insights, or tangible tools and solutions, set the pace by publishing it here and getting a jump on your competition.

Suggested Topics/Keywords:
- Workflow
- Remote Production
- Encoding
- Analytics
- Gear/Tools/SaaS
- 5G/6G
- AI/ML
- XR and the Multiverse
- Delivery
- Monetization
- Cloud Video
- Edge
- 8K
- Ad Insertion
- Blockchain
- Interactivity
- Real-Time Communications
- Video
- Video Collaboration
- Video Communication
- Video Editing
- Video Security
- VR/AR
- Objective Metrics

MARCH/APRIL 2023
Proof of Concept: The Industry Case Study Collection

Why They’ll Read It: Every vendor knows that case studies in our industry are terribly difficult to get—that’s what makes them so valuable. This round-up of success stories from the industry’s leading companies proves how the sharpest minds and solutions moved the needle in amazing and interesting ways that will inspire you to do the same. Don’t believe us? We’ll prove it, just like these case studies will.

Why participate? Prove your worth: If you are one of the lucky few to have case studies, publish one (or more!) in the industry’s largest publication for 20 years running—the Streaming Media Industry Sourcebook—and of course online for a year to gather actionable leads.

Suggested Topics/Keywords:
- 5G
- AI/ML for Video
- Cloud Video
- Content Delivery
- Content Protection
- Corporate Video
- Education Video
- Encoding
- Faith/Religious Video
- Government Video
- Interactive Video
- Media & Entertainment
- Medical Video
- Monitoring & Analytics
- OTT
- Remote Production
- Sports/Esports Video
- Streaming Gear
- Streaming Media Suppliers/Vendors/Directory
- Advertising/Monetization
- Video Collaboration
- Video Communication
- Video Editing
- Video Security
- VR/AR
- Objective Metrics

JULY/AUGUST 2023
Video Engineering Guide: Advanced Encoding & Transcoding

Why They’ll Read It: Encoding is the foundation of the streaming industry and the heart and soul of every video file. This is Streaming Media’s annual “supergeek” supplement—it’s where we all come from and what we know better than anyone, bar none. If you are looking to increase your knowledge of where video streaming is really at today, this is a must read.

Why participate? Decisions are made pragmatically in our industry, and by the most technical people. Show your mettle and explain your solutions technically—don’t be afraid to talk in zeros and ones; our readers will appreciate it.

Suggested Topics/Keywords:
- AVI
- H.265
- VP9
- EVC
- CMAF
- Captioning
- Migration/Conversion Strategies
- Multi-Platform/Multi-Device
- 8K
- VVC
- LCEVC
- FFmpeg
- Carriers
- Closed Captioning
- Live Events
- Concerts
- Sports/Esports
This part of the streaming industry may be a gold rush, but faltering transparency in journalism have plenty of choices—are you one of them?

Why Participate? Never has there been more at stake than now. This complex topic is becoming one of "the" core areas of growth in the streaming industry. Massive funding and investment over 2021 continues today in new companies with new ideas on how to solve the most complex issues. You can't afford to not be here and be left behind.

Suggested Topics/Keywords:
- Redundancy Strategies
- CDN Selection & Switching
- Latency
- QoS/QoE
- Targeted Advertising
- Monitoring & Analytics
- 5G and Beyond
- Edge Servers & Gateways
- Search &
- Recommendation
- Storage
- Serverless Compute

OTT Monetization in 2023: FAST, AVOD, SVOD, Hybrid, & More

Why They’ll Read It: Guess what? Streaming services are finally making money. But it’s a crowded space with almost too many services to choose from. If you need to evaluate content monetization strategies, look no further than this guide. It will help you make sense (and dollars) with your content, perhaps in ways you didn’t even know you could.

Why Participate? This part of the streaming industry may be a gold rush, but faltering business models are looking for advantages to survive, and ideally thrive. Especially for those companies offering video advertising solutions, it’s time to stop hiding behind closed doors and show the market what you’ve got. Buyers that turn to Streaming Media for it’s transparency in journalism have plenty of choices—are you one of them?

Suggested Topics/Keywords:
- FAST
- AVOD
- TVOD
- SSAI
- Brand Safety
- DRM
- Integration
- Product
- Placement
- SVOD
- PVOD
- Gaming
- Analytics
- Watermarking
- Platforms
- Sydication

OTT Workflow Disruption: The Cloud vs. On-Prem Conundrum

Why They’ll Read It: The quest to find efficiencies is neverending. There is no denying that the cloud has offered tremendous flexibility, especially at scale. However, there is also agreement among IT decision makers that owning technology on-site offers control, security, and flexibility that the cloud cannot. In 2023, the flood of new products and quick-demand decision making may have you rethinking your current strategy and infrastructure. Guess what? There’s a guide for that, and you are about to read it.

Why Participate? Whether you offer the latest and greatest in cloud or on-prem products and services, you better make your case because things are changing fast. Workflow is ever changing and growing fast. Be sure you are in front of those most interested to spend today.

Suggested Topics/Keywords:
- Cloud
- Contribution
- Packaging
- Distribution
- Content Protection
- Video Infrastructure
- Collaborative Editing
- On-Prem
- Acquisition
- Media Processing
- Delivery
- AI/ML
- Media Asset Management (MAM)
SPONSORED GUIDES
THE POWER OF LEAD GENERATION ALL YEAR

*Streaming Media’s Multi-Sponsor Supplements* have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of qualified buyers, *Streaming Media* creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called *Innovation Series*.

**You Write, We Publish.**

Each Guide is published in an issue of *Streaming Media* magazine and generates online leads for up to a year. Each Guide is designed by *Streaming Media's* production department, giving this special section a unified look. It includes an opening cover, a table of contents, and an introduction written by our publisher as well as a back cover page that includes a company logo and contact information.

Sponsorship Rates:

**PLATINUM SPONSORSHIP – $12K**
- Six-page sponsored content contribution (additional pages at $2K per)
- First article after Overture article written by *Streaming Media* staff
- 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 *Innovation Series* standalone PDF for your distribution
- Twelve months of unlimited leads

**GOLD SPONSORSHIP – $8K**
- Four-page sponsored content contribution (additional pages at $2K per)
- 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 *Innovation Series* standalone PDF for your distribution
- Six months of unlimited leads

**SILVER SPONSORSHIP – $5K**
- Two-page sponsored content contribution (additional pages at $2K per)
- Best position article after Overture article and Gold Sponsor
- Front cover Silver logo positioning
- Enlarged positioning logo placement with contact info on back cover
- Three months of unlimited leads

**Materials:**

Text can be submitted in Word or TXT files.

A page with no graphics can fit approx. 600 words.

A page with one graphic can fit approx. 450 words (images take up approx. 150 words of space).

Print-quality (min. 300 dpi) logo and graphics should be provided in .jpeg, .tiff, or .eps format.

**ADDITIONAL BONUS**

*Streaming Media* will provide editing and layout services with proofs to satisfaction.

**Contact:**

Joel Unickow,
Vice President / Publisher,
*Streaming Media*

Direct: (250) 933-1111
joel@streamingmedia.com

---

*Streaming Media*’s Multi-Sponsor Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of qualified buyers, *Streaming Media* creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called *Innovation Series*.

**You Write, We Publish.**

Each Guide is published in an issue of *Streaming Media* magazine and generates online leads for up to a year. Each Guide is designed by *Streaming Media’s* production department, giving this special section a unified look. It includes an opening cover, a table of contents, and an introduction written by our publisher as well as a back cover page that includes a company logo and contact information.

Sponsorship Rates:

**PLATINUM SPONSORSHIP – $12K**
- Six-page sponsored content contribution (additional pages at $2K per)
- First article after Overture article written by *Streaming Media* staff
- 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 *Innovation Series* standalone PDF for your distribution
- Twelve months of unlimited leads

**GOLD SPONSORSHIP – $8K**
- Four-page sponsored content contribution (additional pages at $2K per)
- 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 *Innovation Series* standalone PDF for your distribution
- Six months of unlimited leads

**SILVER SPONSORSHIP – $5K**
- Two-page sponsored content contribution (additional pages at $2K per)
- Best position article after Overture article and Gold Sponsor
- Front cover Silver logo positioning
- Enlarged positioning logo placement with contact info on back cover
- Three months of unlimited leads

**Materials:**

Text can be submitted in Word or TXT files.

A page with no graphics can fit approx. 600 words.

A page with one graphic can fit approx. 450 words (images take up approx. 150 words of space).

Print-quality (min. 300 dpi) logo and graphics should be provided in .jpeg, .tiff, or .eps format.

**ADDITIONAL BONUS**

*Streaming Media* will provide editing and layout services with proofs to satisfaction.

**Contact:**

Joel Unickow,
Vice President / Publisher,
*Streaming Media*

Direct: (250) 933-1111
joel@streamingmedia.com
DEMAND GENERATION—WHITE PAPERS

STREAMING MEDIA’S “SPONSORED CONTENT” PROGRAM (WHITE PAPER)

• Featured content in an issue of *Streaming Media* magazine for highest qualified impact to 10,500 readers
• On-site presence with contact info capture—Name/Title/Company Address/Phone/Email
• All your marketing is included and created by *Streaming Media*: “*Streaming Media Presents*”
  —emails, banners, and social media pushes all created by us, for you.

Sponsorship Rates

PLATINUM: $20,000

• Publish 10 pages of your content in an issue of *Streaming Media* magazine as “Featured Sponsored Content”
• Includes minimum 4 worldwide email broadcasts

GOLD: $14,000

• Publish 6 pages of your content in an issue of *Streaming Media* magazine as “Featured Sponsored Content”
• Includes minimum 2 worldwide email broadcasts

SILVER: $8,000

• Publish 4 pages of your content in an issue of *Streaming Media* magazine as “Featured Sponsored Content”
• Includes minimum 1 worldwide email broadcast

• Pages for Online PDF are unlimited.

Contact: Joel Unickow, Publisher, Streaming Media  |  Direct: (250) 933-1111  |  joel@streamingmedia.com
EXCLUSIVE ‘CHECKLIST’ REPORTS

If clarifying and defining the key issues for technology users are part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. Streaming Media’s exclusive ‘Checklist’ reports are topic- and sponsor-specific assets that dive deep into a special topic of interest among the technology users and executives within our audience. These reports enable our sponsors to leverage the credibility of the Streaming Media brand along with its extensive subject matter expertise and market reach to:

› Build the case for your solution
› Gain industry-wide exposure and enhance positioning
› Generate guaranteed leads
› Acquire custom marketing content

Our team works directly with your organization to produce a five-page report that includes a cover page branded with your company logo, a two-page trends analysis article from Streaming Media, and a two-page overview of your company, its solutions and customer success stories with a conclusion and call-to-action.

Sponsors have full input and final approval, as well as full usage rights. Upon approval, your white paper will be posted on StreamingMedia.com as a unique PDF for registered viewers and marketed to qualified candidates via online, email, and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads will be delivered to your team on a scheduled basis.

A minimum of 200 clean leads are guaranteed.

Cost: $9,500

2023 CALENDAR

MAY/JUNE
Checklist Report: OTT Monetization 2023
Space Reservations: May 11, 2023
Ad Materials Due: May 16, 2023

JULY/AUGUST
Checklist Report: Live Streaming at Scale
Space Reservations: July 12, 2023
Ad Materials Due: July 17, 2023

SEPTEMBER/OCTOBER
Checklist Report: State of REMI Production
Space Reservations: September 13, 2023
Ad Materials Due: September 18, 2023

NOVEMBER/DECEMBER
Checklist Report: Trends in CDN & Edge Delivery
Space Reservations: November 13, 2023
Ad Materials Due: November 16, 2023

Call of Custom Topics

For additional information or answers to specific questions, contact:
Joel Unickow
Vice President/Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
COST-PER-LEAD (CPL) PROGRAMS

For more than 2 decades, Streaming Media has helped IT marketers generate quality sales leads through its “Best Practices” white paper program, turnkey webinars, and dedicated email blast offerings. We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

How does it work?
Your white papers are posted in a special section on the StreamingMedia.com website and marketed to qualified candidates in the Streaming Media subscriber and affiliate network of more than 161,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

- Standard contact capture fields include full name, job title, company name, postal address, phone numbers and email address. Custom fields are available too.
- Basic screening eliminates false entries, incomplete forms, students, educational faculty, independent consultants, competitors, and leads outside of North America. Global leads can be delivered, as well, to companies that choose to take advantage of Streaming Media’s unique international positioning, at no additional charge.

Why try this program?
- The Streaming Media syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your white papers.
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.
- Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to Streaming Media for relevant content.
- You only need a logo, headline, 75-word description, and PDF to get started.

Contact
Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
## POWER BUNDLES: WHEN YOU NEED TO DRIVE TRAFFIC AND ATTENTION TO YOUR OWN SITE

<table>
<thead>
<tr>
<th>TITANIUM - $14,900</th>
<th>GOLD - $5,000</th>
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</thead>
<tbody>
<tr>
<td>2-page spread and sponsored article in <em>Streaming Media</em> magazine</td>
<td>Full-page ad in <em>Streaming Media</em> magazine</td>
</tr>
<tr>
<td>20,000 970x250 billboard impressions on <em>StreamingMedia.com</em></td>
<td>20,000 728x90 impressions on <em>StreamingMedia.com</em></td>
</tr>
<tr>
<td>Static 300x100 tile on <em>StreamingMedia.com/Producer</em></td>
<td>Static 300x100 tile on <em>StreamingMedia.com</em> and <em>Producer</em></td>
</tr>
<tr>
<td>2 dedicated email broadcasts to <em>StreamingMedia.com</em> and <em>StreamingMedia.com/Producer</em> combined</td>
<td>Full page in <em>Streaming Media</em> magazine</td>
</tr>
<tr>
<td>4 email newsletter sponsorships (1200x630)</td>
<td>Email newsletter sponsorship (1200x630)</td>
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<table>
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<tr>
<th>DIAMOND - $10,000</th>
<th>SILVER - $2,500</th>
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<tr>
<td>Spread in <em>Streaming Media</em> magazine</td>
<td>20,000 728x90 impressions on <em>StreamingMedia.com</em></td>
</tr>
<tr>
<td>30,000 impressions on <em>StreamingMedia.com</em></td>
<td>Static 300x100 tile on <em>StreamingMedia.com</em> and <em>Producer</em></td>
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<tr>
<td>Static 300x100 tile on <em>StreamingMedia.com</em> and <em>Producer</em></td>
<td>1/2 page in <em>Streaming Media</em> magazine</td>
</tr>
<tr>
<td>2 dedicated email broadcasts to <em>StreamingMedia.com</em> and <em>StreamingMedia.com/Producer</em> combined</td>
<td>Email newsletter sponsorship (300x250)</td>
</tr>
<tr>
<td>Email newsletter sponsorship (1200x630)</td>
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<table>
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<tr>
<th>PLATINUM - $7,500</th>
<th>BRONZE - $1,500</th>
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<tbody>
<tr>
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<td>1/3 page in <em>Streaming Media</em> magazine</td>
</tr>
<tr>
<td>30,000 impressions on <em>StreamingMedia.com</em> and <em>StreamingMedia.com/Producer</em></td>
<td>Email newsletter sponsorship (300x250)</td>
</tr>
<tr>
<td>Static 300x100 tile on <em>StreamingMedia.com</em> and <em>Producer</em></td>
<td></td>
</tr>
<tr>
<td>1 dedicated email broadcast to <em>StreamingMedia.com</em> and <em>StreamingMedia.com/Producer</em> combined</td>
<td></td>
</tr>
<tr>
<td>Email newsletter sponsorship (1200x630)</td>
<td></td>
</tr>
</tbody>
</table>

**Contact**

Joel Unickow, Vice President / Publisher  
Direct: (250) 933-1111  
Email: joel@streamingmedia.com
STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

High Impact—Demand-Gen & Instant Engagement With the Best of the Industry

› Turnkey live events: We do the promotion, all the registration, moderation, and delivery. You show up.
› 1-hour sessions broadcast live on the web with streaming audio and/or video with slides/multimedia
› Live polling, survey, and Q&A sessions make compelling content.
› Real-time interaction with senior executives
› Guaranteed 200-lead minimum

Format Options:

› Sponsored Content-Driven: Exclusive Event $15,000
› Editorially/Customer Content-Driven (Streaming Media Provides Content): Call for Pricing (custom)
› Multi-Sponsor Format (Sponsored Panel): $5,000 per seat
› Multiple Event “Boot Camp” Series: Call for Pricing (custom)

"Great Webinar, thanks so much to Eric and DawnEl, and of course my fellow panelists!"

"Eric and DawnEl, you produce the most professional webinars, we really do appreciate it. Your efforts are far above all the other webinars I do, thank you. Looking forward to more in 2023!"

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.

Contact
Joel Unickow,
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
January 19th-Future of Video Monetization

Too often, the question of how to monetize online video comes down to SVOD, AVOD, and hybrid, and in the OTT world, as the trendlines point toward ad tiers and ad-centric models, it's easy to understand why so many eyes remain fixed on those trends. But other factors remain in play, and increasingly so: gamification, interactivity, click-and-buy merchandising, D2C, and the looming hyper-personalization of Web3 make video monetization's future a far more complex subject than the simple SVOD/AVOD binary would suggest.

April 27th-Delivering Live Streams at Scale

Scale is the name of the game in livestreaming, as content providers and the brands that invest in their content seek ever-larger audiences and big-tent events from sports to concerts and beyond continue to turn toward streaming to engage receptive crowds. But scaling is easier said than done. The pressure to deliver resilient, reliable, high-quality, and low-latency streams and the technical challenges of doing so grow exponentially as publishers reach for bigger audiences, and depend on robust infrastructure, multiple CDNs, deep analytics, and more to achieve and sustain five-nines uptimes and meet the demands of viewers who expect great streams every time. In this webinar we'll discuss what it takes to get large-scale streaming right.

July 20th-Broadcast in the Cloud

With all the moving parts in the broadcast supply chain, making smart workflow decisions presents vexing challenges. Lowering TCO, improving time to market, accelerating response times, and reining in delivery budgets are all critical factors in cloud-based broadcast delivery, but knowing what you don't know is paramount to sorting out these challenges. If you've moved your broadcast workflows to the cloud, this webinar will help you ask the right questions to get the answers you need from the vendors you work with, and if you're still wavering between on-prem, hybrid, and cloud workflows, the experts assembled here will help you get off the fence.

October 5th-What's Next for OTT?

If 2020 was a year of unprecedented growth for OTT, and 2021-22 and early 2023 saw an ongoing recalibration of the market toward AVOD, FAST, and increasingly ad-driven models, what will the next 6-12 months hold for content, solution, and player providers, aggregators, and others trying to stay ahead of the OTT curve? How will discoverability, personalization, and customization evolve as the industry continues to advance toward optimum user experiences? Tune in for this webinar and get the lay of the land around the bend, and get your questions answered about what's coming in OTT before it actually gets here.

December 14th-Zero Latency: Is it Possible? Is it Practical? When Does it Matter?

The one thing it seems that the entire streaming industry can agree on is that nobody likes latency, although to be fair, most latency simply goes unnoticed in lean-back, non-interactive, non-sports situations where it doesn't matter at all that much. But in gaming, betting, auctions, and whole host of increasing common and high-profile areas of the online video world, ultra-low latency is a must, and in most other applications it's one of a number of priorities that must be weighed against other factors, assessed based on its costs, technical challenges, and costs. In this webinar you'll learn when ultra-low latency must come first, where it ought to fall in other scenarios, when (if ever) zero latency is realistic, and when trying to achieve it or something close is worth what it takes to get there.

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.
STREAMING MEDIA UNIVERSITY WORKSHOPS

**Sponsored Workshop: $14,995**
*(Special limited price for 2023: $9,995)*

Our popular Streaming Media University workshop series offers attendees deep dives into technical processes. A sponsored workshop gives your company an opportunity to reach our audience and show them how to use your platform, software, or hardware in their own streaming video workflows. We handle the registration, supply the marketing, and help you with the delivery, you supply the content and get the leads.

All of our Sponsored Workshops include:
- Up to a 3-hour online workshop delivered via the Zoom platform; sponsor to provide speaker and content for workshop
- *Streaming Media* magazine editor to host workshop
- Aggressive online marketing campaign
- Full registration and attendee list for workshop including name, title, company, mailing address, phone, and email address
- Custom slide with logo to be shown at the beginning of workshop
- Workshop listing on Streaming Media University website; sponsor to provide workshop title, speaker details including name/title/headshot/bio, and workshop description
- Logo and 50-word company description listing on Streaming Media University website
- Full-session video archive delivered after the workshop for sponsor’s use
- Post-event promotion on Streaming Media's video channel (optional)

**Contact**

Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
Streaming Media Producer offers sponsored video tutorial series that provide our audience of video production professionals with essential tools for using key products effectively while providing sponsors with invaluable exposure and the credibility that comes with expert instruction and association with the authoritative streaming video production resource. Delivered in an episodic series and divided into manageable segments, each focusing on a specific task, feature, or technique, the tutorials provide both consistent exposure and the appeal of allowing viewers to gain instruction for the specific technique they seek rather than having to search for it in a longer, less-focused tutorial.

The Streaming Media Producer editorial staff will work with the sponsor to select and match an expert instructor to the product and work with the instructor and the sponsor to develop topics and arrange them in sequence for optimum impact. Tutorials in each series will run 5–9 minutes and premiere at scheduled 1- or 2-week intervals, with promotion to the entire Streaming Media audience, as well as in social media channels such as Facebook and Vimeo, with a custom-created Vimeo channel devoted to each series.

Each tutorial series will occupy its own channel on StreamingMedia.com/tutorials, and each episode will appear on StreamingMedia.com/tutorials along with an edited text version with accompanying screenshots.

Pricing is as follows:

- Six-part video tutorial series: $15,000
- Three-part video tutorial series: $9,000
- Single video tutorial: $3,500

 Reserve your space today!

Contact: Joel Unickow • Vice President / Publisher
(250) 933-1111 • joel@streamingmedia.com

Streaming Media has always been proud to capture full videos of all of our conference sessions from Streaming Media East, Streaming Media West, the Content Delivery Summit, and the Live Streaming Summit. The Streaming Media Conference Video Portal is a state-of-the-art gallery that presents all of these videos on a single page, including full-session videos from each event, interviews with key speakers, and snackable highlight clips added each Monday and Wednesday throughout the year. The Video Portal averages more than 11,000 video impressions per month. Get your brand in front of the full, growing inventory of the Streaming Media Conference Video Portal with a 7-second pre-roll that runs before every video on the page.

Pricing:

- $999 for 1 month
- $1,495 for 2 months
- $1,995 for 3 months
- $2,495 for 5 months

Make your brand the exclusive pre-roll video sponsor of the Streaming Media Conference Video Portal!
STREAMING MEDIA CUSTOM RESEARCH

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

USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series
› Highly qualified, actionable leads—from pre-registration, live event log-on, and post-event 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)

Contact
Joel Unickow,
Vice President / Publisher, Streaming Media
Direct: (250) 933-1111
Email: joel@streamingmedia.com
READERS’ CHOICE AWARDS (RCA)

More than 2,000 industry customers can’t be wrong. And with more than 14,000 votes coming in, this is Streaming Media’s highest traffic and exposure time of the year.

If you want people to be thinking of you, pick up these incredibly effective sponsorships and watch your popularity and business grow.

LIMITED GOLD SPONSORSHIP: $7,995
• All opt-in voters' contact info (leads)
• Logo on all RCA promotion
• 1 email to Bulletin File (to be used in 2023; $4,000 value)
• 1 sponsored interview (Skype, Zoom, etc.; $3,500 value)
• Inclusion in all marketing from RCA marketing through November
• Sponsor may provide a prize for voters

SILVER SPONSORSHIP: $995
• Logo on all RCA promotion
• 1 sponsored interview (Skype, Zoom, etc.)
• 1 second-level newsletter sponsorship (300x250)
• Inclusion in all marketing from RCA marketing through November
• Sponsor may provide a prize for voters

Notes:
• Logo (with link) on StreamingMedia.com on all online voting sections
• Logo in Streaming Media magazine
# STREAMINGMEDIA.COM RATE CARD

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Location (ROS)</th>
<th>Minimum</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>970x250</td>
<td>billboard</td>
<td>10,000 impressions</td>
<td>$100 CPM</td>
</tr>
<tr>
<td>728x90 (320x50 mobile)</td>
<td>top position (leaderboard)</td>
<td>20,000 impressions</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>300x250</td>
<td>home &amp; in articles</td>
<td>20,000 impressions</td>
<td>$90 CPM</td>
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<tr>
<td>Static 300X100</td>
<td>all pages</td>
<td>monthly</td>
<td>$995/month or $8,400/year</td>
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## STREAMING MEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)

<table>
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<tr>
<th>Size &amp; Location</th>
<th>Impression Count</th>
<th>CPM</th>
<th>Cost</th>
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<td>$495</td>
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<tr>
<td>728X90 Bottom</td>
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<td>$395</td>
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### Outreach, Opt-In Lists (Emails):

Opt-in for third-party email offers, delivered by us

<table>
<thead>
<tr>
<th>File Name</th>
<th>Price per</th>
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<tbody>
<tr>
<td>Streaming Media Bulletin</td>
<td>$2,995</td>
</tr>
<tr>
<td>Streaming Media EU Bulletin</td>
<td>$1,495</td>
</tr>
<tr>
<td>Streaming Media Producer Bulletin</td>
<td>$1,995</td>
</tr>
</tbody>
</table>

## SPONSORED ARTICLE

Post your sponsored article on StreamingMedia.com for $1,495. Length of article is not limited, but range is suggested at 700–1,500 words. Video can be included.

## Reserve Your Space Today!

Joel Unickow - Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

"StreamingMedia.com is my one stop for all my research and education on the OTT and media industry!"

—Video Producer
FMP Media Solutions

---

“StreamingMedia.com is my one stop for all my research and education on the OTT and media industry!”

—Video Producer
FMP Media Solutions
NEWSLETTERS & EMAIL LISTS

- **StreamingMedia Xtra** arrives each Monday and Wednesday with fresh and accurate news compiled and written by StreamingMedia.com editors. It’s the only newsletter of its kind in the industry.

- Limited Inventory — Schedule your campaign now!

  Schedule your sponsorships around product launches and industry events.

**OUTREACH, OPT-IN LISTS (EMAILS):**
Opt-in for third-party email offers, delivered by us:

<table>
<thead>
<tr>
<th>List</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMBulletin</td>
<td>$3,495 per usage</td>
</tr>
<tr>
<td>SM EU Bulletin</td>
<td>$1,995 per usage</td>
</tr>
<tr>
<td>SMProducer Bulletin</td>
<td>$2,495 per usage</td>
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<tr>
<td>SMBulletin &amp; EU Bulletin combined</td>
<td>$4,495</td>
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<tr>
<td>SMBulletin, EU Bulletin, &amp; Producer Bulletin combined</td>
<td>$5,495</td>
</tr>
</tbody>
</table>

**NEWSLETTERS:**

**FREQUENCY:** Semiweekly

**COST:**
- 1200x630 Top Ad and up to 75 words: $795
- 300x250 Box: $495
- 1200x630 Bottom: $395

“We have gone from video nowhere to video everywhere in a few short years. Streaming Media keeps me completely up-to-date in this fast moving field.”

—Project Manager, HP

**RESERVE YOUR SPACE TODAY!**

Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
STREAMING MEDIA provides a cost-effective way to market your company’s media coverage. We offer professional, personalized article reprints to any company that has been editorially covered in Streaming Media magazine or on StreamingMedia.com. PDFs and high-quality reprints of the article are also available.

Use Reprints for:
› Promoting your company
› Mailings
› Shows
› Media kits
› Enhancing your website
› Portfolios

According to Bitmovin’s “Video Developer Report 2019,” latency was a concern of 54% of all its survey participants. Digging into the numbers, subsequent questions revealed that almost 50% of survey participants planned to implement a low-latency technology over the next 1–2 years, with over 50% seeking latency of under 5 seconds and 30% seeking latency of under 1 second (see Figure 1 on page 22).

All of this bodes well for an article on low-latency options, don’t you think? I’ll start with a list of things to know about low-latency technologies, then provide a list of considerations for choosing one.

WebRTC
Most low-latency solutions use one of three technologies: WebRTC, HTTP Adaptive Streaming (HAS), or WebSockets. Per the WebRTC.org FAQ page, “WebRTC is an open framework for peer-to-peer communications in browsers.”

WebRTC reached the Candidate Recommendation stage in the World Wide Web Consortium (W3C) standards organization (go2sm.com/webrtc1) but has not been finally approved (go2sm.com/webrtc2). Still, according to Wikipedia, WebRTC is supported by all major desktop browsers, as well as Android 4.1.1, BlackBerry OS, iOS, Symbian OS, and Windows Phone 7. This means that it should...
REPRINT ORDER FORM

CUSTOM REPRINTS • EPRINTS • ARTICLE PERMISSION

Date ____________________________________________________________

Issue __________________________________________________________

Article Title ____________________________________________________

Author _________________________________________________________

Send proofs and finished material to:

Contact Name __________________________________________________

Company ________________________________________________________

Address _________________________________________________________

City ___________________________ State ________ ZIP _______________

Phone __________________________ Fax _____________________________

Email __________________________

Authorized Signature __________________________________________

CUSTOM REPRINT SPECIFICATIONS/INSTRUCTIONS:
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

Yes, please enter my order for the following items:

Price
☐ Photocopy Permission:
   Number of article pages _________ x $25 per page = $______________

☐ Reprint Permission: entire article for $250  $__________

☐ Eprints: entire article for $250  $__________

☐ Custom Reprints: Qty _________, No. of pages _________,
   Color choice □ 4C □ 2C □ 1C (fill in price from rate card) $__________

Note: Custom reprint price does not include shipping and customization charges.

Subtotal: $______________

CT, KY, WI must add sales tax: $__________

Total: $______________

CREDIT CARD: ☐ MC ☐ VISA ☐ AMEX ☐ DISCOVER

CREDIT CARD #: __________________________

EXP. DATE ________________

CREDIT CARD PAYMENT IS REQUIRED FOR ALL FIRST-TIME ORDERS. Your credit card will be billed after your order is processed and shipped.

** Please note that prices above are not inclusive of shipping charges and any special customization charges that may be applicable. Any additional customization, handling, and shipping charges will be added to your order.

Authorized Signature/Title __________________________________________

Date ________________

Note: You will be provided with a proof to review your custom reprint before your order is printed.

Mail your order form to:
Information Today, Inc. • Attn: Johanna McBride • 143 Old Marlton Pike • Medford, NJ 08055
or fax to: (609) 654-4309
Contact Johanna McBride directly for more info. Phone: (609) 654-6266, Ext. 122 • Email: jmcbride@infotoday.com
StreamingMedia.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager).

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).

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 joel@streamingmedia.com.
Include live linking URL and ALT text.
(ALT text may not exceed 25 characters, including spaces.)

<table>
<thead>
<tr>
<th>Standard Creative Units</th>
<th>Banner Location</th>
<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>home &amp; in articles</td>
<td>150K</td>
</tr>
<tr>
<td>728x90/320X50 (mobile)</td>
<td>top position (leaderboard)</td>
<td>150K</td>
</tr>
<tr>
<td>300X100</td>
<td>all pages</td>
<td>150K</td>
</tr>
<tr>
<td>970x250</td>
<td>billboard</td>
<td>150K</td>
</tr>
</tbody>
</table>

Creative Specifications
› File size: maximum of 150K 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

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.

To reserve your space, contact Joel Unickow, Publisher
(250) 933-1111 • joel@streamingmedia.com
ADVERTISING SPECIFICATIONS AND TERMS

PLEASE IDENTIFY MATERIAL BY NAME OF ADVERTISER, PUBLICATION, AND ISSUE DATE.

For file submission instructions, see page 33.

CONTRACT AND COPY REGULATIONS
Advertiser is responsible for supplying appropriate artwork by the material due date; when 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 5 percent (5%) discount may be applied for prepayment of your advertising insertion. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

For specification inquiries contact:
Email: jcrawford@infotoday.com

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Orientation</th>
<th>Trim Size (w x h)</th>
<th>Bleed Size (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>8.5”x10.875”</td>
<td>8.75”x11.125”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>216mmx277mm</td>
<td>223mmx283mm</td>
</tr>
<tr>
<td>Spread</td>
<td>Horizontal</td>
<td>17”x10.875”</td>
<td>17.25”x11.125”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>432mmx277mm</td>
<td>438mmx283mm</td>
</tr>
<tr>
<td>2/3-page</td>
<td>Vertical</td>
<td>4.5”x10”</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>115mmx254mm</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-spread</td>
<td>Horizontal</td>
<td>17”x5”</td>
<td>17.25”x5”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>432mmx127mm</td>
<td>438mmx127mm</td>
</tr>
<tr>
<td>1/2-page</td>
<td>Horizontal</td>
<td>7”x5”</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>178mmx127mm</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-page</td>
<td>Vertical</td>
<td>2.25”x10”</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>57mmx254mm</td>
<td>n/a</td>
</tr>
</tbody>
</table>

SPECIFICATIONS

Trim size: 8-1/2”x11-7/8”. Add 1/8” all around for bleeds.
Recommended live matter should be within 7-1/4”x10”.

A page consists of three columns, each 2-1/3”x9-5/8”. It is 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 3 months and then deleted unless otherwise instructed.

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges.

PUBLISHER-SET COPY
Rate: $400 for full-page ads; $275 for 1/2-page or less. Copy due same date as space reservations. There is a $50 charge for any type changes or codes added by the Publisher. A new proof copy is preferred.
INFORMATION TODAY, INC.
EMAIL BROADCAST GUIDELINES

TIME & CREATIVE:
1. All creative must be provided a full 3 days in advance.
2. Creative must be 100% done and ready to be proofed.

NEWSLETTER CREATIVE SPECS:
1. Description of 75 words (or less) of text
2. One URL linking back to your site
3. 300x250 or 1200x630 in JPG, PNG, or GIF format. Flash is prohibited.
4. Dimensions of the banner ads must be 468x120 pixels at 72 dpi.
5. Banners Ads must be smaller than 39K.

EMAIL BULLETIN SPECS:
1. Must provide a subject line for the email
2. HTML file with content in a center-aligned div or table, no wider than 650 pixels
3. Limit on file size 200K total
4. File types referenced (externally, with full URL pointing to image) within the HTML are limited to JPGs, PNGs, or GIFs. The following other technologies are not allowed: video, audio, Flash, rich media.
5. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
6. We do not do customize HTML for such tags as [First Name] [Last Name].
7. Do not include unsubscribe info in the footer of your email.

 Reserve Your Space Today!
Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
### COMPANY INFORMATION:

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>Address 1</td>
<td></td>
</tr>
<tr>
<td>City, State, ZIP</td>
<td></td>
</tr>
<tr>
<td>Contact Name and Title</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Creative Contact</td>
<td></td>
</tr>
</tbody>
</table>

### AD SIZE OPTIONS

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td></td>
</tr>
<tr>
<td>1/2-spread</td>
<td></td>
</tr>
<tr>
<td>2/3-page</td>
<td></td>
</tr>
<tr>
<td>1/3-page (display)</td>
<td></td>
</tr>
<tr>
<td>1/2-page</td>
<td></td>
</tr>
<tr>
<td>Custom Package</td>
<td>Always include a Display</td>
</tr>
</tbody>
</table>

### AGREED:

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company/Agency</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Signature</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td></td>
</tr>
</tbody>
</table>

### MATERIAL INSTRUCTIONS:

See Advertising materials spec sheet for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

### TERMS AND CONDITIONS:

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 Streaming Media, a Division of Information Today, Inc., or its publications.

Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are *net*. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of 1/3-page or more within the contract year. 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.

### TO VALIDATE THIS CONTRACT:

Please sign, date, and return this form (by fax, email, or post mail) to:

**Streaming Media**

Attn: Joel Unickow  
143 Old Marlton Pike  
Medford, NJ 08055  
joel@streamingmedia.com  
Ph: 250-933-1111

**Streaming Media European Edition**

Attn: Katherine Allen  
Henderson House  
Hithercroft Road  
Wallingford, Oxfordshire OX10 8LD  
United Kingdom  
Kat.Allen@infotoday.com  
Ph: +44 (0)7712 583784
PRODUCTION REQUIREMENTS FOR WHITE PAPERS

Sponsored content already pre-designed

We accept the following formats:

› Press Quality or PDF X-1a PDF files are preferred.
  › Fonts must be embedded
  › Set black to overprint
  › 300 dpi images only
  › 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 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 (pdf, .tif, etc.).

› For proper sizing of your ad, please refer to the Advertising Specifications and Terms on page 34 of the media kit.
  › We require a 1” margin top and bottom for our headers and footers to be placed.
  › Add 1/4” 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-color ads must include an accurate color proof. This can be provided as a PDF proof or image.

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 1” margin top and bottom for our headers and footers to be placed.

Sponsored content requiring design

File submission instructions:

› To upload sponsored content ad files via the web:
  › Using your web browser, log onto http://sponsored-content.infotoday.com/white-papers-smus/.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.
PRODUCTION REQUIREMENTS FOR DISPLAY ADS

Please identify material by name of advertiser, publication, and issue date.

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

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- When renaming files, make sure to keep the proper file extension (pdf, .tif, etc.).

- For proper sizing of your ad, please refer to the Advertising Specifications and Terms on page 34 of the media kit.
  - Add 1/4" on all sides for bleed.

File submission instructions:

- To upload files via the web:
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof or image.

Please identify material by name of advertiser and magazine issue.
COMPANY INFORMATION:

Company Name

Address 1

City, State, ZIP

Contact Name and Title

Telephone

Email

Creative Contact

CONTENT OPTIONS

☐ Standalone white paper
  ☐ Platinum ☐ Gold ☐ Silver

☐ Innovation Series section
  ☐ Platinum ☐ Gold ☐ Silver ☐ Custom (use Notes line below)

☐ Supermarket (Superguide Classified Listing)
  ☐ 100 words (Large) Supermarket ☐ 50 words (Small) Supermarket

☐ Who to See at NAB/IBC

☐ Executive Prediction/View From the Top

☐ Product Spotlight

☐ Custom Package

Total (NET): $ __________________________ Payment Method __________________________

Notes: _______________________________________________________________________

AGREED:

Company/Agency

Name

Title

Signature __________________________ Date __________________________

MATERIAL INSTRUCTIONS:
See Production Requirements on the previous page for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

POLICY PRIVACY AND DATA PROCESSING:
Lead data information is processed in accordance with the Information Today, Inc. Privacy Policy.

TERMS AND CONDITIONS:
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 Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due Net 30, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Leads received by ‘Company’ may not be duplicated, shared, sold or used in any way than direct solicitation. All cancellations must be received in writing prior to the space reservation date.

TO VALIDATE THIS CONTRACT:
please sign, date, and return this form (by fax, email, or post mail) to:

Streaming Media
Attn: Joel Unickow • 143 Old Marlton Pike • Medford, NJ 08055
joel@streamingmedia.com • Ph: 250-933-1111

Streaming Media European Edition
Attn: Katherine Allen • Henderson House • Hithercroft Road • Wallingford, Oxfordshire OX10 8LD
United Kingdom • Kat.Allen@infotoday.com • Ph: +44 (0)7712 583784