What pros say about the SOURCEBOOK...

“The annual list of vendors [Sourcebook] is something I keep for the year and refer back to all the time. Longtime loyal reader — keep up the great work.”
— SVP, Citi

“You are doing a great job ... Thank you!”
— Director, Systems Engineering, ARRIS

“I like the entire content of each issue.”
— President, STAR Channel

“I constantly download and refer back to the white papers found and referenced in the Sourcebook and regular issues.”
— The Weather Channel

“Your ‘Annual Sourcebook’ is outstanding and provides excellent information. Each issue is informative and I go through them cover to cover ... BUT your Sourcebook never leaves my desk!”
— Engineer, Google

“I consider Streaming Media magazine and StreamingMedia.com to be an authoritative source on streaming media topics; the first place I go for this information.”
— Head, Library Technology, The College at Brockport—SUNY

“I enjoy the unbiased reviews of new technology, as well as articles that help me stay on the cutting edge of what’s new in the industry.”
— President, University of Derby

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

SOURCEBOOK Contents

Industry Updates
Streamticker
Making sense of 2019’s mergers, acquisitions, and investments

State Of...
Critical and comprehensive analyses of the market landscapes for:

- media and entertainment
- enterprise
- content delivery
- advertising
- formats and protocols
- AI and machine learning

Buyers’ Guide
A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow, including:

- live transcoding
- cloud encoding
- live event encoders
- QoS and QoE platforms
- video optimization
- content-aware encoding
- entertainment, enterprise, and education video platforms
- low-latency technologies
- portable multicam streaming
- PTZ cameras
- server-side ad insertion solutions
- video players
- and more

FEATURED SPONSORED CONTENT

- SOLUTION SERIES: Case Studies
- PRODUCT SPOTLIGHTS
- Exclusive white papers and contributions from industry-leading vendors

How-To’s and Tutorials
- Mobile Multicam Live Streaming
- 4K Over NDI
- Adding SRT to Your Workflow
- Cloud-Based Graphics
- DIY Live Streaming
- And More

Online Video Industry Directory
The Industry Directory is where online video buyers go to find the stars of streaming.

All editorial content is subject to change.
93% of Sourcebook readers are involved in the decision-making process.

<table>
<thead>
<tr>
<th>Decision Maker</th>
<th>Recommender</th>
<th>Influencer</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>40%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Job position of those decision makers

<table>
<thead>
<tr>
<th>Manager or Higher</th>
<th>C Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>22%</td>
</tr>
</tbody>
</table>

How much do you rely on the Sourcebook for choosing vendors? 90% say it’s their primary source.

StreamingMedia.com Consistently Draws New Visitors!

2019 Site Stats
Page views: 1.6M
Users: 792,000
Impressions: 8M

Where the Traffic Comes From
Organic Search: 68.1%
Direct: 22.6%

Source: October 2019 DoubleClick

2020 BUDGETS
9% have $1M+ Budget

$362,500
Average 2020 Company Budget

BUDGET CHANGE IN 2020
more than 44% are increasing budget from 2019, a 6.4% average budget increase

Readership Budget Pool Over $3.8 Billion

After receiving the Sourcebook, subscribers took the following immediate actions:

33% contacted an advertiser online or by phone.
53% downloaded content from StreamingMedia.com
64% referred an article to a colleague.

Media & Entertainment Key Areas of Growth Interest

<table>
<thead>
<tr>
<th>Key Area</th>
<th>Growth Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Streaming</td>
<td>76%</td>
</tr>
<tr>
<td>Production</td>
<td>44%</td>
</tr>
<tr>
<td>Delivery</td>
<td>49%</td>
</tr>
</tbody>
</table>

How Important Is SM magazine to our readers?

94% say that Streaming Media magazine 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.

StreamingMedia.com Consistently Draws New Visitors!

2019 Site Stats
Page views: 1.6M
Users: 792,000
Impressions: 8M

Where the Traffic Comes From
Organic Search: 68.1%
Direct: 22.6%
What Happens With My Online Listing?

All editorial content on StreamingMedia.com is tagged with the appropriate industry verticals and product/service categories. The Online Company Listings are then “served up” by the content management system so that they appear adjacent to relevant content—as defined by the industry categories and product/service verticals assigned to the Company Listing.

Click the link to view live Sourcebook listings or go to streamingmedia.com/sourcebook.

Research Centers you can choose to associate your listing with:

TOPICS
- Cloud Video
- Content Delivery Networks (CDN)
- Content Protection
- Encoding/Transcoding
- Formats/Codecs/Protocols
- Legal Issues
- Live Streaming
- Mobile Video
- OTT TV
- Streaming Music
- Video Advertising
- Video Production
- Video Quality
- VR/AR/MR

INDUSTRY VERTICALS
- Education Video
- Enterprise Video
- Government Video
- Media/Entertainment Video
- Online Video Industry
- Sports/Esports

What Do I Get With My Online Directory Listing Participation?

PREMIUM Online Listing
- Premium Logo and background tint in online directory for 12 months
- Company Description
- Contact Info
- Choice of unlimited Product/Service Categories
- Product Description
- Choice of unlimited Industry Verticals
- Online Resources—5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages
- Video embedded into your listing
- Logo included on The Streamverse poster

STANDARD Online Listing
- Logo
- Company Description
- Contact Info
- Choice of 3 Product/Service Categories
- Product Description
- Choice of 3 Industry Verticals

What Do I Get in Print With My Directory Listing Participation?

PREMIUM Listing: $999
- 100 words/color logo
- Contact info, including address, phone, website, and a contact’s name and email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Logo included on The Streamverse poster

STANDARD Listing: $499
- 100 words/color logo
- Contact info, including address, phone, website, and a contact’s name and email
- Outline edge around listing
SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

WHITE PAPER/EBOOK PROGRAMS

Featured Sponsored Content Packages With EXCLUSIVE Online Lead Generation

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Gold</td>
<td>6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)</td>
<td>$14,000</td>
</tr>
<tr>
<td>Silver</td>
<td>4-page print-issue feature (includes minimum of 1 worldwide email broadcast)</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

CASE STUDIES

Learn From the Pros

Sometimes, doing is the best way to learn. This Solution Series installment brings together many examples of successful deployments by leading industry companies that have helped a wide range of companies, from carriers to content creators. Educate readers about how the right tools and the right companies can help them with their online video infrastructure and strategy.

This annual Solution Series provides the unique, once-a-year opportunity for you to publish your case studies and get leads for 12 months.

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>6-page Sponsored Content contribution with 12 months of leads</td>
<td>$15,000</td>
</tr>
<tr>
<td>Gold</td>
<td>4-page Sponsored Content contribution with 6 months of leads</td>
<td>$8,000</td>
</tr>
<tr>
<td>Silver</td>
<td>2-page Sponsored Content contribution with 3 months of leads</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Solution Series Classified Listing "SUPERMARKET"

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>100 words with logo and company contact</td>
<td>$995</td>
</tr>
<tr>
<td>Small</td>
<td>50 words with logo and company contact</td>
<td>$500</td>
</tr>
</tbody>
</table>

We call this our “Magnet” program. Find out why.

DISPLAY ADS

The Sourcebook is an advertising opportunity that you pay for once, but benefit from all year long as subscribers reference the issue.

We also...
- Distribute copies to attendees at trade shows in 2020.
- Mail to new subscribers in 2020 via our website, conferences, and enewsletters.

**Book your Full-Page or greater Display Ad by December 31 and receive a Free PREMIUM Listing, a $999 value!**

Or buy a Half-Page by December 31 and receive a Free STANDARD Listing, a $499 value. You may purchase STANDARD and PREMIUM print listings at a 50% discount.

ATTENTION VENDORS:

Call for pricing on section opener pages, multiple-page insertions, and special advertising supplements.

The best spaces are already going fast, so don’t delay!

CONTACT US TODAY TO PLACE YOUR ADS AND SPONSORED CONTENT.
**CONTACT US TODAY TO PLACE YOUR 2020 SOURCEBOOK DIRECTORY LISTING AND SPONSORED CONTENT.**

**SOURCEBOOK: Display Ad and Industry Directory Listing Advertising Rates**

### 2020 RATE CARD (net)

<table>
<thead>
<tr>
<th>Display Ad Rates</th>
<th>1x (All Issues for the 2020 Year)</th>
<th>4x</th>
<th>8x</th>
<th>Trim Size w x h, inches</th>
<th>Bleed Size w x h, inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive IFC and Page 1 spread (see illustration on page 5)</td>
<td>$6,495</td>
<td>$5,495</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tab (double-sided)</td>
<td>$5,295</td>
<td>$4,495</td>
<td>$3,995</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td>$2,895</td>
<td>$2,495</td>
<td>$2,195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,695</td>
<td>$2,295</td>
<td>$1,195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,895</td>
<td>$2,495</td>
<td>$2,195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$4,495</td>
<td>$3,795</td>
<td>$3,395</td>
<td>17&quot;x10.875&quot; (432mm x 277mm)</td>
<td>17.25&quot;x11.125&quot; (438mm x 283mm)</td>
</tr>
<tr>
<td>1 Page</td>
<td>$2,995</td>
<td>$2,195</td>
<td>$1,995</td>
<td>8.5&quot;x10.875&quot; (216mm x 277mm)</td>
<td>8.75&quot;x11.125&quot; (223mm x 283mm)</td>
</tr>
<tr>
<td>1/2-Spread (horizontal)</td>
<td>$2,995</td>
<td>$2,195</td>
<td>$1,995</td>
<td>17&quot;x5&quot; (432mm x 127mm)</td>
<td>17.25&quot;x5&quot; (438mm x 127mm)</td>
</tr>
<tr>
<td>2/3-Page (vertical)</td>
<td>$1,995</td>
<td>$1,695</td>
<td>$1,295</td>
<td>7&quot;x5&quot; (178mm x 127mm)</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-Page (horizontal)</td>
<td>$1,995</td>
<td>$1,695</td>
<td>$1,295</td>
<td>7&quot;x5&quot; (178mm x 254mm)</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-Page (vertical)</td>
<td>$1,395</td>
<td>$1,195</td>
<td>$995</td>
<td>2.25&quot;x10&quot; (32mm x 254mm)</td>
<td>n/a</td>
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</table>

### Industry Directory Listing Rates

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Additional Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD Listing</td>
<td>$499</td>
</tr>
<tr>
<td>PREMIUM Listing</td>
<td>$999</td>
</tr>
</tbody>
</table>

### 2020 White Paper Packages

| Platinum | 10-page print-issue feature (includes minimum of 4 worldwide email broadcasts) | $20,000 |
| Gold | 6-page print-issue feature (includes minimum of 2 worldwide email broadcasts) | $14,000 |
| Silver | 4-page print-issue feature (includes minimum of 1 worldwide email broadcast) | $8,000 |

### SOLUTIONS SERIES: Case Studies Rates

| Platinum Sponsorship | 6-page Sponsored Content contribution with 12 months of leads | $15,000 |
| Gold Sponsorship | 4-page Sponsored Content contribution with 6 months of leads | $8,000 |
| Silver Sponsorship | 2-page Sponsored Content contribution with 3 months of leads | $5,000 |

### SOLUTIONS SERIES Classified Listing

| Large | 100 words with logo and company contact | $995 |
| Small | 50 words with logo and company contact | $500 |

**MAIL DATE: MARCH 4, 2020**

**JOEL UNICKOW**

VP & Publisher, Streaming Media

Direct: 250-933-1111

Email: joel@streamingmedia.com
# Display Ad

<table>
<thead>
<tr>
<th>Ad Size Options</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tab (double-sided)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Page Color (4-color or BW only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3-Page (vertical)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2-Page (horizontal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2-Spread (horizontal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3-Page (vertical)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive IFC and Page 1 spread</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

# White Paper Packages

<table>
<thead>
<tr>
<th>Choose Listing(s)</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Listing</td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td>Gold Listing</td>
<td></td>
<td>$14,000</td>
</tr>
<tr>
<td>Silver Listing</td>
<td></td>
<td>$8,000</td>
</tr>
</tbody>
</table>

# Solution Series: Case Studies

<table>
<thead>
<tr>
<th>Choose Listing(s)</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Listing</td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td>Gold Listing</td>
<td></td>
<td>$8,000</td>
</tr>
<tr>
<td>Silver Listing</td>
<td></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Solution Series Classified Listing “SUPERMARKET”

<table>
<thead>
<tr>
<th>Choose Listing(s)</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Listing</td>
<td></td>
<td>$995</td>
</tr>
<tr>
<td>Small Listing</td>
<td></td>
<td>$500</td>
</tr>
</tbody>
</table>

# Industry Directory Listing

<table>
<thead>
<tr>
<th>Choose an Industry Directory Category</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>Software</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Choose Listing(s)</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Listing</td>
<td></td>
<td>$999</td>
</tr>
<tr>
<td>Standard Listing</td>
<td></td>
<td>$499</td>
</tr>
</tbody>
</table>

# Company Information:

**Company Name**: 

**Address**: 

City: 

State: 

ZIP: 

**Contact Name**: 

**Title**: 

**Telephone**: 

**Fax**: 

**Email**: 

**URL**: 

Please send me info regarding Streaming Media conferences

# Payment Information

**Payment Method**: 

- Credit card
- Check

**Credit Card Type**: 

- American Express
- Discover
- MasterCard
- Visa

**Name of Card Holder**: 

**Credit Card Number**: 

**Expiration Date**: 

**Signature**: 

**Total Quantity of Ads Ordered**: 

**Total (NET): $**: 

**Placement Details**: 

# TO VALIDATE THIS CONTRACT: Please sign, date, and return this form by email to:

**Streaming Media Headquarters**  
Attn: Joel Unickow  
joel@streamingmedia.com  
Ph: 250-933-1111

**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 a 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.
ROCKET YOUR COMPANY TO NEW HEIGHTS

STREAMVERSE ACADEMY
WANTS YOU!

ENROLL TODAY

JOEL UNICKOW | VP & Publisher, Streaming Media
Direct: 250-933-1111  Email: joel@streamingmedia.com

143 Old Marlton Pike • Medford, NJ 08055 • streamingmedia.com