What pros say about the SOURCEBOOK...

“The detail in the articles is a great help. Keep the print version. Many magazines have gone away but I find it easier to find time to read the print version.”
—Mgr Inst. & Research Vid Production
Bentley University

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

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

“I like the entire content of each issue.”
—President
STAR 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
Intel Corp.

“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

SOURCEBOOK Contents

Industry Updates
Critical and comprehensive analyses of the market landscapes for media & entertainment, corporate, mobile video, content delivery, live video, and more

Buyers’ Guides
A collection of guides to help you make the right choice at every step of the online video workflow, including:
- encoding and transcoding
- DRM
- corporate video platforms
- metadata and AI
- content delivery
- analytics

Featured Sponsored Content
- SOLUTION SERIES: Monitoring & Measuring to Reduce Churn
- Exclusive white papers and contributions from industry-leading vendors

How-To’s and Tutorials
- Testing HLS and DASH Adaptive Throttling
- Implementing WebRTC
- Preparing for Flash’s End of Life

PLUS...

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.

Job position of those decision makers:
- 84% Manager or Higher
- 22% C Level

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

Decision Maker: 39%
Recommender: 40%
Influencer: 14%

2020 BUDGETS
- 9% have €1M+ Budget

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

€329,211
Average 2020 Company Budget

Readership Budget Pool: Over €3.4 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>Category</th>
<th>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 favourite 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%

Source: October 2019 DoubleClick
The Industry Directory in Print and Online

Highlight your company with an affordable Industry Directory listing in the Sourcebook—in print and online—for 12 months.

Print & Online

Each Industry Directory listing is positioned in one of three categories—Hardware, Services, or Software. Multiple listings are available at a reduced rate for companies wanting to appear in more than one category.

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

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

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

**PREMIUM (1/4-Page) Listing:**
- £600/€700
  - 100 words/colour logo
  - Contact info, including address, phone, website, and a contact’s name and email
  - Outline edge around ad
  - Tinted background
  - Ad page reference burst

**STANDARD (1/8-PAGE) LISTING:**
- £300/€350
  - 100 words/colour logo
  - Contact info, including address, phone, website, and a contact’s name and email
  - Outline edge around listing

PREMIUM online directory listing included

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 www.europe.streamingmedia.com/sourcebook

Research Centres 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

Please be sure copy has been proofed and approved by all responsible before submitting text online. We will send out one final proof only.

Contact us today to place your 2020 Sourcebook directory listing.
SPONSORED CONTENT PACKAGES THAT DELIVER LEADS

EXCLUSIVE PRINT+ONLINE PROGRAMMES

Featured Sponsored Content Packages
With EXCLUSIVE Online Lead Generation

<table>
<thead>
<tr>
<th>Level</th>
<th>Feature</th>
<th>Minimums</th>
<th>Price (£/$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>10-page print-issue feature</td>
<td>(Includes minimum of 4 worldwide email broadcasts)</td>
<td>£13,000/€14,400</td>
</tr>
<tr>
<td>Gold</td>
<td>6-page print-issue feature</td>
<td>(Includes minimum of 2 worldwide email broadcasts)</td>
<td>£9,500/€10,800</td>
</tr>
<tr>
<td>Silver</td>
<td>4-page print-issue feature</td>
<td>(Includes minimum of 1 worldwide email broadcast)</td>
<td>£6,500/€7,200</td>
</tr>
</tbody>
</table>

Engagement, thought leadership, actionable high-level leads

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.

PRINT+ONLINE

Combining Print with Online gives you the best of both.

Print delivers status, pedigree, and profile. Online gives you engagement, qualified actionable leads, and thought leadership.

The entire Print magazine is also published as a Digital Edition—including hyperlinked advertisements on request.

MONITORING & MEASURING TO REDUCE CHURN

Streaming Media’s Sponsored Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers, Streaming Media creates this unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications—now called Solution Series.

The European magazine’s Spring 2020 Solution Series focuses on Monitoring & Measuring to Reduce Churn.

How do we reduce churn? Understanding consumption patterns and optimising the viewer experience are vital components in successful video distribution and monetisation, requiring increasingly sophisticated and automated measurement, analysis, and reporting infrastructures. In short, we need to know what’s going on before we can take action. This edition of the Solution Series covers the best tools for the job, ensuring that QoS/QoE expectations are met and exceeded, and churn challenge is confronted head-on.

This Solution Series provides a unique opportunity for you to tell our readers about your services and solutions, and get high-quality leads for up to 12 MONTHS.

<table>
<thead>
<tr>
<th>Level</th>
<th>Feature</th>
<th>Minimums</th>
<th>Price (£/$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>Exclusive 6-page Sponsored Content contribution with 12 months of leads</td>
<td></td>
<td>£11,000/€12,000</td>
</tr>
<tr>
<td>Gold</td>
<td>4-page Sponsored Content contribution with 6 months of leads</td>
<td></td>
<td>£6,500/€7,000</td>
</tr>
<tr>
<td>Silver</td>
<td>2-page Sponsored Content contribution with 3 months of leads</td>
<td></td>
<td>£3,200/€3,600</td>
</tr>
</tbody>
</table>

Solution Series Classified Listing “SUPERMARKET”

<table>
<thead>
<tr>
<th>Size</th>
<th>Feature</th>
<th>Price (£/$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>100 words with logo and company contact info</td>
<td>£700/€775</td>
</tr>
<tr>
<td>Small</td>
<td>50 words with logo and company contact info</td>
<td>£350/€390</td>
</tr>
</tbody>
</table>

For full details of our Solution Series sponsorships, see our separate Solution Series: Monitoring & Measuring to Reduce Churn sheet.
### Display Ad Rates

<table>
<thead>
<tr>
<th>Listing</th>
<th>1x (Sourcebook + 3 Magazine Issues)</th>
<th>4x</th>
<th>Trim Size w x h, mm</th>
<th>Bleed Size w x h, mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab (double-sided)</td>
<td>£5,000/€5,800</td>
<td>£4,000/€4,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>£3,200/€3,580</td>
<td>£2,500/€3,000</td>
<td>432mm x 277mm</td>
<td>438mm x 283mm</td>
</tr>
<tr>
<td>Cover 2</td>
<td>£2,100/€2,350</td>
<td>£1,700/€2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>£1,900/€2,110</td>
<td>£1,500/€1,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>£2,100/€2,350</td>
<td>£1,700/€2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 page</td>
<td>£1,700/€1,900</td>
<td>£1,500/€1,700</td>
<td>216mm x 277mm</td>
<td>223mm x 283mm</td>
</tr>
<tr>
<td>1/2-spread (horizontal)</td>
<td>£1,700/€1,900</td>
<td>£1,500/€1,700</td>
<td>432mm x 127mm</td>
<td></td>
</tr>
<tr>
<td>2/3-page (vertical)</td>
<td>£1,300/€1,500</td>
<td>£1,100/€1,300</td>
<td>115mm x 254mm</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-page (horizontal)</td>
<td>£900/€1,000</td>
<td>£750/€850</td>
<td>178mm x 127mm</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-page (vertical)</td>
<td>£650/€700</td>
<td>£550/€650</td>
<td>32mm x 254mm</td>
<td>n/a</td>
</tr>
<tr>
<td>Inserts (max size 216mm x 279mm)</td>
<td>£900/€1,000</td>
<td>£800/€900</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SOURCEBOOK Industry Directory Listing Rates

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Premium (1/4-Page)</th>
<th>Additional Listings</th>
<th>Standard (1/8-Page)</th>
<th>Additional Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>£800/€700</td>
<td>£249/€230</td>
<td>£300/€350</td>
<td>£125/€115</td>
</tr>
<tr>
<td>Standard</td>
<td>£300/€350</td>
<td>£125/€115</td>
<td>£249/€230</td>
<td>£125/€115</td>
</tr>
</tbody>
</table>

### SOLUTION SERIES: Monitoring & Measuring to Reduce Churn

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>6-page Sponsored Content contribution with 12 months of leads</th>
<th>4-page Sponsored Content contribution with 6 months of leads</th>
<th>2-page Sponsored Content contribution with 3 months of leads</th>
<th>100 words with logo and company contact</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td></td>
<td></td>
<td></td>
<td>Large (1/4-page)</td>
<td>£700/€775</td>
</tr>
<tr>
<td>Gold</td>
<td></td>
<td></td>
<td></td>
<td>Small (1/8-page)</td>
<td>£350/€390</td>
</tr>
<tr>
<td>Silver</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£3,200/€3,600</td>
</tr>
</tbody>
</table>

### SOLUTION SERIES CLASSIFIED LISTING

<table>
<thead>
<tr>
<th>Programme Type</th>
<th>10-page print-issue feature (minimum of 4 worldwide email broadcasts)</th>
<th>6-page print-issue feature (minimum of 2 worldwide email broadcasts)</th>
<th>4-page print-issue feature (minimum of 1 worldwide email broadcast)</th>
<th>100 words with logo and company contact</th>
<th>£12,000/€14,400</th>
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<tbody>
<tr>
<td>Platinum</td>
<td></td>
<td></td>
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<tr>
<td>Silver</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£6,000/€7,200</td>
</tr>
</tbody>
</table>

### EXCLUSIVE Programmes Rates

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>10-page print-issue feature (includes minimum of 4 worldwide email broadcasts)</th>
<th>6-page print-issue feature (includes minimum of 2 worldwide email broadcasts)</th>
<th>4-page print-issue feature (includes minimum of 1 worldwide email broadcast)</th>
<th>100 words with logo and company contact</th>
<th>£12,000/€14,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£12,000/€14,400</td>
</tr>
<tr>
<td>Gold</td>
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<td></td>
<td></td>
<td></td>
<td>£9,000/€10,800</td>
</tr>
<tr>
<td>Silver</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£6,000/€7,200</td>
</tr>
</tbody>
</table>

### SOLUTION SERIES: Closing Dates

- **2020 Sourcebook Display Ad Closing Dates**
  - Date of Issue: 28 January
  - Space Reservation Close and Material Due: 28 January

- **2020 Sourcebook Directory Listing Closing Dates**
  - Date of Issue: 28 January
  - Space Reservation Close and Material Due: 28 January

- **2020 Sourcebook White Paper Closing Dates**
  - Date of Issue: 28 January
  - Space Reservation Close and Material Due: 28 January