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# *streaming media*

THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO

*european edition*

# THE 2019 AWARDS ISSUE



EUROPEAN READERS'  
CHOICE AWARDS 2019

STREAMING MEDIA MAGAZINE EUROPEAN EDITION

streaming media europe

# 101

## ALSO IN THIS ISSUE

ADDRESSABLE TELEVISION:  
THE HOLY GRAIL  
OF PERSONALISATION

INTERACTIVE STORYTELLING  
AT NETFLIX

THE STATE OF CMAF

## BONUS DISTRIBUTION:

Digital TV World Summit • Broadcast Video Expo • TFM&A • Future of TV Advertising

## THE 2019 AWARDS ISSUE

### Streaming Media European Readers' Choice Awards

We had so many votes for this year's awards, we had to move the announcement from Autumn to the Winter issue. Who'll take home the most coveted awards in the European online video market?



### Streaming Media Europe 101

Which European online video companies are the most important, most innovative, and just plain most interesting? Our editorial staff has evaluated, argued, and come up with our annual list, and you just might be surprised at who makes the cut—and who doesn't.



## ADDRESSABLE TELEVISION: THE HOLY GRAIL OF PERSONALISATION

From the beginning of the online video revolution, personalised video has been one of our loftiest and hardest-to-achieve goals. This article examines the state of addressable television for both content distributors and advertisers today, as well as what we can expect in the near future and what sort of privacy and data collection issues pose challenges to truly personalised video delivery.

## CASE STUDY: INTERACTIVE STORYTELLING AT NETFLIX

The *Black Mirror* episode "Bandersnatch" was one of the most hotly anticipated shows of 2018, and it didn't disappoint, sending viewers down an almost endless rabbit hole of branching choices to control the story. We go behind the scenes with Netflix's manager of video engineering Andy Schuler to look at how Netflix overcame some of the technical challenges of the project (mastering, encoding, streaming), how they utilised SMPTE IMF to streamline the process, and how they are investigating more formalised mastering practices for future projects.

## THE STATE OF CMAF

When CMAF launched, it was pitched as (yet another) panacea for simplifying production and delivery workflows, but obvious roadblocks like incompatible encryption methods crippled its short-term usability. Three years later, most of the most critical roadblocks are gone, but has this translated to widespread adoption? In this article, we talk with encoding vendors and their customers to learn who's using CMAF—and why—and where CMAF doesn't make sense.

## ALSO IN THIS ISSUE:

**Columns** by Dom Robinson, Jan Ozer, Tim Siglin, Jason Thibeault, and Eric Schumacher-Rasmussen

**STREAMING MEDIA'S EUROPEAN EDITION** is the only magazine in Europe that covers the entire spectrum of online audio and video. It's *the* quarterly resource for executives and technology managers who use rich media in any vertical: enterprise, education, government, media and entertainment, and more.

Don't miss your chance to advertise in the next issue of *Streaming Media's* European edition—and reach out to 30,000-plus readers and prospective customers!

All editorial content is subject to change.

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