2021 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 2021
› Mixed Signals: What’s Going on With VR, AR, and MR?
› Streaming Ad Tech Relationship Advice
› How to Build an OTT Service People Want to Watch
› Deploying NDI for Cloud Production
› Sponsored Sections
  › Executive Predictions
  › Innovation Series: Media & Entertainment

Editorial Deadline: November 12
Ad Due Date: December 18
Sponsored Content (White Papers/Innovation Series) Due Date: December 16
Mail Date: January 18

MARCH 2021
The 2021 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: Low-Latency HLS and DASH, Migrating to WebRTC, Tech Workflows for Switched Live Streams, and more
› Sponsored Sections
  › The 18th Annual Online Video Industry Directory
  › Innovation Series: Game-Changing Case Studies

Editorial Deadline: December 7
Ad Due Date: February 8
Sponsored Content (White Papers/Innovation Series) Due Date: February 1
Mail Date: March 10

APRIL/MAY 2021
Streaming Media Producer’s Ultimate How-To Guide
› How to Build Remote Production Kits for Every Budget
› Best Practices for Distanced On-Site Production
› How to Choose and Scale Lecture Capture and Streaming Solutions
...And more!
› Sponsored Sections
  › Spring Power Bundles
  › Innovation Series: Advanced Live Streaming

Editorial Deadline: February 9
Ad Due Date: March 12
Sponsored Content (White Papers/Innovation Series) Due Date: March 10
Mail Date: April 6

JUNE 2021
› The 2021 Streaming Media 50
› MPEG Codecs, One Year In (VVC, LVEVC, EVC)
› AV1: A Progress Report
› Raise the Bar for Distance Learning
› Sponsored Sections
  › View from the Top
  › Innovation Series: Advanced Encoding & Transcoding

Editorial Deadline: April 7
Ad Due Date: May 10
Sponsored Content (White Papers/Innovation Series) Due Date: May 6
Mail Date: June 3
### 2021 EDITORIAL CALENDAR (CONTINUED)

#### JULY/AUGUST 2021
- Esports for the Win
- The Return of “In Real Life” Streaming
- The Algorithm Series: HTTP2/3 With Quic
- Cloud Production and Esport
- Sponsored Sections
  - Fall Power Bundles
  - Innovation Series: Sports & Esports

  *Editorial Deadline: May 17*
  *Ad Due Date: June 18*
  *Sponsored Content (White Papers/Innovation Series) Due Date: June 16*
  *Mail Date: July 14*

#### SEPTEMBER 2021
- Welcome to the Ad Tech Jungle
- Managing Multi-CDN
- The Algorithm Series: FPGAs
- How to Produce and Monetize Audience-Less Concert Streams
- Sponsored Section
  - Innovation Series: Content Delivery & Edge Compute

  *Editorial Deadline: July 9*
  *Ad Due Date: August 11*
  *Sponsored Content (White Papers/Innovation Series) Due Date: August 9*
  *Mail Date: September 3*

#### OCTOBER 2021
- Running the Numbers: Which Metrics Really Matter?
- Spatial Computing and the Future of Streaming Video
- Streaming for Faith-Based Organizations
- Best Practices for Integrating Remote Callers in Live Productions
- Sponsored Section
  - Innovation Series: Advanced Video Data

  *Editorial Deadline: August 10*
  *Ad Due Date: September 13*
  *Sponsored Content (White Papers/Innovation Series) Due Date: September 9*
  *Mail Date: October 6*

#### NOVEMBER/DECEMBER 2021
- The 2021 Streaming Media Readers’ Choice Awards
- OTT Workflow Best Practices
- Deep Dive Into Deepfakes
- Live and On-Demand Closed Captioning
- Sponsored Section
  - Innovation Series: Advanced OTT Strategies and Technologies

  *Editorial Deadline: September 3*
  *Ad Due Date: October 6*
  *Sponsored Content (White Papers/Innovation Series) Due Date: October 4*
  *Mail Date: October 29*