

SM

***streaming
media***

PRINT ONLINE

BUSINESS

TECHNOLOGY

CONTENT

▶ *ONLINE media kit 2021*

**BRAND AWARENESS
NAME RECOGNITION
TRACTION**

- ***website banners***
- ***eNewsletter banners***
- ***exclusive email blasts***
- ***blog banners***
- ***sponsored articles***

▶ section 2

www.streamingmediaglobal.com

about **streamingmedia.com** and **streamingmediaglobal.com**

StreamingMedia.com

has long been the #1 online destination for professionals seeking breaking news, indepth features, reviews, analysis, and directories for the streaming and digital media market.

streamingmediaglobal.com

focuses on the news and industry analysis of most interest and relevance to European and global readership and markets.

Streamingmedia.com and **streamingmediaglobal.com** both offer:

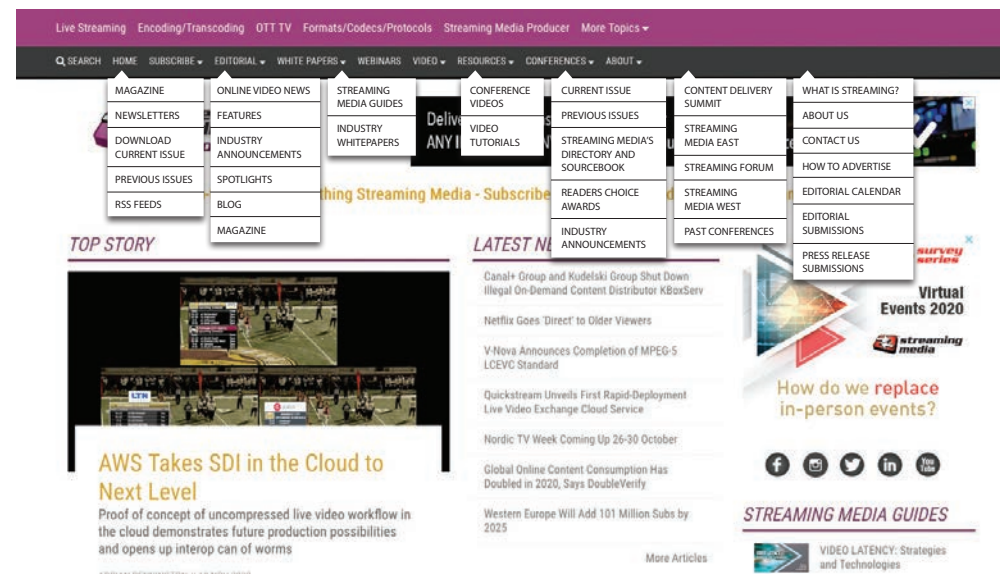
- The ability to target Europe, North America or both
- Easy to navigate site design
- Articles and reviews from experts such as Dom Robinson, Tim Siglin, Jan Ozer, and Jason Thibeault
- Easy access to hundreds of hours of audio/video content
- Sponsored articles
- Video on demand webinars
- Press releases
- Events diary
- A continuously updated industry directory
- White papers, webcasts, and more

66,000
unique
visitors per
month

Our sites feature thousands of original articles, weekly newsletters, and a wide range of resources dedicated to the streaming media industry. **StreamingMedia.com's** aim is to supply enterprises and organisations implementing the online video and audio with a one-stop site for unparalleled information. **StreamingMedia.com** is committed to bringing our visitors a return for their "time investment" on our site by giving them the information and analysis they can't find anywhere else.

SITE OVERVIEW

Information Today has positioned **StreamingMedia.com** as the place to find information and analysis relating to all facets of the business and technology of streaming and digital media. Content on the site includes feature articles, breaking news, research reports, webcasts, an updated industry directory, a weekly newsletter, and case studies that showcase the latest realworld streaming and digital media applications. Along with content from the *Streaming Media Industry Sourcebook*, white papers, and the new *Streaming Media* magazine, **StreamingMedia.com** features are easily searchable via our Research Centre categories.



The screenshot shows the website's navigation menu with categories like MAGAZINE, NEWSLETTERS, DOWNLOAD, PREVIOUS ISSUES, RSS FEEDS, ONLINE VIDEO NEWS, FEATURES, INDUSTRY ANNOUNCEMENTS, SPOTLIGHTS, BLOG, MAGAZINE, STREAMING MEDIA GUIDES, INDUSTRY WHITEPAPERS, CONFERENCE VIDEOS, VIDEO TUTORIALS, CURRENT ISSUE, PREVIOUS ISSUES, STREAMING MEDIA'S DIRECTORY AND SOURCEBOOK, READERS CHOICE AWARDS, INDUSTRY ANNOUNCEMENTS, CONTENT DELIVERY SUMMIT, STREAMING MEDIA EAST, STREAMING FORUM, STREAMING MEDIA WEST, PAST CONFERENCES, WHAT IS STREAMING?, ABOUT US, CONTACT US, HOW TO ADVERTISE, EDITORIAL CALENDAR, EDITORIAL SUBMISSIONS, PRESS RELEASE SUBMISSIONS, and a 'Deliver ANY!' button. The main content area features a 'TOP STORY' titled 'AWS Takes SDI in the Cloud to Next Level' and a 'LATEST NEWS' section with articles such as 'Canal+ Group and Kudelski Group Shut Down Illegal On-Demand Content Distributor KBoxServ', 'Netflix Goes "Direct" to Older Viewers', 'V-Nova Announces Completion of MPEG-5 LOEVC Standard', 'Quickstream Unveils First Rapid-Deployment Live Video Exchange Cloud Service', 'Nordic TV Week Coming Up 26-30 October', 'Global Online Content Consumption Has Doubled in 2020, Says DoubleVerify', and 'Western Europe Will Add 101 Million Subs by 2025'. There is also a 'Virtual Events 2020' banner and a 'STREAMING MEDIA GUIDES' section.

Sponsorship/Advertising/Exhibiting Sales Contacts

Kat Allen
UK, Europe and India Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

Joel Unickow
North America and Rest of World Sales

Direct: +1 250 933 1111
Email: joel@streamingmedia.com

streamingmedia.com and streamingmediaglobal.com audience

WHO VISITS STREAMINGMEDIA.COM?

- Top-level executives and IT managers from Fortune 1000 enterprises
- Entertainment and news media companies
- Business and information media companies
- Training and elearning companies
- Online retailers and ecommerce businesses
- Broadcasters (TV, cable, and radio)
- Analysts, investors, and venture capitalists
- Internet publishers and webmasters
- Advertising and web marketing agencies

WHO SHOULD ADVERTISE?

- Enterprise streaming solutions companies
- Streaming media service providers
- Encoding and hosting companies
- Streaming media software and hardware companies
- Storage companies
- Digital rights management companies
- Content delivery networks
- Streaming education and training companies
- Webcasting companies
- Content creators and owners
- Content distribution and syndication companies
- Digital media asset management companies
- Application service providers
- Wireless network/satellite companies
- IPTV companies

GEOTARGETING – Less is More

Your online campaigns can be precisely targeted so that only visitors from specific countries or language groups will be served your banners. In this way your cpm-based inventory will be exactly focussed on the regions that you want to reach, and in the languages of choice – thus increasing cost-effectiveness and clickthrough rates significantly.

HIGHLY FOCUSED, TARGETED, AND WIDELY ACCLAIMED SERVICES TO HELP YOUR MARKETING CAMPAIGNS

QUICK STATS

- Online since 1998
- #1 on search engines
- Approx. 66,000 unique visitors monthly
- Serving approx 1.3 million ads/month
- High click-through percentages against industry benchmark rates

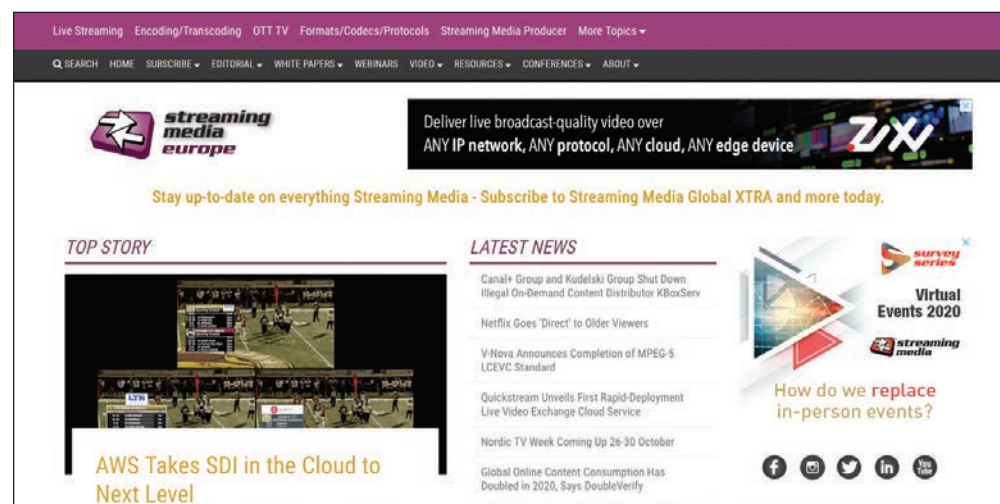
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The screenshot shows the Streaming Media website interface. At the top, there is a navigation menu with links for Live Streaming, Encoding/Transcoding, OTT TV, Formats/Codecs/Protocols, Streaming Media Producer, and More Topics. Below the navigation is a search bar and a secondary menu with links for HOME, SUBSCRIBE, EDITORIAL, WHITE PAPERS, WEBINARS, VIDEO, RESOURCES, CONFERENCES, and ABOUT. The main content area features a banner for 'streaming media europe' with the text 'Deliver live broadcast-quality video over ANY IP network, ANY protocol, ANY cloud, ANY edge device'. Below the banner is a call to action: 'Stay up-to-date on everything Streaming Media - Subscribe to Streaming Media Global XTRA and more today.' The page is divided into sections for 'TOP STORY' and 'LATEST NEWS'. The top story is 'AWS Takes SDI in the Cloud to Next Level' with a video thumbnail. The latest news section includes articles such as 'Canal+ Group and Kudelski Group Shut Down Illegal On-Demand Content Distributor KBoxServ', 'Netflix Goes "Direct" to Older Viewers', 'V-Nova Announces Completion of MPEG-5 LCEVC Standard', 'Quickstream Unveils First Rapid-Deployment Live Video Exchange Cloud Service', and 'Nordic TV Week Coming Up 26-30 October'. There is also a section for 'Virtual Events 2020' with the text 'How do we replace in-person events?'. Social media icons for Facebook, YouTube, Twitter, LinkedIn, and YouTube are visible at the bottom right.

ONLINE media kit

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position of banner ads

See page 15 for material specs for these positions.

Billboard: 970x250

Leader board: 728x90

Rich media: 300x250



*Continuation of website further down

Across site: 300x100

streamingmedia.com and streamingmediaglobal.com – material specs

StreamingMedia.com and streamingmediaglobal.com offer a variety of banner size options, as well as rich media advertising opportunities. The sites utilise DoubleClick for Publishers (DFP) third-party ad serving technology.

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).

CREATIVE SPECIFICATIONS

- File size: maximum of 200K 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

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:
kat.allen@streamingmedia.com for Europe or **joel@streamingmedia.com** for US/rest of world.

Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces).

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.

STANDARD CREATIVE UNITS	MAX FILE SIZE	BANNER LOCATION
970x250	150K	billboard
728 x 90	150K	leader board
300 x 250	150K	rich media
300x100	150K	across site

Any questions, please contact:

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eNewsletter banners

There are two editions of **Streaming Media's** HTML newsletter: Streaming Media Xtra and Streaming Media Europe Xtra.. They are the only newsletters of their kind in the industry and are packed with fresh and accurate news compiled and written by StreamingMedia.com Editors.

Your banner and 75 words of text appear right at the top of the Newsletter.

SM XTRA

Geographical focus: North America
Circulation: reaches 27,000 opt-in
Frequency: twice a week
 (Monday and Wednesday)

SM EUROPE XTRA

Geographical focus: Europe
Circulation: reaches 12,000 opt-in
Frequency: once a week
 (Thursday)

SPONSOR ADVERTISING SPECIFICATIONS:

- 468 x120 px GIF or JPG banner
- 75-word text description and URL link in email body
- Sponsorship is archived by issue date on **StreamingMedia.com** (all sponsor links remain active)
- Report of emails broadcasted and clickthroughs at the end of sponsored week

StreamingMedia Xtra sponsorships are sold on a first to book basis.

Reserve your **StreamingMedia Xtra** sponsorship schedule now for the entire year. Schedule your sponsorships around product launches and industry events.

See rate card on page 17 for details of costs.

DEADLINES FOR CREATIVES:

Please provide image and 75 words of text three full business days before date of newsletter.

NEWSLETTER CREATIVE SPECS:

1. Description of 75 words (or less) of text.
2. One (1) URL linking back to your site.
3. A 468 x120 banner ad in JPEG or GIF file format. Flash is prohibited.
4. Dimensions of the banner ads must be 468x120 pixels at 72dpi.
5. Banner Ads must be smaller than 200k.

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YOUR BANNER HERE



YOUR 75 WORDS OF TEXT HERE

exclusive email blasts

You write it, we send it. **SM Bulletins** enable you to send an exclusive HTML email to our opt-in lists which currently numbers **24,400** individuals in North America and **7,400** individuals in Europe.

There are two geographically focused bulletins:

SM BULLETIN

North America circulation 24,400

SM EUROPE BULLETIN

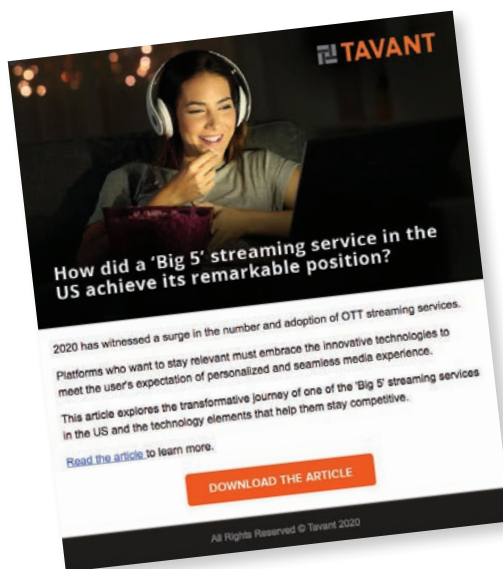
Europe circulation 7,400

These two Bulletins can also be combined with duplicates automatically removed, allowing you to target more than 26,000 unique emails.

See rate card on page 18 for details of costs.

DEADLINES FOR CREATIVES:

1. Ready-to-blast HTML and images must be provided a full 3 days in advance.
2. Images can be hosted by you or by us.



EMAIL BULLETIN SPECS:

1. Centre containing table/Div alignment & no wider than 650 pixels
2. Limit on file size 200K total.
3. File types referenced within the HTML must be limited to JPEGs and GIFs. The following other technologies are not allowed: video, audio, Flash, rich media.
4. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
5. Must provide creative a full 3 business days before broadcast.
6. We do not do customise HTML for such tags as [First Name] [Last Name].

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streamingmediaglobal.com – online rate card

AD SIZE	LOCATION (ROS)	MINIMUM PER MONTH	CPM COST €	CPM COST £
970x250 (150k)	billboard	10,000 impressions	84	75
728x90	leader board	20,000 impressions	78	70
300x250	rich media	20,000 impressions	60	55
300x100	across site	20,000 impressions	40	35

SPONSORED ARTICLES

Post your sponsored article on StreamingMedia.com for **€1,370/£995**.

Length of article is not limited but range is suggested at 700–1,500 words. Video and images can be included. Editorial will provide edits and approve proposed article copy.

STREAMING MEDIA XTRA NEWSLETTERS

SM Xtra (focus: N America, circ 38k)	€	£
1st position (top of the email)	1,000	900
2nd position (below 1st position)	715	600
SM Europe Xtra (focus: Europe, circ 15k)	€	£
1st position (top of the email)	660	575
2nd position (below 1st position)	480	420

Streaming Media Xtra Sponsorships are sold on a first to book basis.

For information about in-person and virtual events targeting both North American and European markets, please see individual Invitations to Sponsor.

STREAMING MEDIA BULLETINS

	€	£
SM Bulletin (focus: N America)	2,400	2,100
SM Europe Bulletin (focus: Europe)	1,200	1,050
SM Combined Bulletin (Europe and US, deduped)	2,950	2,650

STATIC 300 X 100 TILE

Cost per Month	€	£
EU Site	600	550
US Site	1,080	950
Both Sites	1,440	1,300

ALL CPM-BASED BANNERS CAN BE GEOTARGETED FOR NO EXTRA COST