

streaming media magazine european edition



BUSINESS

TECHNOLOGY

CONTENT

media kit 2015

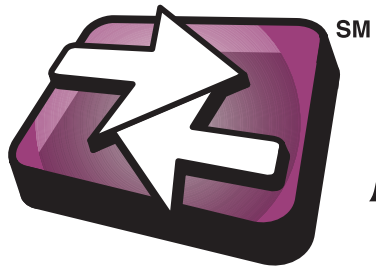
- ***print*** – see page 2
- ***online*** – see page 8
- ***lead generation
programmes*** – see page 19

Streaming Media has long been the number one global destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media market – whether in print, online or in person.

2015 continues to see an increased focus on the European market, following the launch in 2009 of the quarterly European Edition of Streaming Media Magazine, and the ongoing development of Streaming Media's online presence developed specifically for Europe, plus the addition of Streaming Media's European webinars and Superguide engagement packages. And in North America, Streaming Media's print publications, online properties and events continue to bring together the entire rich media ecosystem.

Taken together, Streaming Media's global content and global community gives you unrivalled access to online audio and video markets around the world!

www.europe.streamingmedia.com



***streaming
media magazine
european edition***



BUSINESS

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section 1

print media kit 2015



what is streaming media magazine – it's about more than just streaming

Streaming Media is the only magazine in Europe that covers the entire spectrum of online audio and video. It's a quarterly resource for executives and technology managers who use rich media in any vertical – enterprise, education, government, media and entertainment, and more. Every issue offers in-depth features, case studies, tutorials, and reviews for readers in all sectors. **Streaming Media** covers the entire rich media ecosystem, from content creation to post-production to encoding to delivery. Every issue also features columns by industry thought leaders and hands-on experts like Jose Castillo, Troy Dreir, Rich Mavrogeanes, Adrian Pennington, Dan Rayburn, Nigel Regan, Paul Riismandel, Dom Robinson and Tim Siglin.



KEY FACTS:

- ▶ **European Edition print distribution 4 times a year** to over 10,000 qualified readers (see more information in the **About the Readers** section)
- ▶ **Issue dates:**
Spring 23 February;
Summer 26 May;
Autumn 26 August;
Winter 10 November.
- ▶ **Issue themes:**
Spring – Streaming Media Industry Sourcebook
Summer – HEVC and VP9: A Quality Analysis
Autumn – HbbTV 2.0: The Future of Television?
Winter – Broadcast Goes IP: CDNs and the Broadcast Ecosystem
- ▶ **Distribution at key industry events** in Europe (see **Editorial Calendar** for details)
- ▶ **Written and edited by industry practitioners**, experienced users, and streaming business experts

OUR PHILOSOPHY:

- ▶ Editorial is the key to readership
- ▶ Readership is the key to advertising value
- ▶ Audience quality equals advertising results

Streaming Media Magazine's readership is heavily weighted with C-level executives, owners, and industry leaders in key markets.

This is complemented by impressive budgets specifically allocated to streaming products and services.





streaming media magazine – editorial calendar for 2015

ISSUE	THEME/FEATURES	TRADESHOW DISTRIBUTION	ISSUE DATES
1 SPRING	<p>Streaming Media Industry Sourcebook Industry Update State Of...</p> <p>Critical and comprehensive analyses of the market landscapes for media and entertainment, enterprise, mobile video, content delivery, advertising, and formats and protocols</p> <p>Buyer's Guide A collection of checklists and guides to help you make the right choice at every step of the online video workflow, including</p> <ul style="list-style-type: none"> • encoders and transcoders • media servers • content delivery networks <p>How-To's and Tutorials</p> <ul style="list-style-type: none"> • HEVC encoding • Packaging for multi-screen delivery <p>SUPERGUIDE: CASE STUDIES</p> <ul style="list-style-type: none"> • PLUS the 2015 Streaming Media Industry Directory 	<ul style="list-style-type: none"> • IBC • TV Connect • BVE • Streaming Media East 	23 February
2 SUMMER	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • HEVC and VP9: A Quality Analysis • Next-Generation Enterprise Video Platforms • Encrypted Media Extensions and the Changing Face of DRM • Case Study: DASH and the OTT Workflow <p>SUPERGUIDE: LIVE STREAMING</p>	<ul style="list-style-type: none"> • Connected TV Summit • Smart Home World Summit • Interop 2015 	26 May
3 AUTUMN	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • HbbTV 2.0: The Future of Television? • Flash: Not Dead Yet? • A Studio in Your Pocket: How to Get Big Results with Small Gear • Real-Time Streaming Collaboration in the Enterprise • Streaming Media European Readers' Choice Awards <p>SUPERGUIDE: MULTISCREEN</p> <ul style="list-style-type: none"> • PLUS Who to See at IBC 	<ul style="list-style-type: none"> • IBC • Ad:Tech • OTTtv World Summit • Nordic Media Summit • Streaming Media West 	26 August
4 WINTER	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • Broadcast Goes IP: CDNs and the Broadcast Ecosystem • The Future of Enterprise Webcasting • How Video Optimization Can Help Your Business • E-Sports, Gaming, and Streaming: Just-In-Time Delivery on a Global Scale • Streaming Media 101 <p>SUPERGUIDE: TRANSCODING, SERVING, DELIVERY</p>	<ul style="list-style-type: none"> • Digital TV World Summit • Broadcast Video Expo • TFM&A • Future of TV Advertising 	10 November

Content of Editorial Calendar subject to change.

IN EVERY ISSUE:

VIEW FROM THE EDGE

Veteran webcaster, consultant, and industry observer Dom Robinson offers up his always pointed, sometimes poignant, and decidedly outside-the-mainstream take on the issues both at the center and on the fringes of our industry.

CLASS ACT

Elearning is now part of the core curriculum at secondary and post-secondary educational institutions, whether as a substitute for the traditional classroom experience or a supplemental form of instruction. Educational video not only enhances the academic experience and helps students with different learning styles achieve success, but it can also help schools reach more learners in these times of tighter budgets and elevated expectations for achievement. Written by Paul Riismandel, **CLASS ACT** offers real-world advice on how to maximize streaming video in the academic environment.

STREAMS OF THOUGHT

Founder of Transitions, Inc., a business and technology development firm helping startups and distressed businesses, Tim Siglin has been involved full-time

with visual communications and digital media capture/transmission systems designs for more than eleven years. In **STREAMS OF THOUGHT**, Siglin looks at the "deep technology" that underlies streaming audio and video and makes sense of it for the rest of us.

SPICY IDEAS

Jose Castillo, one of the industry's leading bloggers, consultants, and speakers who focuses on Web 2.0 technologies and brands, offers a lively, humorous, and insightful on the intersection of online video and social media.

PLUS!

Behind the Screens: In-depth looks at online video success stories.

Tutorials: Step-by-step, how-to articles by the industry's leading practitioners.

Product Reviews: Hardware and software evaluations that cut through the hype and tell you what you need to know to make wise purchasing decisions.

Streaming Spotlight: Get to know the people on the cutting edge of online video.

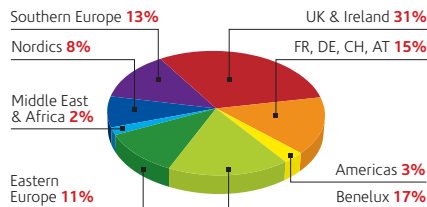




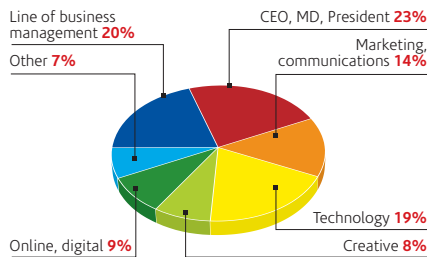
streaming media magazine – about the readers

CIRCULATION PROFILE OF STREAMING MEDIA MAGAZINE

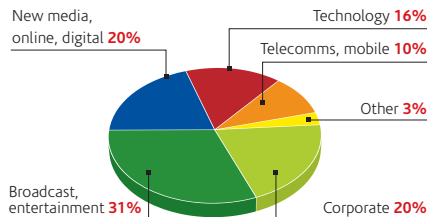
CIRCULATION BY REGION



JOB FUNCTION



INDUSTRY SECTOR



Streaming Media Magazine readers are **executives** and **managers** who direct the digital media strategies for their organisations. Subscribers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management. Subscribers are regularly researching and implementing new Streaming Media strategies. They're volume buyers of streaming technology solutions who have the power to make purchasing decisions.

Streaming Media Magazine – European Edition is distributed in February, May, August and November to a circulation list of 10,000. Qualification is by subscribing online (www.streamingmedia.com/magazine/europe.asp). The Circulation list of 10,000 translates to a readership of 30,000+ executives and professionals across Europe, continually looking for ways to leverage internal and external rich media assets.

In addition, copies are also distributed at more than 20 leading industry tradeshows during 2015 across Europe.

REACH QUALIFIED DECISION MAKERS FROM:

ABC News, Accenture, Adidas-Salomon AG, Advanstar Communications, Advent Venture Partners, Air Force Broadcasting Service, Airtours Plc, Albania Radio Television, Al Jazeera English, Alliance Capital Limited, Amadeus and Angels Seed Fund, Ames Limited, Anglo & Overseas Trust Plc, AOL UK, Argos Plc, Ariston BTS S.A., Asia Television Ltd, Associated Press, ASTRA (GB) Limited, Atos Origin, ATV, Austrian Broadcasting Corporation, Bank of New Zealand, Barclays Bank plc, Barratt Developments Plc, Bayerischer Rundfunk Fernsehen, BBC, BBC News, BBC Scotland, BBC Wales, BBC World Service, BBC Worldwide, BEA Systems, Bedfordshire County Council, Beijing Olympic Broadcasting Co, Belaruskaja Tele-Radio Campanija, BestTV Benelux, Bloomberg L.P., Body Shop International Plc, Bournemouth University, BP International, Britannic Assurance Plc, British Airways, BSKyB, BT Global Services, BT Media & Broadcast, Burmah Castrol Plc, Burton Group, C4i, Canal+ France, Canal+ Belgium, Canal+ Poland, Capital FX, Cardiff University, Carphone Warehouse, Cartoon Network, Casio Europe GmbH, CBC Cologne Broadcasting Center, Central Office of Information, Channel 4 Television, Channel One Russia, Chinawg, Chrysalis Mobile, Cinecitta Studios Lab, City of Edinburgh Council, CNBC Europe, Comcast Entertainment Group, Commercial Union Plc, Conchango, CS First Boston Ltd, Cyprus Broadcasting Corporation, Czech Radio, Dailymotion, Danish Broadcasting Corp, Dennis Publishing Ltd, Deutsche Bank, Discovery Communications Europe, Disney Channel France, Dmg World Media, Domino's Pizza Group Ltd, Eagle Rock Entertainment, El Corte Ingles, EMAP Plc, Endemol, Ericsson, European Broadcasting Union, European Commission, European Parliament, Eurosport, Financial Times, Finnish Broadcasting Co, Fitness First, Five TV, FortisBank, Fox International Channels Italy, Framestore, France Telecom, France Télévision, FremantleMedia, Getty Images, Ghent University, GlaxoSmithKline, Granada Group PLC, Greater Manchester Police, Gruner + Jahr AG & Co KG, Harper Collins, Hellenic Broadcasting Corporation, IAEA, IBM, Icelandic National Broadcasting Service, Il Sole 24 Ore Business Media, IMG Media, Imperial College London, ITV, Jyske Bank, Lincolnshire Police TV Unit, Linköping University, London Film School, London Metropolitan University, London School of Economics, London Transport Museum, Maastricht University, Manchester Metropolitan University, Marks & Spencer Plc, Merseyside Police, Milton Keynes PCT, Mirror Group plc, Monster Worldwide, Motorola, MSN UK, MTV Networks UK & Ireland, Nederlands Public Broadcasting, Next Plc, Nokia, Northern Foods plc, Norwegian Broadcast Corporation, Norwegian University of Science & Technology, Norwich Union Insurance Group, Novo Nordisk A/S, Nuffield Hospitals, O2, Ogilvy & Mather, Orange PLC, Orion Films, Oxfordshire County Council, Pilkington Plc, Planet SRL, PricewaterhouseCoopers, Queen's University, QVC The Shopping Channel, Rabobank, Radio Romania, Radio Sweden, Radio Telefis Eireann, Radio Television Espanola, Radiotelevisione Italiana, Ragdoll Productions Ltd, RAI Radiotelevisione Italiana, Red Bee Media, Rolls-Royce Plc, Royal Dutch Airlines, Royal Television Society, RTBF - Belgium TV, RTSI:Swiss Broadcasting Corporation, RTVI-Russian Television International, Rumblefish, S4C, Sandia National Laboratories, SAP AG, Shell Information Technology, Sony Broadcast UK Ltd, Standard Life, Starwood Hotel & Resorts Worldwide, Subaru World Rally Team, Sun Microsystems, Swansea University, Swedish Armed Forces, Swedish Broadcasting Corp, Swedish Television, TechFund Europe, Telegraph Media Group, Ten Alps Digital, Thomson Financial, Tiscali International Network, Tremor Media Europe GmbH, Turner Entertainment Network, TV4 Group Sweden, Unilever Plc, United Media Group, United Nations, University of Bergen, University of Bradford, University of Brighton, University of Glasgow, University of Helsinki, University of Manchester, University of Zurich, Virgin Media, Walt Disney Company, Whitbread Plc, Woolwich PLC, World Economic Forum, World Health Organization, Yell Ltd





streaming media – magazine & sourcebook rate card 2015

Display and Industry Directory Advertising

Sponsorship/Advertising/ Exhibiting Sales Contacts

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*Streaming Media, a division of Information Today
Unit F, 78 Cumnor Rd, Boars Hill,, Oxford OX1 5JP*

2015 MAGAZINE RATE CARD

DISPLAY RATES

(ALL PRICES EXCLUDE VAT)

	1X	4X (Sourcebook + 3 magazine issues)
Tab (double-sided)	£4,600 / €5,300	
Spread	£2,980 / €3,500	£2,530 / €2,975
Cover 2	£1,955 / €2,340	£1,660 / €1,989
Cover 3	£1,760 / €2,065	£1,495 / €1,755
Cover 4	£1,955 / €2,340	£1,660 / €1,989
1 page	£1,565 / €1,835	£1,330 / €1,560
1/2 spread	£1,565 / €1,835	£1,330 / €1,560
2/3 page	£1,210 / €1,420	£1,025 / €1,207
1/2 page	£895 / €1,050	£760 / €892
1/3 vertical	£585 / €685	£495 / €582
Inserts (max size 216mm x 279mm)	£945 / €1,100	£800 / €935

ATTENTION VENDORS:

Send a message to the entertainment, enterprise, and vertical market customers you want to influence! The **Streaming Media Magazine** is an advertising opportunity that you pay for once... but benefit from all year long as we:

- Distribute 10,000 copies to opt-in subscribers
- Distribute copies to attendees at relevant trade shows across Europe
- Attract and mail to new subscribers via our website, conferences, and e-newsletters.

SOURCEBOOK INDUSTRY DIRECTORY

2015 RATES

(ALL PRICES EXCLUDE VAT)

LISTING TYPE:		ADDITIONAL LISTINGS:
Basic Listing	£99 / €115	£49 / €57.50
Enhanced Listing	£249 / €290	£125 / €145
Premium Listing	£499 / €585	£249 / €292.50

European Industry Directory listings available to display advertisers at a 50% discount!

2015 AD CLOSING DATES:

DATE OF ISSUE		SPACE RESERVATION	MATERIAL DUE
SPRING (Sourcebook)	23 Feb 2015	9 Jan 2015	26 Jan 2015
SUMMER	26 May 2015	30 Apr 2015	8 May 2015
AUTUMN	26 Aug 2015	3 Aug 2015	11 Aug 2015
WINTER	10 Nov 2015	16 Oct 2015	26 Oct 2015





streaming media magazine – specifications and terms

CONTRACT AND COPY REGULATIONS

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 Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

FREQUENCY DISCOUNTS & RATE ADJUSTMENTS

Frequency rates are based on the total number of insertions of 1/3-page or more. 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.

TERMS & CONDITIONS

A five percent (5%) discount may be applied for prepayment of your advertising insertion. At the time of publication, the invoice and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

PRODUCTION REQUIREMENTS

www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date.

High-quality hardcopy proof for colour and/or black-and-white ads must be submitted for all ad formats.

We accept the following formats:

Press Quality or PDF X-1a PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Bleeds and crops included

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- Photoshop TIFF files for Macintosh – Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in greyscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif, etc.).
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 3mm (1/4") on all sides for bleed.

UPLOADING FILES:

Using your web browser, go to:

address: <http://files.infotoday.com>

and follow the instructions. You will be asked for Advertiser name, publication and issue.

MECHANICAL SPECIFICATIONS

Bleeds Oversized ads are considered bleeds. There is no extra charge for bleeds.

A page consists of three columns, each 59mm x 244mm. Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended.

Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (see Electronic Files).

Two-colour advertisements using any colour other than process yellow, cyan, and magenta will be subject to additional charges.

AD SPACE ORIENTATION	TRIM SIZE (w x h, mm)	BLEED SIZE (w x h, mm)
Full page Vertical	216 x 279	222 x 285
Spread Horizontal	432 x 279	438 x 285
2/3 page Vertical	114 x 254	n/a
1/2 spread Horizontal	432 x 127	438 x 127
1/2 page Horizontal	178 x 127	n/a
1/3 page Vertical	57 x 254	n/a





streaming media magazine european edition



BUSINESS

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section 2

online media kit 2015

- *website banners*
- *eNewsletter banners*
- *exclusive email blasts*
- *web events*
- *white papers*
- *video tutorials*
- *surveys*
- *blogs*

www.europe.streamingmedia.com



about streamingmedia.com and europe.streamingmedia.com

StreamingMedia.com

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

europe.streamingmedia.com focuses on the news and industry analysis of most interest and relevance to European Readership and Markets.

Sponsorship/Advertising/Exhibiting Sales Contacts

Sjoerd Vogt

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Streamingmedia.com and europe.streamingmedia.com both offer:

- Europe specific content and the ability to target Europe, North America or both
- Easy to navigate site design
- More articles and reviews from experts such as Adrian Pennington, Dom Robinson, Tim Siglin, Steve Mack, and Damien Stolarz
- Streaming Media Global – News and features covering the UK, continental Europe, and Asia
- Blogs from Dan Rayburn and Eric Schumacher-Rasmussen featuring insightful analysis and no-holds barred commentary, updated daily
- Easy access to hundreds of hours of audio/video content
- Radio show podcasts featuring interviews with industry leaders
- A continuously updated industry directory
- White papers, webcasts, and more

The site features 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 real-world 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.

				Your Resource for Streaming & Digital Media News www.StreamingMedia.com/Magazine						
GLOBAL SITE	U.S. SITE	SUBSCRIBE	EDITORIAL	VIDEO	TOPICS	INDUSTRY VERTICALS	RESOURCES	WEB EVENTS	CONFERENCES	ABOUT
MAGAZINE	NEWS	ADVERTISING	EDUCATION	INDUSTRY DIRECTORY	STREAMING MEDIA EAST	WHAT IS STREAMING?				
NEWSLETTERS	FEATURES	CONTENT CREATION/ PRODUCTION	ENTERPRISE	FORUMS	CONTENT DELIVERY SUMMIT EUROPE	ABOUT US				
RSS FEEDS	INDUSTRY ANNOUNCEMENTS	PROTECTION/DRM	GOVERNMENT	DISCUSSION LISTS	CONTENT DELIVERY SUMMIT	CONTACT US				
	MAGAZINE	ENCODING/TRANSCODING	MEDIA/ENTERTAINMENT	WHITE PAPERS	STREAMING MEDIA WEST	EDITORIAL CALENDAR				
	BLOG	FORMATS/PLAYERS/CODECS	STREAMING INDUSTRY	SPONSORED CONTENT	STREAMING MEDIA EUROPE	EDITORIAL SUBMISSIONS				
		HOSTING/DELIVERY		JOBS	ONLINE VIDEO PLATFORM SUMMIT	PRESS RELEASE SUBMISSIONS				
		IPTV		PRESS RELEASES	ONLINE VIDEO STRATEGIES					
		LEGAL ISSUES		EVENTS DIARY	PAST CONFERENCES					
		MOBILE								
		MUSIC/RADIO								
		ONLINE VIDEO PLATFORMS								
		VIDEO SEO								





streamingmedia.com and europe.streamingmedia.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 BE ADVERTISING ON STREAMINGMEDIA.COM?

- 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

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

QUICK STATS

- Online since 1998
- #1 on search engines
- Approx. 100,000 unique visitors monthly
- Well over 200,000 visits every month
- Serving approx 1.3 million ads/month
- High click-through rates (ask for most current report)

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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.





eNewsletter banners

There are two editions of Streaming Media's HTML newsletter. 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 38,000 opt-in
Frequency: twice a week
(Monday and Wednesday)

SM EUROPE XTRA

Geographical focus: Europe
Circulation: reaches 15,000 opt-in
Frequency: Weekly (Thursday)

SPONSOR ADVERTISING SPECIFICATIONS:

- 468x120 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 20 for details of costs.

TIME & CREATIVE:

1. All creative must be provided a full 3 days in advance.
2. Creative must be 100% done and ready to be proofed.

NEWSLETTER CREATIVE SPECS:

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

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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 42,000 individuals in North America and 15,000 individuals in Europe.

There are two geographically focused bulletins:

SM BULLETIN

North America **circulation 49,000**

SM EUROPE BULLETIN

Europe **circulation 15,000**

See rate card on page 20 for details of costs.

TIME & CREATIVE:

1. All creative must be provided a full 3 days in advance.
2. Creative must be 100% done and ready to be proofed.

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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streamingmedia.com – web events

HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION • LEVERAGED BRAND EQUITY • COMPLETE MARKETING PROGRAMME • MULTIPLE TOUCH POINTS

WHAT ARE STREAMING MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- You can choose to target Europe, North America, or both markets.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- Our Video Events are produced in a state-of-the-art broadcast facility with satellite up-linking, two camera shoot, and professional broadcast personnel.

WHAT YOU GET

- **High qualified, actionable leads** – from pre-registration, live event log-on, and post-event registration and log-on to the archived event.

- Extensive event registration programme with multiple marketing touch points.
- **Sponsor Exclusivity** – enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- **Brand Leverage** – use the strength of our Streaming Media brand. Moderated by Streaming Media editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- **A managed process** – we take care of all of the details: marketing, registration, technology, follow up.
- **Web Events** – Information Today has been producing streaming Web Events since 1998. We have produced hundreds of Web Events for clients such as Actuate, Avaya, Convergys, D&B, EMC, Epiphany, IBM, Indus, Inqira, IPrase, Kana, Knova, Microsoft, Netsuite, Oracle, PeopleSoft, RightNow, salesforce.com, Siebel, Soffront, Talisma, Tuvox, and Unica, among others. Information Today is the most experienced webcast producer in publishing today.
- The highest-quality Web Events – there is a difference, and your brand benefits or suffers from its presentation.

WE TAKE CARE OF ALL THE DETAILS

Streaming Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

SEE PAGE 20 FOR PRICING.

ACTION LIST

Our aggressive online and print advertising campaign includes:

- HTML email invitation to our 50,000-name database of your best customers & prospects
- Ability to participate in Streaming Media's annual white paper series – with webcast transcribed, graphics included for print
- Banner advertising on StreamingMedia.com
- 3 pre-promotions in StreamingMedia's Xtra newsletter with a 38,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors' customised qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Sponsored webcast archived on StreamingMedia.com

One affordable price, a fraction of the cost of an à la carte event without any of the headaches.

Information Today Web Events division

Visit www.streamingmedia.com/webevents to view one of our many archived events.





streaming media – white papers and video tutorials

Looking for highly qualified leads – or a strong level of engagement? White papers and video tutorials on the streamingmedia.com website are very effective. We help you produce; we host; and we promote.

Provide a clear understanding of your product's features and benefits with a professional video tutorial, storyboarded and produced by leading digital video experts.

When you contract Streaming Media to produce your video tutorial, you can be assured of a high-quality production with positive, educational content focused on **how YOUR product can help viewers do their jobs better.**



YOUR VALUE:

- A professional video screen cam highlighting key product features and benefits, narrated by a recognised industry expert.
- Presentation in a respected venue (StreamingMedia.com) with tremendous readership, ensuring a high volume of qualified prospects.

PROMOTION

The new Video Tutorial section appears on StreamingMedia.com's homepage and as its own section on the site www.streamingmedia.com/tutorials. For each month of promotion, your video will also appear four times in the SM Xtra Newsletters.

Sponsored white papers also have their own section on the website.

Add-on promotion such as banner ads and usage of the SM Bulletin (opt-in list for third-party offers) will be made available at special rates to enhance the visibility of your tutorial or white paper.

If a magazine issue falls between the time of order and of the run, we'll provide a 1/3 page ad in that issue of Streaming Media Magazine, as well.

LEAD GENERATION

If you choose, Streaming Media will place a form in front of the tutorial or white paper to capture contact information for your lead process. You can download these as an Excel spreadsheet or view in HTML. This can be especially effective for special offers to a highly interested audience.

SPECIFICATIONS

Video tutorials are approx. 5-10 min in length, depending on features, etc. Our producer will speak with your team for assessment, and provide a storyboard, script, and visuals for approval before production. You can also run the video from your own website, if desired. Output format varies depending on your requirements and preferences. Streaming Media will have a brief intro at the beginning of each tutorial identifying this as a "Streaming Media Tutorial... sponsored by (your company logo)."

See rate card on page 20 for details of costs.





streaming media – survey

Sometimes you just need to know.

Are you on track? Need to get feedback on your product and services? Need to hone your R&D or marketing message with fresh, current, real data? Do you want to know what percentage of the market is buying from your specific competitors?

Streaming Media's Sponsored Survey programme is custom-designed to help you get the answers you need to move your business in the right direction, right now.

You can target Europe, North America, or both markets.

SPECIFICATIONS

- We suggest the survey be anonymous to you, the sponsor, and be promoted as a Streaming Media Survey, to keep the responses as true as possible and get the best results, e.g., "The Streaming Media CDN Survey."
- You as the sponsor provide the list of questions and answer choices. Streaming Media can assist with your questionnaire and provide feedback to the positioning of the questions, if you wish. There is no additional charge for this consultation.
- We provide full reporting, including raw data in XLS format, and graphical representation in either PDF or PowerPoint format, including pie charts and bar charts, where applicable.
- We build all marketing messages, including banners and HTML emails, to your satisfaction.
- We can include a lead-generation component at no extra charge by simply adding the additional question "Would you like to be contacted by the sponsor of this survey, a leading industry vendor?"

For those who answer "Yes," we can provide you 100% of the contact info collected. For those who answer "No," we'll provide company and title information.

- We market the survey online for a full 2-week period.

PROMOTION

- **Your Survey Package includes £10,000/€11,195 worth of online marketing.**
- **Two SM Bulletins** (£5,600/€6,250) one at launch, one a day before the close "last chance."
- **Two weeks** (four newsletter inclusions) (£4,200/€4,695).
- **Up to 50,000 banners in house rotation** (£2,450/€2,735)
We'll make the banners.
- **We provide a prize incentive** (and deliver) to the participants – (up to £280 value, i.e., iPhone, PS3).
- **PACKAGE PRICE**
£6,500 / €7,255

Sponsorship/Advertising/Exhibiting Sales Contacts

Sjoerd Vogt

UK and Europe Sales

Direct: +44 (0)1367 241707

Mob: +44 (0)7810 253111

Fax: +44 (0)700 601 9221

Skype: s10erd

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Joel Unickow

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*Streaming Media, a division of Information Today
Unit F, 78 Cumnor Rd, Boars Hill,, Oxford OX1 5JP*





streaming media – blogs

Streaming Media currently has two Blogs:

ERIC SCHUMACHER-RASMUSSEN'S 'STREAMING MEDIA EUROPE BLOG'

The Streaming Media Europe blog keeps you up-to-date on the latest developments regarding the only conference and exhibition in Europe that focuses on online video for not just the media & entertainment sector but also for the enterprise, education, & government markets. In addition to providing information on conference speakers and sessions, the blog also features regular updates on the latest online video news specific to Europe.



ERIC SCHUMACHER-RASMUSSEN

Eric Schumacher-Rasmussen is editor of Streaming Media Global (www.streamingmediaglobal.com) and Streaming Media Magazine, which launched in Europe in 2008 and is now quarterly. A widely published journalist and recognised authority on online video, he's also the programme director for the Streaming Media Europe conference and exhibition.

DAN RAYBURN'S 'BUSINESS OF VIDEO BLOG'

Dan Rayburn's BusinessOfVideo.com blog is one of the most widely read sites amongst analysts, industry executives, money managers, and content owners tracking the business of online video. He writes daily posts about the online video industry, business trends and analysis, market data and research, as well as the online video business models in the media and entertainment, broadcast, publishing, and advertising industries.

Advertising opportunities are available for both of these blogs. See rate card on page 20 for details of costs.



DAN RAYBURN

Dan Rayburn is EVP for StreamingMedia.com and is recognised by many as the voice for the streaming and online video industry. He is a sought-after analyst, speaker, writer, and consultant whose work has been featured in hundreds of articles by nearly every major media outlet over the past 15 years.





europe.streamingmedia.com – material specs

StreamingMedia.com and europe.streamingmedia.com offer a variety of banner size options, as well as rich media advertising opportunities. The sites utilise DoubleClick for Publishers (DFP) ad serving technology. DFP has set the industry standard for ad targeting capabilities on the Internet. DFP's targeting criteria include extensive geotargeting capabilities. Target different language regions with banners in the relevant languages – for example.

CREATIVE SPECIFICATIONS

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, HTML, and Rich Media, including Flash.
- Flash files (.SWF) must be in Flash 10 (or earlier) format, and can use Action Script 3 (or earlier versions).
- Flash 11 is NOT acceptable.

clickTAG CODE

On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible "action button," the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame).

Here is the script that needs to be copied into the action panel for Action Script 2: on (release)

```
{
getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change 'Link_1' to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.CLICK, function(event: MouseEvent): void {
var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG))
{
navigateToURL(new URLRequest(sURL),
"_blank");
}
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP, and is specified in that code as the "clickTAG" variable.

N.B. "clickTAG" must be spelled exactly as above ("click" in lower case, and "TAG" in capital letters).

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: svogt@infotoday.com or joel@streamingmedia.com

Include live linking URL and ALT text.

(ALT text may not exceed 25 characters including spaces).

COUNTING IMPRESSIONS & CLICKS

Google Ad Manager 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
728x90	200K	top (leader board)
300x250	200K	inside articles
468x60	200K	top
160x600	200K	right side
Text Ad	30 words	inside articles
Sponsored Links	69 characters	bottom of each page





europe.streamingmedia.com – online rate card

(ALL PRICES EXCLUDE VAT)

AD SIZE	LOCATION (ROS)	MINIMUM PER MONTH	CPM COST €	CPM COST £
300 x 250	home & in articles (rich media)	20,000 impressions	80	65
728 x 90	top position (leader board)	20,000 impressions	60	50
468 x 60	top position	20,000 impressions	35	25
160 x 600	right side position	20,000 impressions	55	45
Text Ads	inside articles	5,000 impressions	45	35
Sponsored Links	bottom of each page		410	325

STREAMING MEDIA XTRA NEWSLETTERS

SM Xtra (focus: N America, circ 38k)	€	£
1st position (top of the email)	1000	850
2nd position (below 1st position)	700	595
SM Europe Xtra (focus: Europe, circ 15k)	€	£
1st position (top of the email)	650	549
2nd position (below 1st position)	499	399

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

STREAMING MEDIA BULLETINS

	€	£
SM Bulletin (focus: N America, circ 42k)	2,400	1,995
SM Europe Bulletin (focus: Europe, circ 15k)	1,200	995

WHITE PAPERS AND VIDEO TUTORIALS

	€	£
3 months promotion	4,650	3,900
6 months promotion	6,100	5,200
12 months promotion	8,500	7,150

Call for pricing on a series of tutorials or white papers for your product lines.

ROUNDTABLE WEB EVENTS

	€	£
Cost per seat (max four)	3,700	3,100
Exclusive Sponsorship	14,800	12,440

SURVEYS

Your survey package includes €11,195/£10,000 worth of online marketing:

- Two SM Bulletins (worth €6,250/£5,600) – one at launch, one a day before the close 'last chance'
- Two weeks of newsletter inclusions (worth €4,695/£4,200)
- Up to 50,000 banners in house rotation. We'll make the banners. (worth €2,735/£2,450)
- We provide a prize incentive (and deliver) to the participants (up to €280/£225 value)

PACKAGE PRICE:

€7,255 / £6,500

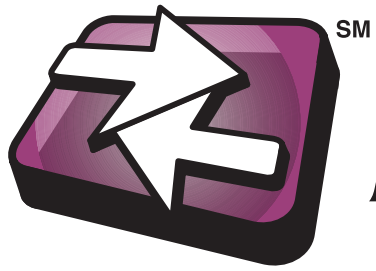
BLOGS

Ad positions and pricing:

CPM Based Ad Spots	€	£
300 x 250	80	65
728 x 90	60	50
120 x 600	55	45
Monthly Sponsorship Spot	€	£
100 x 300 Static Sponsorship Placement	1,140	970

For information about sponsorship and exhibiting opportunities at **Streaming Forum**, please see separate Invitation to Exhibit.
Content of this media kit correct at time of going to press but will be updated from time to time – please check web site for latest information.





streaming media magazine european edition



BUSINESS

TECHNOLOGY

CONTENT



section 3

lead generation programmes media kit 2015

- *Sponsored content engagement packages*
- *Superguides*
- *Webinars – exclusive and roundtable options*



lead generation packages – combining the best of print and online!

LOOKING FOR HIGHLY QUALIFIED LEADS – OR A STRONG LEVEL OF ENGAGEMENT?

Streaming Media's lead generation packages enable you to combine the best of print and online, and consist of the following components:

- **Sponsored content engagement packages** – see page 21
- **Superguides** – see page 22
- **Web events** – turnkey (sponsor exclusive) and roundtables (max 4 sponsors) – see pages 23 & 24

AT A GLANCE – 2015 LEAD-GENERATION PROGRAMMES: SUPERGUIDES AND ROUNDTABLE WEBINARS

ISSUE MONTH/ PARTICIPATION DEADLINES	SUPERGUIDES & SPECIAL SECTIONS	ROUNDTABLE WEBINARS
SUMMER 2015 (published 26 May) <i>Space reservation deadline: 30 April 2015</i> <i>Ad Materials Due: 8 May 2015</i>	THE LIVE STREAMING SUPERGUIDE	<ul style="list-style-type: none"> • Video Transcoding and Serving <i>Roundtable Date: 18 June 2015</i> <i>Sponsor Commitment: 18 May 2015</i> • Building an Enterprise Online Video Network <i>Roundtable Date: 16 July 2015</i> <i>Sponsor Commitment: 16 June 2015</i> • Monetisation: DRM, Pay TV, & Advertising <i>Roundtable Date: 13 August 2015</i> <i>Sponsor Commitment: 13 July 2015</i>
AUTUMN 2015 (published 26 August) <i>Space reservation deadline: 3 August 2015</i> <i>Ad Materials Due: 11 August 2015</i>	WHO TO SEE AT IBC	<ul style="list-style-type: none"> • Transparent Caching <i>Roundtable Date: 24 September 2015</i> <i>Sponsor Commitment: 24 August 2015</i> • The No-Fail Class for Streaming Live Video <i>Roundtable Date: 1 October 2015</i> <i>Sponsor Commitment: 1 September 2015</i>
WINTER 2015 (published 10 November) <i>Space reservation deadline: 16 October 2015</i> <i>Ad Materials Due: 26 October 2015</i>	MULTISCREEN SUPERGUIDE Plus VIEW FROM THE TOP (qualified)	<ul style="list-style-type: none"> • Designing the Right OTT Workflow for Premium Content Owners <i>Roundtable Date: 12 November 2015</i> <i>Sponsor Commitment: 12 October 2015</i>





sponsored content engagement packages

SPONSORED CONTENT PACKAGES WITH EXCLUSIVE ONLINE LEAD GENERATION

- Guaranteed number of leads
- Unrivalled ROI in terms of cost per lead
- Each package includes a full-page display ad

Streaming Media's Sponsored Content Engagement Packages are enhanced advertorials consisting of four, six or ten pages of content which also generate online leads as a downloadable PDF for up to 6 months.

AT A GLANCE

PLATINUM	GOLD	SILVER
10-page contribution of your content (12 pages in total, including cover and ad in magazine) with 1,000 lead guarantee	6-page contribution (8 pages in total) with 600 lead guarantee	4-page contribution (6 pages in total) with 200 lead guarantee
£12,000/ €16,000	£9,000/ €12,000	£6,000/ €8,000

IN DETAIL

Sponsored content engagement packages are enhanced advertorials consisting of four, six, or 10 pages of content and generate online leads as a downloadable PDF for up to 3 months.

PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL
PRICE £12,000/€16,000	PRICE £9,000/€12,000	PRICE £6000/€8,000
<ul style="list-style-type: none"> • Publish your 10 pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 12 pages total) • Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 6 months • Announce the PDF with an email broadcast • Run house ads promoting the white papers for 6 months • 1,000 minimum lead guarantee 	<ul style="list-style-type: none"> • Publish your six pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 8 pages total) • Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 3 months leads minimum • Announce the PDF with an email broadcast • Run house ads promoting the white papers for 3 months • 600 minimum lead guarantee 	<ul style="list-style-type: none"> • Publish your four pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 6 pages total) • Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 2 months leads minimum • Announce the PDF with an email broadcast • Run house ads promoting the white papers for 2 months • 200 minimum lead guarantee

ADDITIONAL BONUS: Streaming Media will provide editing and layout services with proofs to satisfaction.

Europe Sales

Sjoerd Vogt

T: +44 (0)1367 241707

E: svogt@streamingmedia.com

North America Sales

Joel Unickow

T: +1 250.716.8815

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superguides

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 (qualified buyers), Streaming Media creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called **Superguides**.

Each Superguides will provide a deep dive into specific topics including:

- **Live Streaming** (Summer issue)
- **Multiscreen** (Autumn issue)
- **Transcoding, Serving, Delivery** (Winter issue)

HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each Superguide is published in an issue of Streaming Media magazine and also generates online leads as a downloadable PDF for 3 months. Each Superguide is designed by Streaming Media's artist, giving this special section a unified look. It will include an opening cover, a table of contents, and introduction written by our publisher as well as a back cover page that includes company logo and contact information.

Materials: Sponsors supply approx. 550 words and print-quality (min. 300 dpi) graphic for each page, or 750 words for each page without art. Sponsors will also supply EPS versions of their logos. Streaming Media will provide editing and layout services with proofs to satisfaction.

IN DETAIL

PLATINUM SPONSORSHIP

PRICE £10,000/ €13,500

- 6-page sponsored content contribution
- First article after Overture article written by *Streaming Media* staff
- Exclusive "Brought to you by [your company logo]" in all outreach marketing
- Exclusive front cover Platinum logo positioning
- Top enlarged positioning logo placement with contact info on back cover
- Custom-made, co-branded Superguide standalone PDF for your distribution
- 3 months of leads

GOLD SPONSORSHIP

PRICE £6,000/€8,000

- 4-page minimum
- Best position article after Overture article and Platinum Sponsor
- Front cover Gold logo positioning
- Enlarged positioning logo placement with contact info on back cover
- Custom-made, co-branded Superguide standalone PDF for your distribution
- 3 months of leads

SILVER SPONSORSHIP

PRICE £3000/€4,000

- 2-page minimum
- Best position article after Industry Overture article and Gold Sponsor
- Front cover Silver logo positioning
- Enlarged positioning logo placement with contact info on back cover
- 3 months of leads

Europe Sales

Sjoerd Vogt

T: +44 (0)1367 241707

E: svogt@streamingmedia.com

North America Sales

Joel Unickow

T: +1 250.716.8815

E: joel@streamingmedia.com





web events

HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION • LEVERAGED BRAND EQUITY • COMPLETE MARKETING PROGRAMME • MULTIPLE TOUCH POINTS

Information Today has been producing streaming Web Events since 1998 and during that time we have produced hundreds of Web Events for clients. Web events offer unparalleled engagement and lead generators for sponsors while providing a valuable resource for our readership.

Streaming Media clients can choose from two options:

1. A turnkey web event (topic and sponsor specific sessions, we do everything for you) – see below for more information
2. Roundtable webinars (multi-sponsored web events)– see page 6 for more information.

TURNKEY WEB EVENTS

WHAT ARE STREAMING MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- You can choose to target Europe, North America, or both markets.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- Our Video Events are produced in a state-of-the-art broadcast facility with satellite up-linking, two camera shoot, and professional broadcast personnel.

WHAT YOU GET

- **High qualified, actionable leads** – from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- **Extensive event registration programme with multiple marketing touch points.**
- **Sponsor Exclusivity** – enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- **Brand Leverage** – use the strength of our Streaming Media brand. Moderated by Streaming Media editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- **A managed process** – we take care of all of the details: marketing, registration, technology, follow up.
- **Web Events** – Information Today has been producing streaming Web Events since 1998. We have produced hundreds of Web Events for clients such as Actuate, Avaya, Convergys, D&B, EMC, Epiphany, IBM, Indus, Inquire, IPrase, Kana, Knova, Microsoft, Netsuite, Oracle, PeopleSoft, RightNow, salesforce.com, Siebel, Soffront, Talisma, Tuvox, and Unica, among others. Information Today is the most experienced webcast producer in publishing today.
- **The highest-quality Web Events** – there is a difference, and your brand benefits or suffers from its presentation.

WE TAKE CARE OF ALL THE DETAILS

Streaming Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

SEE PAGE 6 FOR PRICING.

ACTION LIST

Our aggressive online and print advertising campaign includes:

- HTML email invitation to our 50,000-name database of your best customers & prospects
- Ability to participate in Streaming Media's annual white paper series – with webcast transcribed, graphics included for print
- Banner advertising on StreamingMedia.com
- 3 pre-promotions in StreamingMedia's Xtra newsletter with a 38,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors' customised qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Sponsored webcast archived on StreamingMedia.com

One affordable price, a fraction of the cost of an à la carte event without any of the headaches.

Information Today Web Events division

Visit www.streamingmedia.com/webevents to view one of our many archived events.





2015 roundtable webinars* **

STREAMINGMEDIA.COM INVITES YOU TO PARTICIPATE IN OUR 2015 ROUNDTABLE WEBINARS.

These multi-sponsored, online Web Events are tremendous engagement and lead generators for sponsors while providing a valuable resource for our readership on the hottest, in-demand topics requested by the most qualified buyers on online video products and services.

Streaming Media Roundtables are the premier Q&A resources for senior-level executives to engage industry leaders ... like you.

VIDEO TRANSCODING AND SERVING

Roundtable Date: 18 June 2015
Sponsor Commitment: 18 May 2015

BUILDING AN ENTERPRISE ONLINE VIDEO NETWORK

Roundtable Date: 17 July 2015
Sponsor Commitment: 16 June 2015

MONETISATION: DRM, PAY TV, & ADVERTISING

Roundtable Date: 13 August 2015
Sponsor Commitment: 13 July 2015

TRANSPARENT CACHING

Roundtable Date: 24 September 2015
Sponsor Commitment: 24 August 2015

THE NO-FAIL CLASS FOR STREAMING LIVE VIDEO

Roundtable Date: 1 October 2015
Sponsor Commitment: 1 September 2015

DESIGNING THE RIGHT OTT WORKFLOW FOR PREMIUM CONTENT OWNERS

Roundtable Date: 12 November 2015
Sponsor Commitment: 12 October 2015

*Ask us about transcribing your presentation for the Superguides.

**Roundtables sell out on a first-to-book basis. First-to-sign vendors for a roundtable may request event date changes.

PRICING FOR WEB EVENTS

Turnkey web event (exclusive sponsorship) £12,440 / €14,800

Roundtable web event (max four sponsors) £3,100 / €3,700

Europe Sales

Sjoerd Vogt

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E: svogt@streamingmedia.com

North America Sales

Joel Unickow

T: +1 250.716.8815

E: joel@streamingmedia.com

