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SM

# *streaming media*

THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO

*european edition*



# GOING FOR GOAL

LIVE SPORT IS DRIVING  
STREAMING INNOVATION



**BONUS DISTRIBUTION:**  
Smart Home World Summit • Interop 2016

**GOING FOR GOAL: LIVE SPORT IS DRIVING STREAMING INNOVATION**

From the Olympics to the World Cup, and from stadiums and arenas around the world, live sports is where cutting-edge streaming technologies are tested and perfected. Whether it's 4K acquisition and delivery or lightning-fast replay and clip sharing, we look at what's next in live streaming and how sports leagues and rightsholders are making it happen.

**A STITCH IN TIME: STREAM STITCHING AND SERVER-SIDE AD INSERTION**

Stream stitching and server-side ad insertion are gaining traction as ways to help content owners beat ad blockers on the desktop and provide better ad delivery on the mobile web, among other benefits. Tim Siglin explores how server-side ad insertion and stitching have been helpful to publishers and broadcasters and looks at how it is evolving to support analytics, interactivity, programmatic, and other components of online video advertising.

**THE RETURN OF MULTICAST**

As operators transition to all-IP, they are looking at opportunities to conserve access network bandwidth. Multicast-assisted ABR (M-ABR) is a low-cost and easy-to-deploy solution that allows operators to see multicast gains on all in-home devices leveraging their TV Everywhere infrastructure. Dom Robinson investigates how multicast-assisted ABR allows operators to transition to all-IP, which enables it to be used in the short-term or as a long-term solution to bandwidth conservation on the access network.

**THE FUTURE OF VIDEO MARKETING**

Within the last 10 years or so, marketing has transitioned from a subjective, feel-good exercise to a scientific, process-driven experience that tracks a prospect through every contact with the company and every stage of the sales cycle. Where does video fit in? How can you integrate video and marketing automation systems to both target your videos for maximum effect and incorporate playback data back into the sales funnel? Jan Ozer explores the marriage of video and marketing automation to help you learn how to maximize videos' effectiveness as a sales and marketing tool.

**Also in this issue:**

- **Case Study:** Instant Replay for Live-Streamed Sporting Events
- **Columns** from Jan Ozer, Robert Reinhardt, Dom Robinson, Eric Schumacher-Rasmussen, Tim Siglin, and Jason Thibeault

*All editorial content is subject to change.*

**AD SPACE DEADLINE:**

**2 May**

**AD MATERIALS DEADLINE:**

**10 May**

**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!

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# LEAD GENERATION PACKAGES— COMBINING THE BEST OF PRINT AND ONLINE!

## 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

AT A GLANCE		
<b>Platinum</b>	10-page contribution of your content (12 pages in total, including cover and ad in magazine) with 1,000 lead guarantee	£12,000/€16,000
<b>Gold</b>	6-page contribution (8 pages in total) with 600 lead guarantee	£9,000/€12,000
<b>Silver</b>	4-page contribution (6 pages in total) with 200 lead guarantee	£6,000/€8,000

### PLATINUM LEVEL

PRICE £12,000/€16,000

- 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**

### GOLD LEVEL

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- 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**

### 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.



### SILVER LEVEL

PRICE £6000/€8,000

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- 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.**

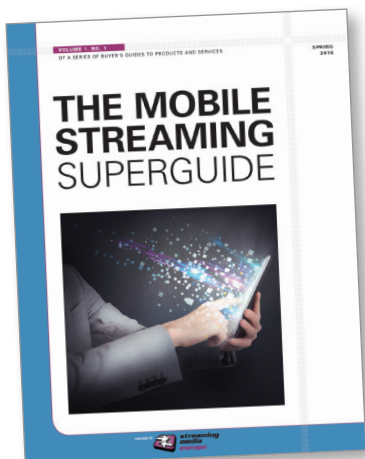
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SPONSORED CONTENT SPACE DEADLINE:  
**2 May**

SPONSORED CONTENT MATERIALS DEADLINE:  
**2 May**

# THE MOBILE STREAMING SUPERGUIDE



**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**. The European Summer Magazine issue **Superguide** will focus on **mobile streaming**.

Today's mobile market is exploding, and the demand for online media on mobile devices has never been greater. Users expect breakthrough levels of quality and service for live and on-demand media streaming to iOS, Android, and all other mobile platforms. **This is the Superguide that educates readers in using the right tools and the right companies to meet and exceed those users' mobile expectations.**

## 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.

**Materials:** Sponsors supply approximately 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 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.

### Superguide Classified Listing "SUPERMARKET"

(does not include leads generated by publication)



LARGE	100 words, logo, & company contact info	£645/€910
SMALL	50 words, logo, & company contact info	£325/€455

SPONSORSHIP RATES (Issue advertisers receive a 20% discount on the below rates)		
PLATINUM SPONSORSHIP	<ul style="list-style-type: none"> <li>• 6-page sponsored content contribution</li> <li>• First article after Overture article written by <i>Streaming Media</i> staff</li> <li>• Exclusive "Brought to you by [your company logo]" in all outreach marketing</li> <li>• Exclusive front cover Platinum logo positioning</li> <li>• Top enlarged positioning logo placement with contact info on back cover</li> <li>• Custom-made, co-branded Superguide stand-alone PDF for your distribution</li> <li>• 12 months of leads</li> </ul>	£10,000/ €13,000
GOLD SPONSORSHIP	<ul style="list-style-type: none"> <li>• 4-page minimum</li> <li>• Best position article after Overture article and Platinum Sponsor</li> <li>• Front cover Gold logo positioning</li> <li>• Enlarged positioning logo placement with contact info on back cover</li> <li>• Custom-made, co-branded Superguide stand-alone PDF for your distribution</li> <li>• 6 months of leads</li> </ul>	£6,000/ €8,000
SILVER SPONSORSHIP	<ul style="list-style-type: none"> <li>• 2-page minimum</li> <li>• Best position article after Industry Overture article and Gold Sponsor</li> <li>• Front cover Silver logo positioning</li> <li>• Enlarged positioning logo placement with contact info on back cover</li> <li>• 3 months of leads</li> </ul>	£3,000/ €4,000

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