



SM

# **streaming media** *european edition*

SPRING 2025 | VOL. 17, NO. 1

How to make a streaming service profitable



**THE 2025 INDUSTRY DIRECTORY** | INDUSTRY UPDATES |  
HOW TO'S AND TUTORIALS | BUYERS' GUIDES | BEST PRACTICES |  
THOUGHT LEADERS IN PROFILE | PRODUCT SPOTLIGHTS

**ATTENTION INDUSTRY VENDORS—YOU IN?**



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**EMAIL: [kat.allen@streamingmedia.com](mailto:kat.allen@streamingmedia.com)**

# What's inside the Sourcebook?



## INDUSTRY UPDATES

- **State of Live Streaming**  
State of the live streaming industry, with a focus on premium live sports
- **The State of Free Streaming**  
An overview of the growth, localisation, and monetisation of free streaming in the European market
- **Streamticker: Mergers & Acquisitions**  
Tracking industry consolidation and strategic acquisitions among streaming technology and content companies in 2024
- **State of Corporate Streaming**  
An examination of developments of enterprise and corporate streaming in Europe
- **State of Media & Entertainment**  
An overview of global developments and changes in the online, OTT, and CTV M&E ecosystem with an eye to monetisation, discoverability, and the role of AI
- **State of Streaming Sustainability**  
A snapshot of greening of streaming progress over the last year

## BUYERS' GUIDES

- **All-in-One Streaming Solutions**
- **Third-Party Video Codecs**

## ONLINE VIDEO INDUSTRY DIRECTORY

The annual Streaming Media Industry Directory is where online video buyers go to find trusted suppliers.

## FEATURED SPONSORED CONTENT

- **BEST PRACTICES**—Live Video at Scale: Advances & Opportunities
- **BEST PRACTICES**—Optimising Content Delivery: Strategies & Technologies for Success
- **SPOTLIGHT ARTICLES** (sponsored thought leadership)
- **THOUGHT LEADERS IN PROFILE**
- **EXCLUSIVE WHITE PAPERS AND CONTRIBUTIONS** from industry-leading vendors

**How important is SM magazine to our readers?**

**95%** cite that it helps them professionally.

**94%** say that *Streaming Media* magazine is an important source of information they can't find anywhere else.

**90%** say that *Streaming Media* magazine is their favorite online video industry-related publication.

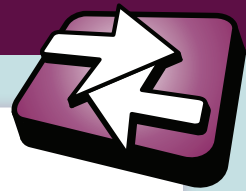
All editorial content is subject to change.

Companies with Sourcebook listings can take advantage of direct press release publishing on StreamingMedia.com. For details, read our [PRESS RELEASE POLICY](#):



## Video pros using the Sourcebook

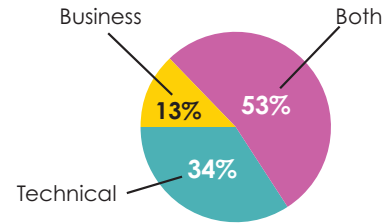




**93%** of Sourcebook readers are involved in the decision-making process.

Decision Maker ..... 39%  
Recommender..... 40%  
Influencer..... 14%

Those decision makers, by industry, are:

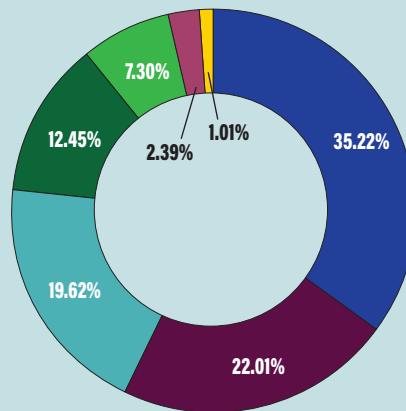


Job position of those decision makers:

**84%**  
Manager or Higher

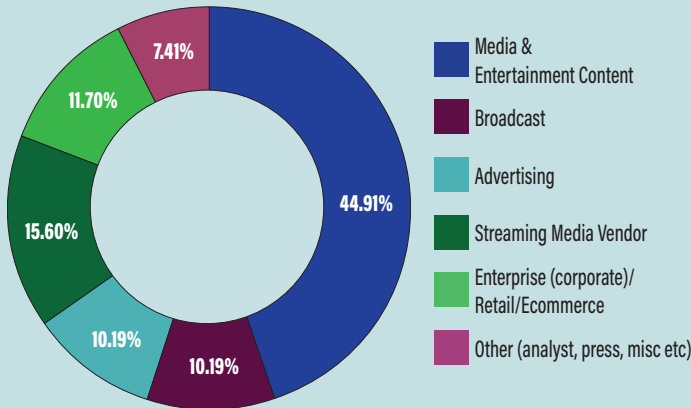
**22%**  
C-Level

Job Function



- Executive/Corporate Management
- Sales/Marketing/Corporate Communications/Product Manager
- Technical Professional (i.e., developer, engineer)
- Other (i.e., consultant, attorney, educator, government official)
- Creative Professional (i.e., content professional, director, designer, video editor, visual effects, animator, editor)
- Producer/Webcaster
- Youtuber/Blogger/Vlogger/Influencer

Industry



- Media & Entertainment Content
- Broadcast
- Advertising
- Streaming Media Vendor
- Enterprise (corporate)/Retail/Ecommerce
- Other (analyst, press, misc etc)

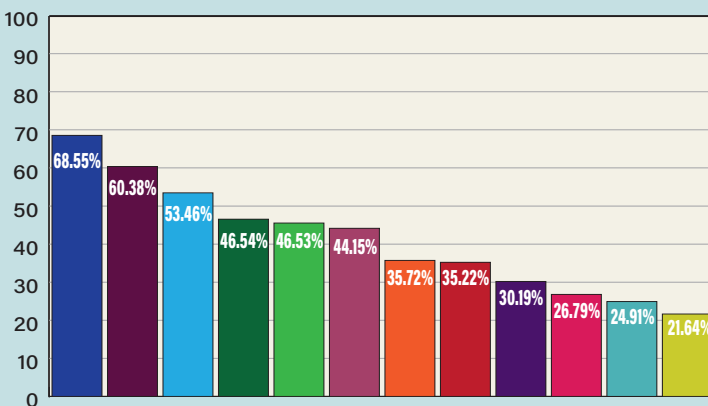
**StreamingMedia.com**  
Consistently Draws New Visitors!

2024 SITE STATS  
Page views: **1.6M**  
Users: **900,000**  
Impressions: **8M**

WHERE THE TRAFFIC COMES FROM  
Organic Search: **55%**  
Direct: **29.9%**

Source: October 2024 Double Click

Market Interest



Readership Budget Pool  
**More Than \$4 Billion**

- Live Streaming
- OTT
- Video AI and ML
- Video Monetization
- Video Analytics & Data
- Content Delivery/CDN/Edge Compute
- Encoding/Transcoding
- Video Production
- Streaming Music/Audio
- VR/AR/MR
- Content Protection/Security
- Storage/MAM/DAM



## IMPACT OUR AUDIENCE

Your sponsored essays, white papers, and case studies will be printed in a special section of the *Streaming Media Sourcebook*, preceded by an in-depth article by one of our expert contributing editors, and distributed extensively via our magazine and website, [StreamingMedia.com](http://StreamingMedia.com).

## GENERATE LEADS FOR YOUR SALES FORCE

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Clean leads are delivered regularly to sponsors (200+ minimum guaranteed).

### LIVE VIDEO AT SCALE: ADVANCES & OPPORTUNITIES

- **Why They'll Read It:** The drive for live—whether entertainment, sports, esports, gaming, auctions, and more—is kick-starting innovation in many aspects of the streaming industry. Audiences are hungry for live-event OTT, and there is a continuing push to offer live events, with interactivity, at scale. What technical and business factors should readers consider in order to get their interactivity where they need it to be? And what strategic decisions and technology choices can they make to get there?
- **Why participate?** There's no one size-fits-all answer, and the business of live has never been more competitive. As our readers consider how to maximise the business opportunities, they look to *Streaming Media* to help them make decisions about the right tools and the right companies to service their needs in this important market. Showcase your expertise and connect directly with interested readers in this thought-leadership opportunity.

### OPTIMISING CONTENT DELIVERY: STRATEGIES & TECHNOLOGIES FOR SUCCESS

- **Why They'll Read It:** As streaming consumption continues apace, content delivery technology needs to evolve rapidly in order to keep up. Where performance matters, the underlying networks must bring together numerous components to achieve the perfect balance of reach, reliability, and immediacy to meet and exceed audience expectations. This Guide looks at key strategies and solutions for mastering content delivery challenges, highlighting the latest technologies, solutions, and services that enable efficiency and effectiveness, now and into the future.
- **Why participate?** As our readers consider how to shape and implement their content delivery strategies, they look to *Streaming Media* to help them make decisions about the advances and innovations that will best serve their needs. Highlight your solution, showcase your expertise, and demonstrate thought leadership in this Best Practices Guide.

streaming video industry executives share their insights

**THOUGHT LEADERS**  
*in Profile*

ALEXANDER LESCHINSKY  
CEO and Co-Founder, G&L Synthesia

DEE VAN VERDEMAAL  
Secretary

STREAMINGMEDIAGLOBAL.COM | AUTUMN 2024 | SPONSORED CONTENT

# THOUGHT LEADERS in Profile

- **Video interview** with *Streaming Media*'s editor-in-chief, Steve Nathans-Kelly
- **Full-page article** online and in the *Sourcebook* print issue (includes up to 600 words of your interview, 100-word CEO bio, 300-DPI headshot, URL, and email address)
- **Thought-leader's headshot** on the issue's cover
- **PDF reprint** (includes your interview and the issue cover)

*Our readers love opinions, especially when the interviewee is put on the spot! But in this case, you set the questions (we can help if needed), and you provide the answers.*



**YES! You can repurpose a blog post or other article to appear in the 2025 Sourcebook (and online on our site).**



Companies with **Sourcebook** listings can take advantage of direct press release publishing on **StreamingMedia.com**. For details, read our **PRESS RELEASE POLICY**.

## THE INDUSTRY DIRECTORY IN PRINT AND ONLINE

Highlight your company with an affordable Industry Directory listing in the Sourcebook—in print and online—for 12 months.



**PREMIUM Listing**  
print sample



**STANDARD Listing**  
print sample

### My PRINT Directory Listing



#### PREMIUM Listing: £600/€700

- 100 words/colour logo
- Contact info, including address, phone, website, and a contact's name and email
- Ad page reference burst

Premium ONLINE directory listing included.

#### STANDARD Listing: £300/€350

- 75 words/colour logo
- Contact info, including address, phone, website, and a contact's name and email

Standard ONLINE directory listing included.

### My ONLINE Directory Listing



#### PREMIUM Online Listing

- Premium Logo in online directory for 12 months
- Company Description
- Contact Info
- Choice of unlimited Product/Service categories
- Product Description
- Choice of unlimited Industry Verticals
- Online Resources—5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages
- Video embedded into your listing
- Logo included in weekly newsletter for 1 year

#### Standard Online Listing

- Logo
- Company Description
- Contact Info
- Choice of 3 Industry Verticals
- Product Description

All editorial content on **StreamingMedia.com** is tagged with the appropriate industry verticals and product/service categories. The Online Company Listings are then “served up” by the content management system so that they appear adjacent to relevant content—as defined by the industry categories and product/service verticals assigned to the Company Listing.

Click the link to view live Sourcebook listings or go to [europe.streamingmedia.com/Sourcebook](http://europe.streamingmedia.com/Sourcebook).

**Research Centers you can choose to associate your listing with:**

#### TOPICS

- Cloud Video
- Content Delivery Networks (CDN)
- Content Protection
- Encoding/Transcoding
- Formats/Codecs/Protocols
- Legal Issues
- Live Streaming
- Mobile Video
- OTT TV
- Streaming Music
- Video Advertising
- Video Production
- Video Quality
- VR/AR/MR

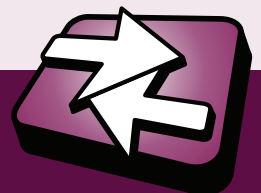
#### INDUSTRY VERTICALS

- Education Video
- Enterprise Video
- Government Video
- Media/Entertainment Video
- Online Video Industry
- Sports/Esports



Please be sure copy has been proofed and approved by all those responsible before submitting text online. We will only send out one final proof.

**CONTACT US TODAY TO PLACE YOUR  
2025 SOURCEBOOK DIRECTORY LISTING.**



# 2025 SOURCEBOOK PACKAGES AND RATES



<b>PRINT</b> <b>ONLINE</b>	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
<b>PREMIUM</b>					
<b>Digital Download Sponsor (EXCLUSIVE)</b> <i>(200+ leads)</i>	✓				
<b>Cover logo</b>	✓	✓	✓	✓	
<b>SPONSORED CONTENT</b> <i>(Print &amp; Online)</i>	CUSTOM—CALL	Choose one	Choose one of four	Choose one of three	
<b>Spotlight Article</b> <i>(1–2 pages)</i>			✓	✓	
<b>Spotlight Article</b> <i>(3–5 pages)</i>	✓	✓			
<b>Thought Leaders in Profile</b> <i>(video, print, &amp; online)</i>	✓	✓	✓		
<b>WRITTEN-WORD LEAD GEN</b> <i>200+ leads guaranteed (Print &amp; Online)</i>	CUSTOM—CALL	Choose one			
<b>Best Practices: Live Video at Scale: Advances &amp; Opportunities</b>	✓ <i>5–10 pages</i>	✓ <i>up to 4 pages</i>	✓ <i>up to 3 pages</i>	✓ <i>1–2 pages</i>	
<b>Best Practices: Optimising Content Delivery: Strategies &amp; Technologies for Success</b>	✓ <i>5–10 pages</i>	✓ <i>up to 4 pages</i>	✓ <i>up to 3 pages</i>	✓ <i>1–2 pages</i>	
<b>DISPLAY ADS</b>	CUSTOM—CALL				
<b>Spread Ad</b> <i>(premium placement, first-to-book basis)</i>	✓				
<b>Full-Page Ad</b> <i>(premium placement, first-to-book basis)</i>		✓	✓		
<b>1/2-Page Ad</b> <i>(premium placement, first-to-book basis)</i>				✓	✓
<b>INDUSTRY DIRECTORY LISTINGS*</b> <i>*Mandatory for press release review/coverage</i>					
<b>Premium Listing: £600/€700</b>	✓	✓	✓	✓	✓
<b>Standard Listing: £300/€350</b>					
	<b>£10,500/ €12,000</b>	<b>£7,000/ €8000</b>	<b>£4,995/ €5700</b>	<b>£3,500/ €4,000</b>	<b>£1,700/ €1,950</b>



**CONTACT KAT ALLEN  
TO CREATE A PLAN THAT'S RIGHT FOR YOU!**

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

## Space Reservation Closing Dates and Material Submission Deadlines



**DISPLAY ADS** ..... 25 February  
**DIRECTORY LISTINGS** ..... 13 February  
**SPONSORED CONTENT**  
*(i.e. Spotlight Articles, Thought Leaders in Profile, Best Practices)* . . . . . 13 February

**MAIL DATE:** 13 March, 2025

Set up a meeting today!



## CONTACT KAT ALLEN

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[europe.streamingmedia.com](http://europe.streamingmedia.com)



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Medford, NJ 08055, USA

**TERMS AND CONDITIONS:** 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 Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. 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.