

## editorial calendar for 2009

### FEBRUARY/MARCH 2009: 2009 Streaming Media Industry Sourcebook

The only annual resource guide for executives and technologists who work with streaming content, featuring industry trend analysis, purchasing checklists, business & ROI guidance, technical tutorials, and case studies. Includes the 2009 Streaming Media Buyer's Guide and Digital Media Industry Directory.

*European Edition Feature: Trend analysis, case studies, and Industry Directory specific to the European market*

Trade Show Distribution: SXSW, NAB, IBC, SM West, SM East, SM Europe, Ad:tech shows

Editorial Deadline: 11/7/2008

Ad Space Reservation: 12/22/2008

Ad Materials Due: 12/30/2008

Mail Copies: 2/3/2009

### APRIL/MAY 2009

**Featured Article:** *The Broadcast Boom*—Leading broadcasters like FOX, NBC, and the WB are getting serious about online video, pushing more content and syndicating it in more places. What's working and what's not? Also in this issue: *The 2nd Annual Streaming Media All-Stars*.

*European Edition Feature: Making Money with Mobile Video*

Trade Show Distribution: NAB, SM East (May 12-13), Ad:tech SF

Editorial Deadline: 1/12/2009

Ad Space Reservation: 2/19/2009

Ad Materials Due: 3/4/2009

Mail Copies: 4/8/2009

### JUNE/JULY 2009

**Featured Article:** *The New Content Creators*—Independent content producers are creating some of the most compelling online video, but face distribution and monetization challenges.

Trade Show Distribution: Ad:Tech Chicago

Editorial Deadline: 3/16/2009

Ad Space Reservation: 4/23/2009

Ad Materials Due: 5/7/2009

Mail Copies: 6/10/2009

### JULY 2009: White Paper

#### **Innovation Series 8: The Enterprise Challenge—Solutions for Creating, Managing, and Publishing Video**

This unique advertorial opportunity gives vendors a chance to share white papers and case studies with *Streaming Media* readers in a supplemental, standalone issue of *Streaming Media* magazine.

Ad Space Reservation: 6/3/2009

Manuscripts Due: 6/11/2009

Mail Copies: 7/18/2009

### AUGUST/SEPTEMBER 2009

**Featured Article:** *The Content Delivery Ecosystem*—Content delivery is about more than just pushing bits; it's everything from ingest and encoding to publishing and reporting. A comprehensive look at the leaders in the content delivery space.

*European Edition Features: Content Delivery in Europe, IBC Show Preview*

Trade Show Distribution: IBC, MIXX

Editorial Deadline: 5/15/2009

Ad Space Reservation: 6/22/2009

Ad Materials Due: 7/7/2008

Mail Copies: 8/6/2008

### OCTOBER/NOVEMBER 2009

**Featured Article:** *The 2009 Readers' Choice Awards*—The readers of *Streaming Media* have their say, voting for their favorite hardware, software, and services in 20 different categories.

*European Edition Feature: Streaming Media Europe Preview*

Trade Show Distribution: SM Europe (October 15-16), SM West (November 17-19),

Editorial Deadline: 7/15/2009

Ad Space Reservation: 8/19/2009

Ad Materials Due: 9/2/2009

Mail Copies: 10/5/2008

### DECEMBER 2008/JANUARY 2009

**Featured Article:** *Navigating the Enterprise Video Workflow*—A collection of case studies demonstrating how leaders in the enterprise space have made advances in creating, managing, publishing online video in corporate, government, and educational settings.

Trade Show Distribution: CES 09, NATPE 09, 3GSM 09

Editorial Deadline: 9/16/2009

Ad Space Reservation: 10/20/2009

Ad Materials Due: 11/3/2009

Mail Copies: 12/7/2009

\*\*\*More tradeshow distribution is added through the calendar year. Please contact us for a current list.

### IN EVERY ISSUE:

- **Analysts Corner:** Top researchers and analysts examine the most important developments in online video.
- **Bit Rates:** Industry metrics that matter
- **Columns** from Dan Rayburn, Tim Siglin, Jose Castillo, Paul Riismandel, and more
- **Case Studies**      • **Tutorials:**      • **Product Reviews**

