

London, UK
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CONNECTED HOME UNDER THE SPOTLIGHT AT ANNUAL STREAMING EVENT

Streaming Media Europe, the annual event for the European online video industry, has just announced an exciting new set of enhancements to both the event's format and its coverage.

Taking place at a new venue - London's Olympia Conference Centre - on 17 to 19 October 2011, Streaming Media Europe has added a new satellite event to its existing offering so that the conference and Expo now provides technology solutions and business models covering all aspects of online video – whether at work, on the move, or at home.

Programme Director and editor of *Streaming Media* magazine, Eric Schumacher-Rasmussen, commented,

*"We've widened our coverage to ensure that, whatever your company's online video or streaming specialism, your interests will be represented at Streaming Media Europe 2011. The addition of the brand new **Connected Home** conference completes our coverage of the online video industry, making us the only single event in Europe to examine all of these interconnected multi-channel technologies and make sense of the options, strategies and opportunities available to today's business, whether you're in the office, on the move, or at home."*

In addition to the main Streaming Media Europe conference and Expo, the event also plays host to **Content Delivery Summit** – which, following last year's success, looks set to become the industry forum for investors, broadcasters, media companies, analysts, telcos, ISPs, cable operators, and streaming technology vendors - as well as **Online Video Strategies**, introduced last year specifically for those organisations for whom video is not their core business, but who recognise the need to implement video as part of their communications strategy.

The Call for Speakers for each of the events opened last week, with a submissions deadline of 11 April. Eric Schumacher-Rasmussen continued,

*"We're currently looking for end-user experts who can demonstrate practical applications of online video for media and entertainment, corporate, or educational use. **Streaming Media Europe** places emphasis on the practical, so we're always interested in case studies showcasing practical applications of streaming and digital media technology, as well as proposals from people who use and manage streaming and digital media solutions and services in their organisations."*

Further information about Streaming Media Europe, its satellite events, and how to submit a presentation is available at www.streamingmediaglobal.com/conference

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Editor's Notes

Streaming Media Europe takes place on 18 & 19 October 2011 at Olympia Conference Centre, London, UK. www.streamingmedia.com/europe

Content Delivery Summit takes place on 17 October 2011 at Hilton London Olympia

Connected Home 2011 takes place on 18 October at Olympia Conference Centre

Online Video Strategies takes place on 19 October 2011 at Olympia Conference Centre

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- **Streaming Media Europe** is produced by Information Today, a global publishing and conference house, and providers of:

www.streamingmedia.com and www.streamingmediaglobal.com, world-class news and resources used by over 150,000 global digital media professionals each month, and providing daily and weekly desktop-delivered news, through Dan Rayburn and Eric Schumacher-Rasmussen's industry blogs, as well as a range of free-subscription enewsletters.

Streaming Media magazine's European edition is published four times a year and has rapidly become the industry authority on the European streaming and online video scene. The magazine provides news, analysis, case studies and reviews for some 10,000 readers every issue. The annual Sourcebook edition has just published and is available on free subscription to qualified readers at: <http://www.streamingmediaglobal.com/magazine/>