



# streaming media magazine

## editorial calendar for 2010

ISSUE	THEME/FEATURES	TRADESHOW DISTRIBUTION
1 SPRING	<b>Streaming Media Industry Sourcebook</b> <ul style="list-style-type: none"> <li>2009 Year in Review for media/entertainment, corporate, education and more</li> <li>Product &amp; service purchasing checklists</li> <li>Best practices &amp; ROI guidance</li> <li>Market and technology disruptors for 2010</li> <li>How-to's and tutorials</li> <li>Case studies</li> <li>The 2010 Streaming Media Buyer's Guide and Digital Media Industry Directory</li> </ul>	<ul style="list-style-type: none"> <li>DVB World</li> <li>IPTV World Forum</li> <li>Technology for Marketing &amp; Advertising (TFM&amp;A)</li> <li>IBC</li> <li>MIP-TV</li> <li>Streaming Media Europe</li> </ul>
2 SUMMER	<b>The Platforms Issue</b> <ul style="list-style-type: none"> <li>Online video publishing</li> <li>Advertising</li> <li>Search &amp; discovery</li> <li>User-generated content</li> <li>Triple-play delivery</li> <li>Plus the 2010 Streaming Media Dream Team</li> </ul>	<ul style="list-style-type: none"> <li>AV in the City</li> <li>Internet World</li> <li>SpeechTEK Europe</li> <li>Online Marketing Show</li> <li>Open Mobile Summit</li> </ul>
3 AUTUMN	<b>The Online Video Stack Issue</b> <ul style="list-style-type: none"> <li>Carriers</li> <li>Infrastructure</li> <li>Content delivery networks</li> <li>Cloud computing and storage</li> <li>Standards</li> <li>Plus the 2010 Streaming Media Europe Preview</li> </ul>	<ul style="list-style-type: none"> <li>Ad:Tech London</li> <li>Siel &amp; Satis</li> <li>IBC</li> <li>MIPCOM</li> <li>Streaming Media Europe</li> <li>Broadband World Forum Europe</li> </ul>
4 WINTER	<b>The Coding &amp; Control Issue</b> <ul style="list-style-type: none"> <li>Reporting &amp; analytics</li> <li>Quality of service</li> <li>Workflow solutions</li> <li>Media management systems</li> <li>DRM &amp; monetization</li> <li>Plus the 2010 European Readers' Choice Awards</li> </ul>	<ul style="list-style-type: none"> <li>Broadcast Video Expo</li> <li>Digiworld Summit</li> <li>IABM Conference</li> <li>The Media Festival</li> <li>Mobile World Congress</li> </ul>

### IN EVERY ISSUE:

#### STREAM THIS!

Streaming Media executive vice president Dan Rayburn has long been recognised as the leading voice for the Streaming Media industry. In addition to leading the highly successful Streaming Media conferences, Rayburn has consulted or implemented solutions for organisations from MTV to the United Nations. **STREAM THIS!** is his no-holds-barred take on the trends that shape our industry.

#### THE DIGITAL DOMAIN

Author of The Streaming Media Bible, Steve Mack has spent the last eight years at the forefront of the Streaming Media industry. He is a partner at LUX Media, a firm specialising in all areas of Streaming Media, including large-scale live event production, a/v production, authoring, encoding, hardware and software implementation, training, original music composition, and script writing. He's also been part of webcasts by U2 and other major music acts, and he brings all of this expertise to bear on **THE DIGITAL DOMAIN**, his musings about the promises and pitfalls of new technologies in the entertainment space.

#### EYES ON THE ENTERPRISE

Whether it's hard ROI, always-on reliability, or adapting to stakeholder demands, streaming in the enterprise brings with it a set of unique expectations and challenges. Each month in **EYES ON THE ENTERPRISE**, we'll examine these issues and others and give you practical information that you can apply to your organisation's video initiative.

#### 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!

**Analysts Corner:** Top researchers and analysts examine the most important developments in online video.

**Case Studies:** Behind-the-scenes looks at successful applications and installations.

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

**Bit Rates:** Industry metrics, acquisitions, funding, and executive moves

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

