



IS YOUR ONLINE VIDEO STRATEGY **MOSTLY HARMLESS?**

DON'T THROW IN THE TOWEL!
YOU NEED **THE HITCHHIKER'S
GUIDE TO ONLINE VIDEO!**



DON'T LET SOMEONE BUILD
A HYPERSPACE BYPASS
THROUGH YOUR BUSINESS

INCREASE YOUR SUCCESS CHANCES
TO INFINITE PROBABILITY AND SAVE
YOURSELF THE NONSENSE OF
MUCKING ABOUT IN HYPERSPACE
FOR ANSWERS



UNDERSTAND THE
ONLINE VIDEO BUSINESS
UNIVERSE AND HOW
TO MAKE A LIVING IN IT

FIND OUT HOW MUCH
TIME YOUR VIDEO
HAS TO MAKE AN
IMPACT

CHOOSE THE RIGHT
ENCODERS TO INCREASE
LIFESPAN OF YOUR VIDEOS



LEARN HOW TO GET THE
BEST AUDIO OUT OF
YOUR VIDEO



DEEP THOUGHTS ON HOW TO
PREPARE YOUR VIDEO FOR
ALL NECESSARY DEVICES

42 ORDER TODAY!

IT'S THE ANSWER TO LIFE, THE UNIVERSE,
AND EVERYTHING ONLINE VIDEO!

display and industry directory advertising rates

2012 Rate Card (net):

DISPLAY RATES

	1X	4x (sourcebook +3 magazine issues)
Tab (double-sided)	£4600/€5300	--
Spread	£2980/€3500	£2530/€2975
Cover 2	£1955/€2340	£1660/€1989
Cover 3	£1760/€2065	£1495/€1755
Cover 4	£1955/€2340	£1660/€1989
1 page	£1565/€1835	£1330/€1560
1/2-spread	£1565/€1835	£1330/€1560
1/2-page	£895/€1050	£760/€892
2/3-page	£1210/€1420	£1025/€1207
1/3-vertical	£585/€685	£495/€582

2011 SOURCEBOOK AD CLOSING DATES:

Date of Issue	Space Reservation	Material Due
February 2012	December 30	January 31

INDUSTRY DIRECTORY 2011 Rates (net)

Listing Type: Additional Listings:

Basic Listing	£99/€115	£49/€55
Enhanced Listing	£249/€290	£125/€145
Premium Listing	£499/€585	£249/€290

Industry Directory listings available to display advertisers at a 50% discount!

Advertising/ Directory Sales Contact:

SJOERD VOGT

UK and Europe Sales

Direct: +44 (0)1367-241707

Mobile: +44 (0)7810-253111

Email: svogt@streamingmedia.com

Attention Vendors:

Send a message to the *entertainment*, *enterprise*, and *vertical market* customers you want to influence! The **SOURCEBOOK** is an advertising opportunity that you pay for once ... but benefit from *all year long* as we:

- Mail to qualified subscribers on February 16.
- Distribute copies to attendees at tradeshows in 2012.
- Attract and mail to new subscribers in 2012 via our website, conferences, and newsletters.

Call for pricing on Section Opener pages, multiple-page insertions, and Special Advertising Supplements.



BONUS DISTRIBUTION: IBC, IPTV World Forum, Streaming Media Europe, Streaming Media East, Technology for Marketing & Advertising, Internet World

industry directory

Highlight your company, products, or services with an affordable Industry Directory listing in the **European Sourcebook**. Each Industry Directory PRINT listing is positioned in one of four categories (see below). Multiple listings are available at a reduced rate for companies that want to appear in more than one category.

The Four Primary Industry Categories:

- Service
- Software
- Hardware
- Content

INDUSTRY DIRECTORY 2012 Rates (net)

Basic Listing £99/€115

- Bold company name
- 50-word description
- Contact info, including address, phone, website, and a contact's name & email

Enhanced Listing £249/€290

- Colour logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name & email
- Outline edge around listing

Premium Listing £499/€585

- Colour logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name & email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Premium logo and background tint in online directory for 12 months (a £300 Value)

ATTENTION DISPLAY ADVERTISERS !

Your display ad includes a Basic Listing. You may purchase Enhanced & Premium Listings at a 50% discount.

SEE OVERLEAF FOR YOUR ONLINE LISTING DETAILS - INCLUDED FREE OF CHARGE WITH YOUR PRINT LISTING

Sample Premium Listing

Flumotion

see our ad on
PAGE 47



Flumotion offers its own open source based streaming solutions: Server and Platform. Both are multiformat, capable of serving the most popular formats both live and on demand and support Flash and Silverlight players.

Leading media companies like Antena3, RTVE and COPE rely on our technology which offers services fulfilling all of their needs: acquisition, encoding, transcoding, CDN delivery, webtv interface, advanced advertisement management... and also helps to drastically reduce customers' costs. RTVE used our solution for the broadcasting of the Beijing Olympics Games.

Flumotion counts among its partners companies like NTT Europe Online, British Telecom, Telefonica and Sun Microsystems.

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[Learn More](#)
www.flumotion.com

Sample Enhanced Listing

TalkPoint


TalkPoint provides easy to use web-based communications services for online meetings, webinars, presentations and conferences. Whether your presentation is audio or video, live or on-demand, TalkPoint has the solution that you need to communicate effectively. TalkPoint will increase the value, reach and impact of your message. Make Your Point!

Company
TalkPoint
100 William Street, 9th Floor
New York, NY 10038 USA
Phone: 212.909.2900
Fax: 212.909.2901
Email: sales@talkpoint.com

Contact Information
Brian Lehon, VP of Sales
Email: blehon@talkpoint.com
Phone: 212.909.2925

Learn More
www.talkpoint.com

Sample Basic Listing

Smart AdServer

Smart AdServer SAS develops and markets one of the main advertising technologies for the management of online campaigns for media agencies and publishers. Created in 2001, the company has 145 clients for 1200 sites across four continents, including Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Reed Business, Axel Springer, La Vanguardia...

Company Contact:
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78 Avenue des Champs-Elysées
Paris, 75008
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Phone: +33 1 53 57 79 20
Fax: +33 1 53 57 79 01
Email: contact@smartadserver.com

Contact Information:
Cyrille Geffray
Managing Director
Email: cgeffray@smartadserver.com
Phone: +33 1 53 57 79 20
www.smartadserver.com

your online industry directory listing

What Happens With My Sourcebook Directory Listing Online?

When you order your 2012 **Sourcebook** Issue Directory Listing, you get 12 months online exposure - at no additional cost!

HOW DO PEOPLE FIND ME ONLINE?

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. The full online Directory is also available here:

www.streamingmediaglobal.com/sourcebook



Research Centres:

PRODUCTS/SERVICES

- Advertising
- Content Protection/DRM
- Formats/Players/Codecs
- IPTV
- Mobile
- Online Video Platforms
- Content Creation/Production
- Encoding/Transcoding
- Hosting/Delivery
- Legal Issues
- Music/Radio
- Video SEO

INDUSTRY VERTICALS

- Education
- Government
- Streaming Industry
- Enterprise
- Media/Entertainment

What Do I Get Online With My Listing Participation?

BASIC ONLINE LISTING: £99 / €115

- Logo
- Contact Info
- Choice of (1) Industry Vertical
- Company Description
- Choice of (1) Product/Service Category

ENHANCED ONLINE LISTING: £249 / €290

- Logo
- Contact Info
- Choice of (3) Industry Verticals
- Company Description
- Choice of (3) Product/Service Category
- Product Description

PREMIUM ONLINE LISTING: £499 / €585

- Logo
- Contact Info
- Product Description
- Online Resources - 5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages that highlight your solution
- Company Description
- Choice of (unlimited) Product/Service Category
- Choice of (unlimited) Industry Vertical
- Video Embedded into Your Listing

CONTACT US TODAY TO PLACE YOUR 2012 LISTING.