



streaming media magazine

editorial calendar for 2012

ISSUE	THEME/FEATURES	TRADESHOW DISTRIBUTION	ISSUE DATES
1 SPRING	<p>Streaming Media Industry Sourcebook</p> <ul style="list-style-type: none"> • Streamticker: Making sense of 2011's mergers, acquisitions, and investments • State of...: A look at 2011's big developments and what to expect in 2012 in media/entertainment, government/education, and corporate video • Buyer's Guide to products and services in the entire online video ecosystem • How-to's and case studies • PLUS the 2012 Streaming Media Industry Directory • PLUS Who to see at IP&TV World Forum 	<ul style="list-style-type: none"> • Technology for Marketing & Advertising • DVB World • IP&TV World Forum 2012 • Streaming Media Europe • Streaming Media East • IBC 	21 February
2 SUMMER	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • Multi-screen Video Delivery • Buyer's Guide: Connected Devices • Case Study: Media & Entertainment • PLUS the 2012 Streaming Media Europe Dream Team 	<ul style="list-style-type: none"> • Internet World • Connected TV Summit • SpeechTEK Europe • Connected Home Global Summit • Open Mobile Summit • Online Marketing Show 	18 May
3 AUTUMN	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • Video in the Cloud • Buyer's Guide: Cloud Video Services • Case Study: Education • PLUS the 2012 Streaming Media Europe Preview • PLUS Who to see at IBC 	<ul style="list-style-type: none"> • IBC • Ad:Tech London • Broadband World Forum Europe • IPTV World Forum Eastern Europe • CDN World Summit 	20 August
4 WINTER	<p>FOCUS ON:</p> <ul style="list-style-type: none"> • Formats & Delivery Protocols: Adaptive Streaming, MPEG DASH, HTML5, WebM, and more • Buyer's Guide: Hardware and Software Encoders • Case Study: Marketing • PLUS the 2012 Streaming Media Europe Readers' Choice Awards • PLUS Advertorial Supplement: Executive Visions 2013 	<ul style="list-style-type: none"> • Connections Europe • Digiworld Summit 2012 • The Media Festival • IABM Conference • OTTTV WORLD SUMMIT • CSTB 2012 • Mobile World Congress • Broadcast Video EXPO 	20 November

Content of Editorial Calendar subject to change.

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.

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!

Behind the Screens: In-depth looks at online video success stories.

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

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

Streaming Spotlight: Get to know the people on the cutting edge of online video.

