

London, UK
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ONLINE VIDEO SHOWCASE BREAKS PREVIOUS
ATTENDANCE RECORDS



Declaring themselves 'delighted' with a 32% upsurge in attendance, the organisers of Streaming Media Europe, Information Today, have announced that 1,015 streaming and online video professionals visited last month's conference and exhibition in London.

Dom Robinson, CEO of Diamond Sponsor, Global-MIX, responded enthusiastically to the news,

"An awesome show! High quality leads generated by high quality attendees. Stimulating and coherent conference topics. A 'buzz' in the air... Some super conversations on the trade floor, and some really bizarre (and very geeky ones) in the hotel bar.... It must have been Streaming Media Europe! What an excellent annual fixture! Global-MIX was proud to have been part in making it all happen and we look forward to more 'Smartnering' next year!"

Streaming Media Europe's Conference Chairman, Eric Schumacher-Rasmussen, concurred,

" We saw positive trends earlier this year in the growth of the European online video industry. Among other indicators, voting in the newly-launched European Streaming Media industry awards was overwhelming, with European products and services outnumbering US nominations by 6:1 – a clear sign that Europe plays host to a healthy pool of innovators.

" This year's Show attendance exceeded our expectations in a difficult climate – with exhibition sales, floor space, and visitor numbers all up on previous years. It seems that Streaming Media Europe really has established itself as one of the industry's must-attend events and we already have some exciting development plans for next year which we will announce in the next month."

As well as state-of-the-industry keynotes from Disney Online, ITN, the Internet Advertising Bureau and infomtv, Streaming Media Europe's exhibition showcased the best of the global online video industry's supply chain. The event also played host to the European Streaming Media Readers' Choice Awards, as voted for by readers of Streaming Media's European edition magazine. The winners in 12 categories are available at:
<http://www.streamingmediaglobal.com/ReadersChoiceEurope/>

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Editor's Notes

- **Streaming Media Europe took place on 15 & 16 October 2009** at Novotel London West, London, UK. www.streamingmedia.com/europe. The dates for 2010 will be announced in November. Press enquiries to:
E caroline@infotoday.com T +44 (0)1865 327813

- Streaming Media Europe 2009 event welcomed 1,015 attendees from 41 countries, an increase of 32% on 2008.
- **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 newsletters.

Streaming Media magazine – European edition – launched in 2009 and published four times a year, the magazine provides news, analysis, case studies and reviews for some 10,000 readers each issue. The Winter issue has just been published and is available on free subscription to qualified readers at:

<http://www.streamingmediaglobal.com/magazine/europe.asp>