

London, UK
15 October 2010

ONLINE VIDEO SHOWCASE BREAKS PREVIOUS DELEGATE ATTENDANCE RECORDS



London, Friday 15 October - The organisers of Streaming Media Europe, Information Today, have declared themselves 'delighted' with a 60% increase in delegates at this year's conference and EXPO, which closed in London this afternoon.

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

"The level of buzz at this year's event was notably higher than in past years. While there were plenty of people very focused on specific technologies like HTML5 and adaptive bitrate streaming, there were equally as many people excited by the ways in which the Show is about much more than just streaming, incorporating SEO, social media, and connected devices into the mix."

"2010 was an important year of expansion with the launch of two new feature events at Streaming Media Europe - Content Delivery Summit and Online Video Strategies. This year's success story underlines the impact that online and video media technologies are continuing to make on industries around the world."

"It's clear that Streaming Media Europe has reached its maturity, attracting attendees from some 30 countries to hear over 100 speakers. The event has become a real who's-who of the European online video scene and we're looking forward to announcing the 2011 dates next month."

As well as state-of-the-industry keynotes from YouView, Red Bee Media, BT, Brightcove and Zattoo, Streaming Media's EXPO showcased some of the best of the global online video industry's supply chain. The event also played host to the European Streaming Media Readers' Choice Awards, which received 12,700 votes over the summer. The winners in all 13 categories were announced and awarded at a special reception last night in London. The full winners' list is available at: <http://www.streamingmediaglobal.com>.

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Editor's Notes

- **Streaming Media Europe took place on 14 & 15 October 2010** at Novotel London West, London, UK. www.streamingmedia.com/europe. The dates for 2010 will be announced in November. Press enquiries to:
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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 e-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>