

2021 EDITORIAL CALENDAR

➤ IN EVERY ISSUE:

- Behind the Screens: In-depth looks at online video success stories
- NEW! The Streaming Toolbox: Your guide to the latest and greatest streaming tools and services
- "Spotlights": Sponsored Articles and Industry White Papers
- Case Studies
- In-Depth Product Reviews
- Columns from Jan Ozer, Robert Reinhardt, Jason Thibeault, Eric Schumacher-Rasmussen, Tim Siglin, and more

➤ JANUARY/FEBRUARY 2021

- Mixed Signals: What's Going on With VR, AR, and MR?
- Streaming Ad Tech Relationship Advice
- How to Build an OTT Service People Want to Watch
- Deploying NDI for Cloud Production
- Sponsored Sections
 - Executive Predictions
 - Innovation Series: Media & Entertainment

Editorial Deadline: November 12

Ad Due Date: December 18

Sponsored Content (White Papers/Innovation Series) Due Date: December 16

Mail Date: January 18

➤ MARCH 2021

The 2021 Streaming Media Industry Sourcebook

- State of ... Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, machine learning, mergers and acquisitions, and more
- Buyers Guide: A collection of checklists and feature comparison charts to help you make the right purchasing choice at every step of the online video workflow, from production to delivery
- How-To's and Tutorials: Low-Latency HLS and DASH, Migrating to WebRTC, Tech Workflows for Switched Live Streams, and more
- Sponsored Sections
 - The 18th Annual Online Video Industry Directory
 - Innovation Series: Game-Changing Case Studies

Editorial Deadline: December 15

Ad Due Date: February 8

Sponsored Content (White Papers/Innovation Series) Due Date: February 1

Mail Date: March 10

➤ APRIL/MAY 2021

Streaming Media Producer's Ultimate How-To Guide

- How to Build Remote Production Kits for Every Budget
- Best Practices for Distanced On-Site Production
- How to Choose and Scale Lecture Capture and Streaming Solutions
- ...And more!

➤ Sponsored Sections

- Spring Power Bundles
- Innovation Series: Advanced Live Streaming

Editorial Deadline: February 9

Ad Due Date: March 12

Sponsored Content (White Papers/Innovation Series) Due Date: March 10

Mail Date: April 6

➤ JUNE 2021

- The 2021 Streaming Media 50
- MPEG Codecs, One Year In (VVC, LVEVC, EVC)
- AV1: A Progress Report
- Raise the Bar for Distance Learning
- Sponsored Sections
 - View from the Top
 - Innovation Series: Advanced Encoding & Transcoding

Editorial Deadline: April 7

Ad Due Date: May 10

Sponsored Content (White Papers/Innovation Series) Due Date: May 6

Mail Date: June 3

2021 EDITORIAL CALENDAR (CONTINUED)

➔ JULY/AUGUST 2021

- › Esports for the Win
- › The Return of "In Real Life" Streaming
- › The Algorithm Series: HTTP2/3 With Quic
- › Cloud Production and Esport
- › **Sponsored Sections**
 - › Fall Power Bundles
 - › Innovation Series: Sports & Esports

Editorial Deadline: May 17

Ad Due Date: June 18

Sponsored Content (White Papers/Innovation Series) Due Date: June 16

Mail Date: July 14

➔ SEPTEMBER 2021

- › Welcome to the Ad Tech Jungle
- › Managing Multi-CDN
- › The Algorithm Series: FPGAs
- › How to Produce and Monetize Audience-Less Concert Streams
- › **Sponsored Section**
 - › Innovation Series: Content Delivery & Edge Compute

Editorial Deadline: July 9

Ad Due Date: August 11

Sponsored Content (White Papers/Innovation Series) Due Date: August 9

Mail Date: September 3

➔ OCTOBER 2021

- › Running the Numbers: Which Metrics Really Matter?
- › Spatial Computing and the Future of Streaming Video
- › Streaming for Faith-Based Organizations
- › Best Practices for Integrating Remote Callers in Live Productions
- › **Sponsored Section**
 - › Innovation Series: Advanced Video Data

Editorial Deadline: August 10

Ad Due Date: September 13

Sponsored Content (White Papers/Innovation Series) Due Date: September 9

Mail Date: October 6

➔ NOVEMBER/DECEMBER 2021

- › The 2021 Streaming Media Readers' Choice Awards
- › OTT Workflow Best Practices
- › Deep Dive Into Deepfakes
- › Live and On-Demand Closed Captioning
- › **Sponsored Section**
 - › Innovation Series: Advanced OTT Strategies and Technologies

Editorial Deadline: September 3

Ad Due Date: October 6

Sponsored Content (White Papers/Innovation Series) Due Date: October 4

Mail Date: October 29