

2015 EDITORIAL CALENDAR

➤ IN EVERY ISSUE:

- **Behind the Screens:** In-depth looks at online video success stories
- **Streaming Spotlight:** Get to know the people on the cutting edge of online video
- **Case Studies**
- **In-Depth Product Reviews**
- Columns from Jan Ozer, Dan Rayburn, Robert Reinhardt, Paul Riismandel, Tim Siglin, and more

➤ JANUARY/FEBRUARY 2015

- **Streaming the Warzone:** Video in Combat
- HEVC vs. VP9
- Next-Generation Enterprise Video Platforms
- How to Light Video for 4K
- **Sponsored Section:** [The Cloud Video Superguide: Executive Visions](#)

Editorial Deadline: October 30

Ad Space Reservations: December 9

Ad Materials Due: December 9

Mail Copies: January 5

➤ MARCH 2015

The Streaming Media Industry Sourcebook

- **State of ...** Critical and comprehensive analyses of the market landscapes for media and entertainment, enterprise, mobile video, content delivery, advertising, and formats and protocols
- **Buyer's Guides:** A collection of checklists and feature comparison charts to help you make the right choice at every step of the online video workflow
- **How-To's and Tutorials:** HEVC encoding, MPEG-DASH delivery, packaging for multiscreen delivery, developing video apps, live streaming aerial video, and more
- **Case studies** covering the enterprise, media and entertainment, webcasting, education, and more
- **Sponsored Section:** [Case Study Superguide: Learn From the Pros](#)
- [The 12th Annual Online Industry Directory](#)

Editorial Deadline: December 17

Ad Space Reservations: February 5

Ad Materials Deadline: February 5

Mail Date: March 4

➤ APRIL 2015

In this issue, we focus on scalable production kits for in-the-field and in-studio webcast production. We provide scalable production kit options for readers from entry-level to expert, with specific product recommendations from industry experts for different production budgets and production needs in the following categories and more:

- Cameras
- Rigs
- Audio
- Lighting Gear
- Switchers and Mixers
- I/O
- Streaming Appliances

➤ ***Streaming Media Producer Gear of the Year Guide***

➤ **[Sponsored Section: Advanced Encoding and Formats Superguide](#)**

➤ **[Who to See at NAB](#)**

Editorial Deadline: February 2

Ad Space Reservations: March 10

Ad Materials Due: March 10

Mail Copies: April 2

2015 EDITORIAL CALENDAR (CONTINUED)

➤ MAY/JUNE 2015

- › E-Sports, Gaming, and Streaming: Just-in-Time Delivery on a Global Scale
- › Encrypted Media Extensions and the Changing Face of DRM
- › New Approaches to Video Search and Discovery
- › How to Make Great Timelapse and “Hyperlapse” Video
- › How to Mix Multiple Audio Sources for Live-Switched Streams
- › **Sponsored Section:** [Live Streaming Superguide](#)

Editorial Deadline: March 18

Ad Space Reservations: April 23

Ad Materials Due: April 23

Mail Copies: May 18

➤ JULY/AUGUST 2015

- › **Flash:** Not Dead Yet?
- › HEVC, VP9, and the 4K Codec Dilemma
- › **Case Study:** DASH and the OTT Workflow
- › Comparing the Latest Portable Streaming Appliance Contenders
- › How to Produce (and Sustain Viewership in) an All-Day Webcast
- › **Sponsored Section:** [MSO Platforms Superguide](#)

Editorial Deadline: May 1

Ad Space Reservations: June 9

Ad Materials Due: June 9

Mail Copies: July 2

➤ SEPTEMBER 2015

- › A Studio in Your Pocket: How to Get Big Results With Small Gear
- › The Future of Cloud Encoding
- › Real-Time Streaming Collaboration in the Enterprise
- › How Video Optimization Can Help Your Business
- › Case Study: Turning Religious Institutions Into Video Content Creators
- › Who to See at IBC
- › **Sponsored Section:** [Multiscreen Video Superguide](#)

Editorial Deadline: July 3

Ad Space Reservations: August 10

Ad Materials Due: August 10

Mail Copies: September 2

➤ OCTOBER 2015

- › 4K: A Reality Check
- › Server-Side Stitching to Create Personalized Viewing Experiences
- › How to Leverage On-Camera Wireless Capabilities for Live Delivery
- › How to Choose a Capture Card for Multicamera HD Streaming
- › The Streaming Media 100
- › View From the Top
- › **Sponsored Section:** [Enterprise Video Superguide](#)

Editorial Deadline: August 3

Ad Space Reservations: September 9

Ad Materials Due: September 9

Mail Copies: October 2

➤ NOVEMBER/DECEMBER 2015

- › Trends in Cloud Video Delivery
- › The Future of Enterprise Webcasting
- › Broadcast Goes IP: CDNs and the Broadcast Ecosystem
- › How to Choose Video Converters and Scalers for Live HD Production
- › How To: Studio Camera Live-Switched Production Workflow
- › **Sponsored Section:** [Transcoding, Serving, and Delivery Superguide](#)

Editorial Deadline: September 3

Ad Space Reservations: October 9

Ad Materials Due: October 9

Mail Copies: November 3