

# 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*