

MEDIA PACK



# EUROMEDIA

# IP television

# ADVANCED TELEVISION

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**ADVANCED TELEVISION LIMITED's mission is to bring business leaders in the Digital Media Delivery segment news and analysis in a user-friendly and timely fashion.**

**Content ingest, management and transmission, network management and monitoring, home gateway and multi-device home networks; we cover the technology, the regulation and the business models.**

**In the year ahead, the continuing economic woes for consumers, and the continuing growth of broadband connections and OTT services, will see the issue of cord cutting remain front and centre. And some**

**of the biggest names in social media, Internet search and online retail will be making their key moves into media provision.**

**Taking a truly international perspective, from daily email news to long-form magazine features, we ensure no significant event or trend escapes our radar – or yours.**

**Whether you want to reach busy executives at the beginning of the working day with our eDaily News, or reinforce your message on paper at a major show, we provide an engaged, inquisitive and qualified audience for your promotion.**

# EUROMEDIA

DIGITAL MEDIA INTELLIGENCE

MAY/JUNE 2012



## EUROMEDIA

After 12 years, in 2012, *Euromedia* will continue to monitor the strategies and tactics shaping Digital Media Delivery.

For broadcasters, content producers, technology providers, network operators, service providers and professional advisors, *Euromedia* is essential reading.

Its BPA certified readership (3,617 June 2011) is made up of senior executives across the sectors it spotlights and the magazine is also accessed by thousands of industry delegates to the world's biggest and most important trade shows and conferences throughout the year.



## January/February

Recently, the satellite launcher industry has been straightforward with Arianespace and ILS/Proton bidding for work. Now Sea Launch is back in the game, there's also China's Long March and, now, SpaceX, backed by PayPal's co-founder Elon Musk, and already with SES as a client. In a special feature timed for Satellite 2012, we examine the latest developments, and ask whether these changes bring real flexibility and price competition to the industry?

Previews: Cabsat MENA (Dubai), CSTB (Moscow), Satellite 2012 (Washington DC)

## March/April

Content Security. To remain competitive and reduce the incentives to piracy, it is crucial premium content owners can distribute securely to more devices and earlier in the release cycle. Can multiple device distribution be achieved without security risk?

Previews: NAB (Las Vegas), MIP (Cannes)

## May/June

Multi-service provision. Cable operators are staying ahead of the game by providing a one stop shop for communications and entertainment. It is essential their billing process has a QoE as good as the services – what are the operational challenges and the marketing opportunities? Preview: ANGA (Cologne)

## July/August

2012 STB Survey. From comprehensive Home Gateway to home network thin client the STB environment is in flux.

Preview: IBC

## September/October

CDNs. Service providers must provide what the content consumers want and deliver it with maximum flexibility, convenience and QoE. This requires a Content Delivery Network but should provides build their own, buy 'off peg', rent from a third party or share with other providers? Will CDNs be hardware-based, cloud-based or hybrid? IBC Guide

## November/December

The T&M Monitor. More devices and delivery mechanisms means more potential for faults. Finding, diagnosing and fixing is no 'added extra' but is fundamental to good service provision and subscriber retention.

### Finding a niche

Prospective channels seeking a niche audience that can be reached via subscriptions, donations or targeted advertising now have another route to market with OTT and Connected TV, allowing them to 'market test' their TV proposition, potentially on the way to becoming significant household players. Colin Mease talks to some of the providers making things happen along the way.

**A** recent trend in television is the search for niche audiences. This is driven by a combination of factors, including the desire to reach specific demographics, the need to differentiate content in a crowded market, and the opportunity to build loyal fan bases. This is particularly true in the realm of OTT and Connected TV, where viewers can be reached directly through their devices, bypassing traditional broadcast channels.

Colin Mease, a senior advisor at the Center for Communications Programs at the University of Maryland, explains that this trend is being driven by a combination of factors, including the desire to reach specific demographics, the need to differentiate content in a crowded market, and the opportunity to build loyal fan bases. This is particularly true in the realm of OTT and Connected TV, where viewers can be reached directly through their devices, bypassing traditional broadcast channels.



**COVER STORY**

As the industry continues to evolve, providers are looking for ways to reach their target audience more effectively. This is where OTT and Connected TV come in. These services allow content creators to reach viewers directly through their devices, bypassing traditional broadcast channels. This is particularly true in the realm of OTT and Connected TV, where viewers can be reached directly through their devices, bypassing traditional broadcast channels.

Reach the grass roots of your community, wherever they are... ..with easy access, via PC, phone and TV.



## EVENTS & DISTRIBUTION DIARY 2012

Month and Date	Event	Euromedia	IPTV
January 11-13	CES International, Las Vegas	400	400
January 23-26	NATPE, Miami Beach		
February 7-9	CSTB, Moscow	500	200
February 7-10	MPLS & Ethernet World, Paris	300	
February 14-16	Broadcast Video Expo, London	300	300
Feb 27- Mar 1	Mobile World Congress, Barcelona	400	300
Feb 28- Mar 1	CABSAT MENA, Dubai	400	
March 6-10	CeBIT, Hanover	300	300
March 7-8	Media Summit 2012, New York	300	
March 7-8	FT Digital Media Conference, London	250	200
March 7-9	Cable Congress, Brussels	400	
March 12-14	DVB World, Rome	300	
March 12-15	Satellite 2012, Washington	250	
March 20-22	IP&TV World Forum, London	200	1,000
March 20-23	CCBN, Beijing	400	
March 21-23	Convergence India, New Delhi	400	
April 1-4	MIPTV, Cannes	550	450
April 14-19	NAB, Las Vegas	1,200	900
May 8-9	Connected Home World Summit, London	400	300
May 21-23	The Cable Show, Boston	500	
June 12-14	ANGA Cable, Cologne	900	200
June 19-22	BroadcastAsia, Singapore	600	250
June TBC	The Future of Broadcasting, London		
June TBC	The Futuresource Entertainment Summit		
Aug 31-Sep 5	IFA, Berlin		
September 7-11	IBC Amsterdam	1,200	1,000
September TBC	CTAM Europe Cable Marketing Eurosummit	400	
October 8-11	MIPCOM, Cannes	500	500
October 16-18	Broadband World Forum Europe, Amsterdam	500	
October TBC	Streaming Media Europe		400
October TBC	The Future of Digital Media Distribution	400	
October TBC	CASBAA	400	300
October TBC	SCTE Cable-Tec Expo	400	
November TBC	IP & TV Forum Middle East and Africa		300
November TBC	TelcoTV		750
November TBC	IDATE, Montpellier	300	300

# 2012

## Display ad rates

<p>210 x 297mm 4-colour £3,200 2-colour £2,800 mono £2,400</p>	<p>216 x 303 mm</p>	<p>420 x 297mm 4-colour £5,400 2-colour £4,800 mono £4,200</p>	<p>426 x 303mm</p>
<p>Full page trim Print area 182 x 273 mm</p>	<p>Full page bleed</p>	<p>Double page spread</p>	<p>Double page spread bleed</p>
<p>105 x 297mm</p>	<p>210 x 148mm 4-colour £1,750 2-colour £1,550 Mono £1,350</p>	<p>105 x 148mm 4-colour £1,100 2-colour £900 Mono £800</p>	<p>210 x 74mm 4-colour £1,100 2-colour £900 Mono £800</p>
<p>1/2 Vertical page Print area 91 x 273mm</p>	<p>1/2 Horizontal page Print area 182 x 136mm</p>	<p>1/4 page Print area 91 x 136mm</p>	<p>1/4 Horizontal page Print area 182 x 62 mm</p>

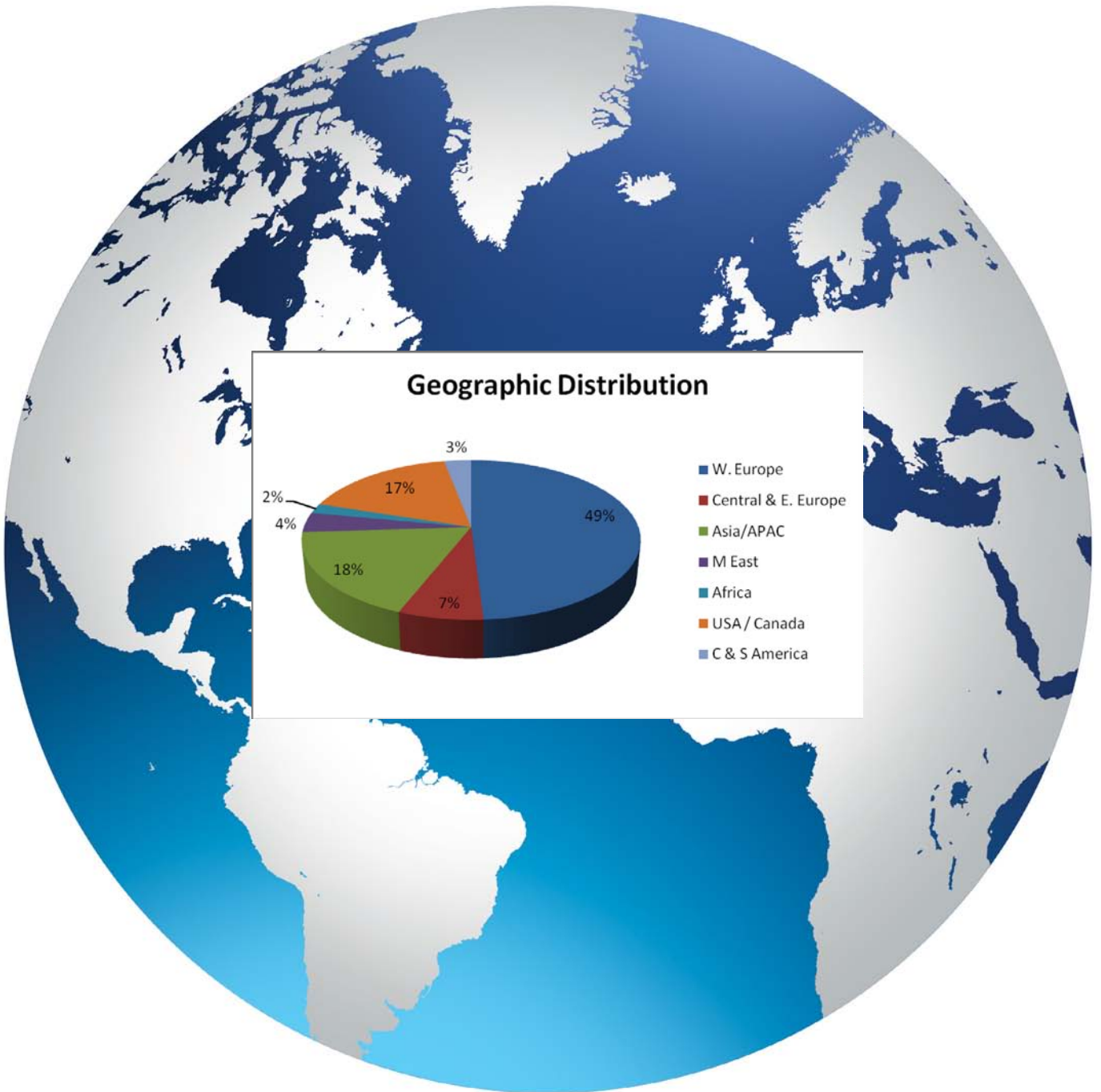
### Advertising rates:

	Single Insertion
Full page 4-colour	£3,400
Full page 2-colour	£2,800
Full page mono	£2,400
Double page spread 4-colour	£5,400
Double page spread 2-colour	£4,800
Double page spread mono	£4,200
Half page 4-colour	£1,750
Half page 2-colour	£1,550
Half page mono	£1,350
Quarter page 4-colour	£1,100
Quarter page 2-colour	£900
Quarter page mono	£800

### INSERTIONS

Series of 6 insertions: 10% discount on each insertion  
Series of 12 insertions: 20% discount on each insertion

Please supply ad as a high resolution pdf (optimised for Acrobat 4), jpg or eps.  
Please do not supply as Quark or Adobe InDesign



**Classified  
Marketplace rates:**

15 ads to a page  
3 columns to a page  
Column width 6cms

Cost: £375 per unit with  
issue  
1 unit - 4 issues £1,000  
One year's advertising  
£1,200

Units can be grouped to  
give a unique ad tailored  
exactly to your own needs  
and budget.

The example on the right  
shows how your ad will  
look in the Broadband  
Marketplace - all you have  
to do is e-mail your copy  
and logo and we will  
create your ad, with no  
extra charge other than the  
basic on the left.

**CA/DRM/Middleware**

NDS Headquarters  
One London Rd  
Staines  
TW18 4EX  
Tel: +44 (0)20 8476 8000  
Fax: +44 (0)20 8476 8100  
info@nds.com  
www.nds.com



# ADVANCED TELEVISION

Home Shop Directory Advertise Events Library Press Release

Advertising | Broadband | Broadcast | Business | Content | **HD/3D** | In Home | IP

Category archives for:

**Production**

## Hulu Plus coming to Nintendo

Owners of Nintendo 3DS and Wii consoles will soon have the ability to access a wider selection of TV shows and movies: the Hulu Plus subscription on

**2011 was a year of tremendous growth for Advanced Television in its first full year in the new database format. Improved search engine performance and regular inclusion in Google Alerts has introduced Advanced Television's service to thousands of new users.**

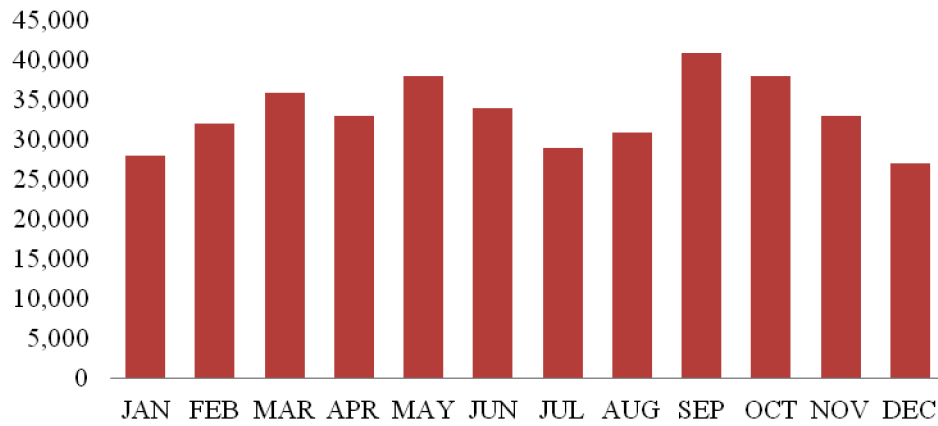
**Advanced Television is first and foremost a news site and is dedicated to ensuring users are always up to speed on any breaking stories in the sector. And there are now well over 10,000 news items stored on the site and all searchable by keyword and / or date range - a remarkable resource for quickly accessing key information on any topic.**

**At the end of 2011, there were over 75 video chapters from our Round Tables on a range of important issues and featuring senior executives from across the industry. Many have been streamed hundreds of times with the most popular achieving over 3,500 viewings.**

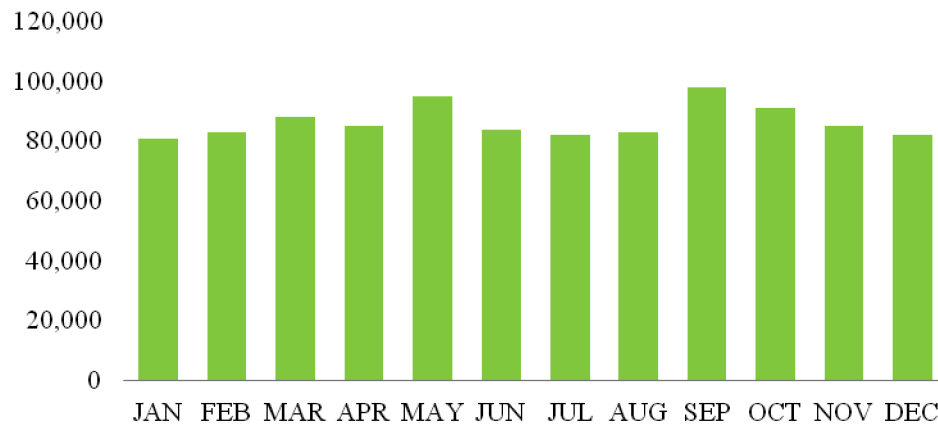
# ADVANCED TELEVISION



### Average Unique Visitors / Month 2010



### Average Page Impressions / Month 2010



# Advertising options

Stay Connected / Tuesday, November 01, 2011

## ADVANCED TELEVISION

Masthead banner

Home Shop Directory Advertise Events Library Press Releases Newsletter Register About Us

Advertising | Broadband | Broadcast | Business | Content | HD/3D | In Home | IPTV | Middleware | iPlayer | Netflix | Sky TV | Research | Test & Monitor | VOD

### Kudelski major restructure, 270 jobs cut



The Kudelski Group, owner of Nagravision, has announced a major restructure to cut costs and reflect the convergence between digital TV and Internet. The company says special emphasis will be placed on developing new technologies integrating connected networks. Additionally, by creating a Cybersecurity unit, the Kudelski Group addresses the demand for security and data protection in the Internet sphere. As...

Nov 1 2011 / [Read More](#)

Top banner

### US Home Ents spending booms

The counter cyclical nature of home entertainment spending has been confirmed with a surge of more than 50 per cent in spending on e-commerce services such as Netflix and Amazon...

Nov 1 2011 / [Read More](#)

### 420m multichannel TV homes in APAC

CASBAA's Q4 update on trends in multichannel TV distribution, audience data and viewership shows a 12 per cent industry growth in the past 12 months in terms of connected homes...

Nov 1 2011 / [Read More](#)

### Fox, DirecTV reach agreement

Fox Networks and DirecTV have reached an agreement for DirecTV to continue carrying all Fox Networks (including FX, National Geographic Channel, Nat Geo WILD, SPEED, FUEL TV, FOX Soccer, FOX...

Nov 1 2011 / [Read More](#)

Mid banner

### Licence fee to extend to iPlayer?

The UK TV licence fee could be extended to cover catch-up services such as the BBC iPlayer as part of an overhaul of the levy being considered by the Department for Culture, Media and Sport. British viewers currently pay £145.50 (£166) annually...

Oct 31 2011 / [Read More](#)

### YouTube lines up channel expansion

By Colin Mann



With parent company Google revealing a software update to its Google TV service, YouTube has announced the arrival of a range of channels aimed at bringing an even broader range of entertainment for the site's users. Writing in the official YouTub...

Oct 31 2011 / [Read More](#)

MPU

### Latest Video

#### All Videos

#### INSIDE SATELLITE

##### Ofcom tightening up 'ownership' rules?

On October 24, UK media regulator Ofcom cancelled the licences of three channels (Babeworld, House of Fun and The Other...

Chris Forrester - Oct 30 2011 / [Read More](#)

#### OFF MESSAGE

##### Netflix: The price is the point

It is easy (I find it particularly easy) to criticise businesses that seem to spend endless energy, time and money...

Nick Snow - Oct 12 2011 / [Read More](#)

#### EUROMEDIA

#### IP television

Content search  
Place your bets

Who's in charge?

#### SEARCH ARCHIVE

Search by Date  
Select Month

Search by Category  
Advertising

Search by keyword  
Write keyword and hit

#### MOST POPULAR

- Update for Google TV
- Licence fee to extend to iPlayer?
- Broadband, multi-platform video shifting TV viewin...
- Sky Go on Android
- Fox, DirecTV reach agreement
- YouTube lines up channel expansion
- BBC iPlayer on Apple's TV Airplay
- Disney-ABC deal for Amazon

Button

Tower

Media Pack

**Masthead banner** £3,500 Per Month  
 Notes: Standard banner 468 x 60px. Sold as exclusive position unless otherwise agreed. Appears on all pages of site.

**MPU** £3,000 Per Month  
 Standard size 300 x 250px. Sold as exclusive position unless otherwise agreed. Appears on Home Page and News Landing Pages.

**Button** £2,750 Per Month  
 Standard size 125 x 125px. Position: top right of Home Page.

**Top Banner** £2,750 Per Month  
 Standard size 468 x 60px. Sold as rotating with maximum two others unless otherwise agreed. Appears on Home Page below first editorial story.

**Mid banner** £2,500 Per Month  
 Standard size 468 x 60px. Sold as rotating with maximum two others unless otherwise agreed. Appears on Home Page below third editorial story.

**Tower** £2,750 Per Month  
 Standard size 125 x 500px. Sold as rotating with maximum two others unless otherwise agreed. Appears on Home Page.

NEWSLETTERS

Daily News

**Top banner** £1,495 Mon – Thursday  
 Standard 468 x 60px. Standard gif or jpeg preferred. \*If animated opening frame should contain key information as Outlook email client 2007 onwards does not animate.

**Mid banner** £1,195 Mon-Thursday  
 Standard 468 x 60px. Standard gif or jpeg preferred.

**Tower** £1,495 Mon-Thursday  
 Standard size 125 x 500px.

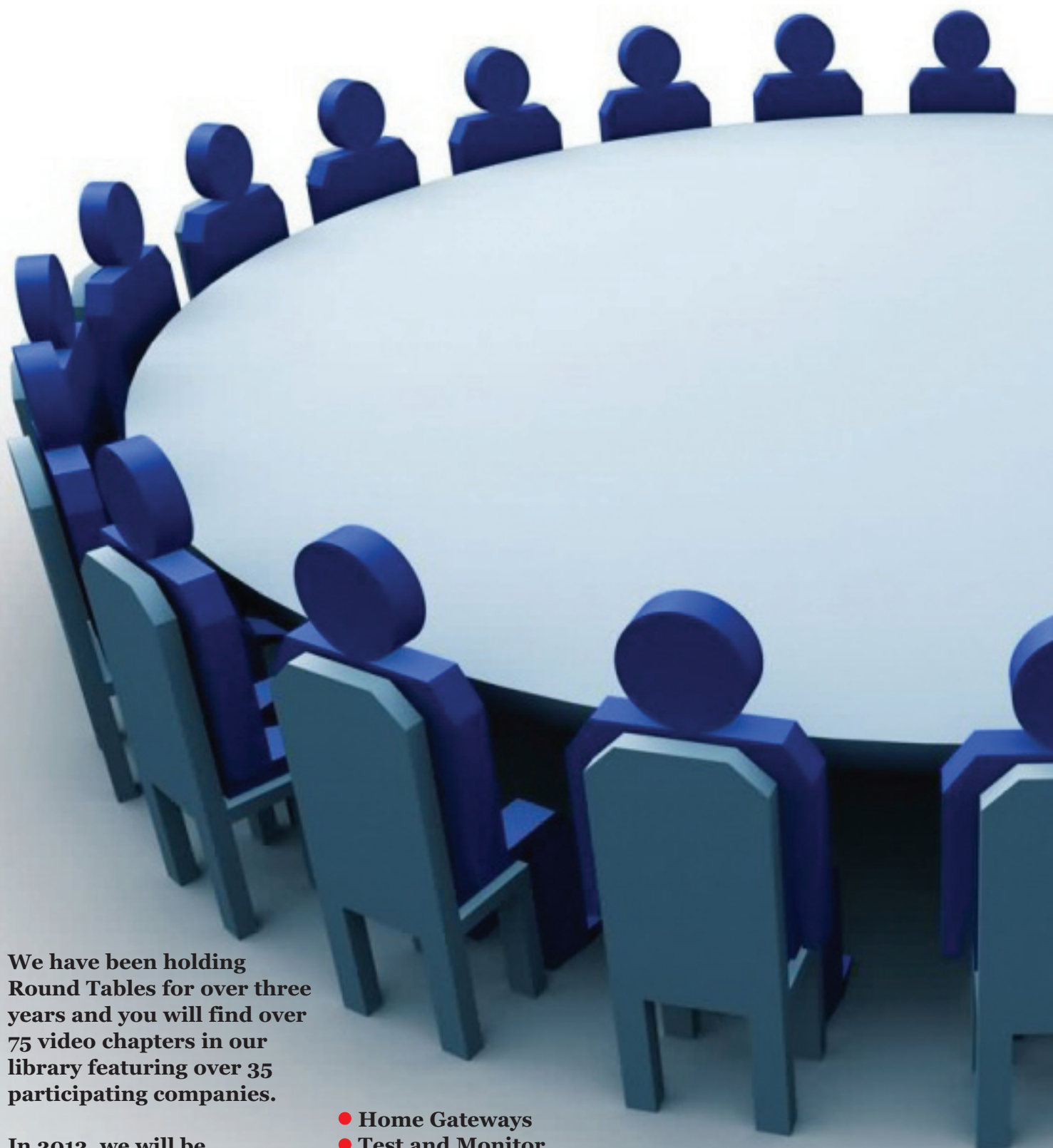
Friday File

**Top banner** £1,375 Friday  
 Standard 468 x 60px. Standard gif or jpeg preferred.

**Mid banner** £1,150 Friday  
 Standard 468 x 60px. Standard gif or jpeg preferred.

**Tower** £1,375 Friday  
 Standard size 125 x 500px.

NB: All insertions to newsletter also appear on the news landing pages for the same day.



We have been holding Round Tables for over three years and you will find over 75 video chapters in our library featuring over 35 participating companies.

In 2012, we will be producing Round Tables on:

- Our annual STB sector survey
- On demand and multi-screen services

- Home Gateways
- Test and Monitor
- Content Security
- OTT Services

We will keep you in touch with details and updates throughout the year.

We are also conducting a range of one-on-one executive interviews and company video profiles.



We have designed specific advertising packages to allow vendors to expand on their regular promotion by adding a more in-depth review of the challenges and opportunities in IPTV and how their products or services fit in. Editorial contributed by advertisers is always clearly signposted as such.

#### **OPTION ONE**

Part 1. A full page colour advertisement in a premium position: Outside back cover, inside back cover or inside front cover.

Part 2. A two-page client contributed editorial (1,500 words + images).

An opportunity for companies to contribute their own views or to write company profiles, case studies etc.

Contributed editorial will be designed and edited in the style of *IP Television* and a pre-press version submitted to the

client for approval.

Reprint opportunities will be made available after publication of issue. Any reproduction must be with the permission of the publisher.  
Cost = £3,500

#### **OPTION 2**

Part 1. As above, but the full page colour advertisement will be on a regular right hand page and NOT a premium position.

Part 2. Two A4 page client-contributed editorial as above.  
Cost = £3,000

#### **OPTION 3**

A full-page colour advertisement in a premium position.  
Cost = £3,000

#### **OPTION 4**

A regular full-page colour advertisement on a regular right-hand page position  
Cost = £2,000

#### **OPTION 5**

A two A4 page client-contributed editorial in the journal.  
Cost = £2,500

