



Advanced Television Limited is a company devoted to bringing senior managers in the media industry news, research, data and timely analysis relating to Digital Media Delivery.

From content ingest, through play out, transmission and delivery to the home and beyond, we cover all aspects of the technology, regulation and monetisation.

The Digital Media ecosystem is set for further major evolutionary steps as the consequences of increasingly ubiquitous fast access brings to a head tensions over control of content, access to the customer and, therefore, access to profitability. There will also be the fascinating technical challenge of achieving seamless 'content everywhere' provision and even 3D TV.

We will be providing detailed coverage of all the strategic and tactical developments and the corporations and executives involved.

Online and off-line, we provide an engaged and opinion-forming audience for your promotional messages and strategic thought-leadership.

1. Introduction
2. *Euromedia*
3. *Euromedia* editorial calendar
4. Event distribution
5. Mechanicals and rates
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8. Advertising rate card
9. The Advanced Television Academy
10. *IPTV International*



EUROMEDIA



In 2010, *Euromedia* continues its comprehensive coverage of the fast changing digital media landscape. The final steps to DSO in developed markets, the further fragmentation of audience by time shift VOD, the opportunity and threat of Over The Top services, the influence of Social Networks, will all come under scrutiny. As will the still faltering promise of services such as mobile media and targeted advertising.

For broadcasters, content creators, technology providers, network operators, service providers, and professional advisors *Euromedia* is essential reading as it tracks the trends in technology development and monetisation of digital media.

Its BPA certified readership 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.



Euromedia is in its 11th year in 2010 and is a seasoned observer of the convergent media and communications scene. It stands out for the expertise and experience of its regular contributors and their willingness to write what they think, no matter how unconventional or controversial.

EDITORIAL CALENDAR

JANUARY / FEBRUARY

Russia, the CIS and Central Europe. Once regarded as something of a 'Klondike' for experienced new media entrepreneurs and companies, the region has paid major dividends for a few, but for most has proved a complex and ever-changing challenge. Where has the downturn left media investments and are there opportunities still ahead?

MARCH / APRIL

Home Networks. The seamless transport of any media to any device around the home is the most important near-term challenge for service providers. It is a simple problem that has many (often complex) solutions. What will the gateway to home be and who will control it? What kind of network will be used? Can device compatibility be reconciled? Is the network secure? Is it the beginning of the smart home?

MAY / JUNE

Operator services. The term service provider covers a wider and wider group of businesses many of whom, in the name of convergence, are moving onto new territory both in terms of their product suite and their relationship with customers. How are support providers adapting to this new environment? What kind of OSS/BSS provision is called for by the new multi-service operators growing out of such divergent legacy businesses?

JULY / AUGUST

The 2010 STB Survey. Set Top Boxes remain front and centre of the vast majority of digital media provision to the home. What are the latest developments, what are the hot spots for new and developing markets and which vendors are winning the battle for share?

SEPTEMBER / OCTOBER

Digital Workflow. Any content anywhere, anytime is an attractive slogan for the service provider but a real challenge for content and transmission management. How is the aim of 360° media affecting the development of digital workflow systems? How much automation can be achieved? What are the challenges of targeted advertising, recommendation-driven content, endless long tail VOD options and the like? What can be achieved with an evolutionary, modular approach in times of capex suppression?

NOVEMBER / DECEMBER

HD and 3D TV. In developed markets, HD is well established with pay-TV providers. How is its transfer to the mainstream on DTT going? In 2009 3D TV took the mantle of 'the next big thing'. What progress has it made in 2010? The studios have backed it heavily for cinema distribution – not least for its anti-piracy properties – but is it really viable for the home?

EVENTS AND DISTRIBUTION DIARY 2010

Month and Date	Event	Euromedia	IPTVi
January 7-10	CES International, Las Vegas	500	500
January 25-27	NATPE, Las Vegas		
February 2-4	CSTB, Moscow	500	200
February 4-6	Sat Expo Europe, Rome	300	
February 9-12	MPLS & Ethernet World, Paris		300
February 15-18	Mobile World Congress, Barcelona	300	
February 16-18	Broadcast Video Expo, London	500	
March 2-3	FT Digital Media Conference, London	300	300
March 2-3	Management World Middle East, Dubai		200
March 2-4	CABSAT MENA, Dubai	500	500
March 2-6	CeBIT, Hanover	300	300
March 3-5	Cable Congress, Brussels	400	
March 9-11	DVB World, Lisbon	250	
March 23-25	CCBN, Beijing	500	
March 23-25	IPTV World Forum, London		1,200
March 23-25	Convergence India, New Delhi	300	300
April 10-15	NAB, Las Vegas	1,500	1,500
April 12-16	MIPTV 2010, Cannes	750	750
May 3-6	Digital Hollywood Spring	300	100
May 4-6	ANGA Cable, Cologne	1,500	500
May 11-13	The Cable Show, Los Angeles	500	
May 16-20	Management World 2010, Nice	500	500
June 15-18	BroadcastAsia, Singapore	500	300
Jun/July	IP&TV Forum North America, New York		500
June 29-30	IPTV Forum Latin America, Rio de Janeiro		400
August 26-30	Edinburgh Int. TV Fest.		
September 2-8	IFA, Berlin	500	500
September 9-14	IBC, Amsterdam	2,000	2,000
September	CTAM Europe Cable Marketing Eurosummit		
October 11-15	MIPCOM 2010, Cannes	500	500
October	IPTV Forum Eastern Europe		400
October	Streaming Media Europe		
October 26-28	Supercomm, Chicago		400
October 26-28	Broadband World Forum Europe, Paris		500
October	EEBC, Kiev	400	
October	CASBAA	400	300
October	SCTE Cable-Tec Expo	400	
November	IPTV Forum Middle East and Africa		300
November	TelcoTV		750
November	IDATE, Montpellier	300	300

Display ad rates

210 x 297mm
4-colour
£3,200
2-colour
£2,800
mono £2,400

Full page trim
Print area
182 x 273 mm

216 x 303 mm

Full page bleed

420 x 297mm
4-colour
£5,400
2-colour
£4,800
mono £4,200

Double page spread

426 x 303mm

Double page spread bleed

105 x 297mm

1/2 Vertical page
Print area
91 x 273mm

210 x 148mm
4-colour £1,750
2-colour £1,550
Mono £1,350

1/2 Horizontal page
Print area
182 x 136mm

105 x 148mm
4-colour £1,100
2-colour £900
Mono £800

1/4 page
Print area
91 x 136mm

210 x 74mm
4-colour £1,100
2-colour £900
Mono £800

1/4 Horizontal page
Print area
182 x 62 mm

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



BROADBAND TECHNOLOGY

Window of opportunity

WITH DOCSIS 3.0 ROLL-OUTS WELL UNDERWAY, CABLE OPERATORS ARE DELIVERING THE CONTENT AND SERVICE OPTIONS PROMISED. AND INVESTMENT FOR CABLE OPERATORS

By [Author Name]

Higher speeds, higher speeds, higher speeds. Cable operators are finally delivering on their promise to provide faster speeds to their customers. With the rollout of DOCSIS 3.0, cable operators are now able to provide speeds that rival those of DSL and fiber-optic connections. This is a significant milestone for the industry, as it allows cable operators to compete more effectively with other broadband providers. The rollout of DOCSIS 3.0 is also driving investment in other areas of the network, such as fiber-optic backbones and edge computing. This investment is necessary to support the higher speeds and to ensure a consistent user experience. Cable operators are also investing in content and services to attract and retain customers. This includes offering HD video, VoIP, and other services that are not available from other providers. The investment in content and services is also driving investment in other areas of the network, such as fiber-optic backbones and edge computing. This investment is necessary to support the higher speeds and to ensure a consistent user experience.

DOCSIS 3.0 ROLL-OUTS WELL UNDERWAY

By [Author Name]

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COVER STORY

MANAGING THE BIGGER PICTURE

IN THE QUEST TO DELIVER CONTENT TO CONSUMERS ANYWHERE, ANYTIME, ON ANY DEVICE, BROADCASTERS FIND THEMSELVES HAVING TO ACCOMMODATE LARGE VOLUMES OF MULTI-FORMAT, MULTI-PLATFORM CONTENT BASED ON CONSUMER DEMAND AND THE NEED TO DELIVER BEYOND CONVENTIONAL DISTRIBUTION PARADIGMS. HOW THE BROADCAST INDUSTRY IS RESPONDING TO THE CHALLENGE

By [Author Name]

The broadcast industry is facing a significant challenge as it seeks to deliver content to consumers on any device, anytime, anywhere. This is a challenge because it requires the industry to accommodate large volumes of multi-format, multi-platform content based on consumer demand. The industry is responding to this challenge by investing in new technologies and business models. This includes investing in cloud-based content management systems, multi-platform distribution platforms, and new business models such as subscription-based services. The industry is also investing in new technologies such as 4K video, HDR, and virtual reality. These technologies are necessary to deliver high-quality content to consumers on any device. The industry is also investing in new business models such as subscription-based services. These services allow consumers to access content on any device, anytime, anywhere. This is a significant milestone for the industry, as it allows consumers to access content on any device, anytime, anywhere.

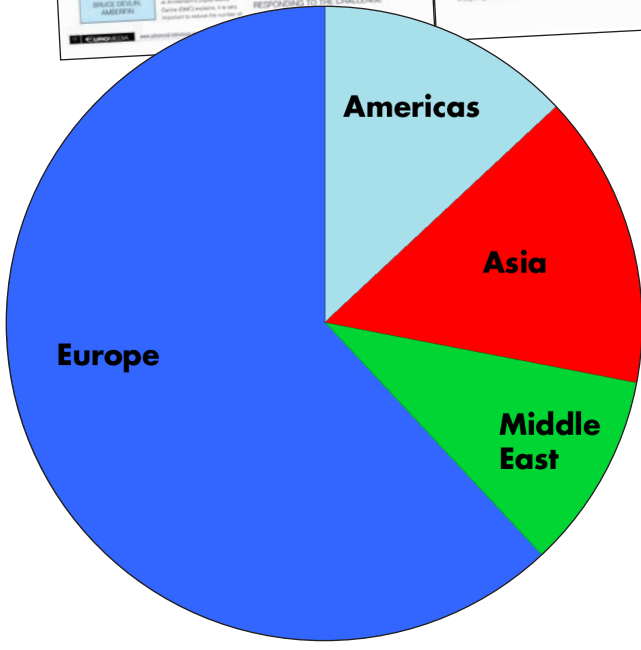
COVER STORY

STB: still front and centre

For our annual Economics STB Survey, our sister publication, the Advanced Television Academy, part of advancedtelevision.com, brought together five industry leaders to discuss the state of play for STBs and predict their future.

By [Author Name]

Set-top boxes (STBs) remain a key component of the television viewing experience. Despite the rise of smart TVs and streaming services, STBs continue to be used by a large number of consumers. This is because STBs offer a range of features and services that are not available on smart TVs. These features include the ability to record programs, pause live TV, and access a wide range of content. STBs also offer a more consistent user experience across different devices and platforms. This is because STBs are designed to work with a wide range of content and services. The industry is investing in new technologies and business models to improve the STB experience. This includes investing in cloud-based content management systems, multi-platform distribution platforms, and new business models such as subscription-based services. The industry is also investing in new technologies such as 4K video, HDR, and virtual reality. These technologies are necessary to deliver high-quality content to consumers on any device. The industry is also investing in new business models such as subscription-based services. These services allow consumers to access content on any device, anytime, anywhere. This is a significant milestone for the industry, as it allows consumers to access content on any device, anytime, anywhere.



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.

personal section headings

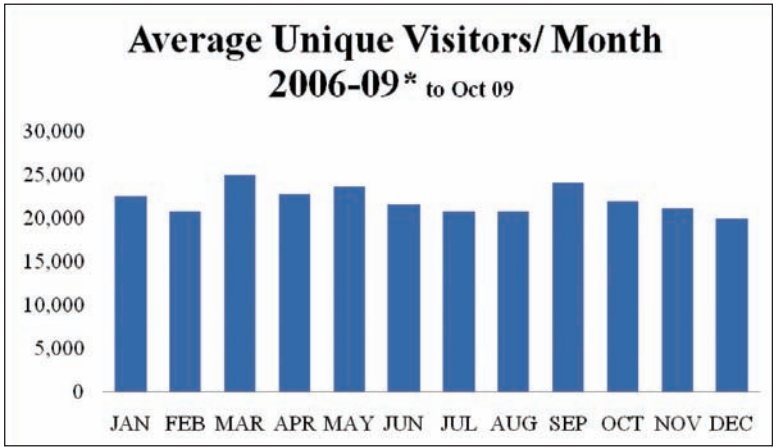
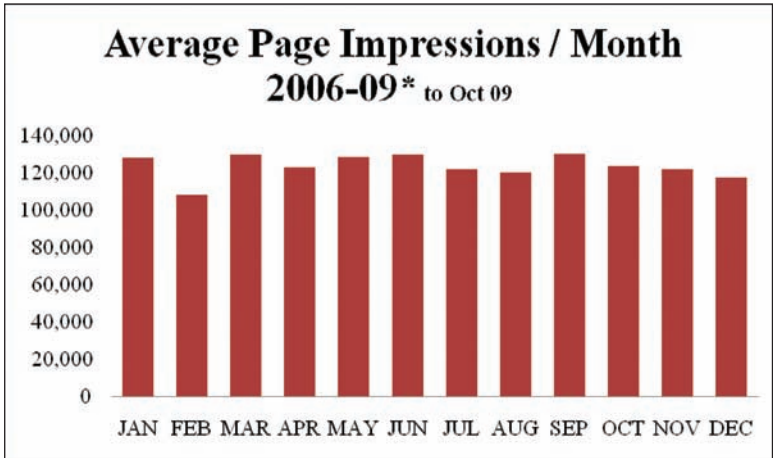
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advanced-television.com
 • broadband media : content and delivery •

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SITE STATISTICS



Current registered users (including Academy)

14,504

E. Daily News circulation approx 21,000

Friday File circulation 36,000

*** In addition to our Registered Users the balance of these names are hand-picked from our over-all e.mailing lists which total some 65,000+**

email addresses. The minimum qualification criteria for all the names used for the e.letters is that they have visited at least one of the main industry trade fairs or conferences within the last two years.



Mechanical Specifications

Horizontal banner ad: 468px x 60px
Vertical banner ad: 120px x (up to) 500px
Graphics must be jpgs or animated gifs only

and ideally should be between 10k and 50k.
Clients are also requested to supply the URL to which their banner is to be linked.

POSITION	Series Rate			
	Monthly			
	x1	x2	x3	x4
BANNER ADVERTS	Notes:			
Home and News Page/Top Banner *	£2,750	£2,475	£2,338	£2,200
Home and News Page/Mid Banner **	£2,530	£2,277	£2,145	£2,035
All Pages/Top Left Button ***	£3,300	£2,970	£2,805	£2,440
All Pages/Side Banner ****	£3,740	£3,355	£3,190	£2,970
Feature Specials				
	1x			
Special Feature Banner +	£2,200			
Weekly e-letter (top and middle position)				
	1x Rate		Multiple Rate	
Friday File Banner ++	£1,375		£1,045	
Plus News Archive	£275		£220	
Daily e-mail				
	1 insertion	5 insertions	20 insertions	240 insertions
	Daily	Weekly	Monthly	Annually
Daily News Banner +++	£330	£265	£245	PoA
PRODUCTS AND SERVICES DIRECTORY ^				
	Annual Rate			
Enhanced Entry Annually	£500			

Notes:

All of these positions can be booked exclusively.

The above prices assume rotation with another advertiser or editorial.

* Banner positioned at the top of the page. This is a standard size banner displayed in a 20 second revolve with one other client and linked to your site.

** Banner positioned after the opening news story and before news headlines, details as above.

*** Top left button position across the whole site. Apply to Sales Director for banner size

**** Side banner position across the whole site. Apply to Sales Director for banner sizes.

+ Banners positioned at the top of the special feature page revolving as above. All features are promoted on the home page. For details of upcoming features see separate editorial calendar for year. Exclusive sponsorship packages are available.

++ Banner positioned in the Friday File E-Mail with link back to your site. Also available in conjunction with News Page banner ad for maximum coverage.

++++ Banner positioned in the Daily News Service E-Mail. maximum two advertising positions available, with link to your site. Also available in conjunction with News page banner ad for maximum coverage.

^ Fore details of advertising opportunities in the Industry Directory and for ads across the site

Contact: Sanjeev@advanced-television.com or telephone +44 (0)20 7793 8855



The Advanced Television Academy

This is a service launched in 2009 by advanced-television.com. It features:

News Archive: a fully keyword searchable database Archive that contains over 6,000 items from our eDaily News and means the user can rapidly find a particular item on a specific topic, or all items associated with a particular name or subject.

The Library: A unique service where a user can instantly call up everything held in the database – news stories, magazine features, third party research, even video that has been tagged to one of the 25+ topic categories. Items in both services appear most recent first.

Academy Television Channel: Executives all over our industry spend a lot of time thinking about and talking about aspects of digital media, why not share that knowledge and discuss it with others. Academy Television brings together key executives in a topic area for filmed round table discussions. The resulting content is edited into 7-12 minute video chapters streamed on the Academy site. In 2009 we completed five round tables – all are available free to registered members of the Academy. Over 2,500 users had registered for the Academy by October 2009.

Academy Television also runs one-on-one interviews with company executives and can provide full video corporate profiles. Look out for new and innovative TV formats in 2010.

See what some participants think of the Round Tables at www.advanced-television.co.uk/

In 2009 we held very successful Round Tables on:

- The Future of the STB
- Test & Measurement for modern networks
- VOD: Monetisation
- The Connected Home
- CA / DRM for Content Everywhere

In 2010 we will be updating several of these key areas and other topics definitely 'on the slate' are:

- The Connected TV
- Mobile Media, coming of age?
- Satellite Services in the network world
- HD and 3D TV, the future is now?
- The role of the Home Gateway
- OTT services – control, UI, customer relationships

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

Commercial Opportunities in The Academy

Banner advertising opportunities on Home Page, Home Page of Archive, Home Page of Library and in templates.

Name Check: Your company name appears as a live link every time it is mentioned in the database.

Exclusive Knowledge Partner in The Library; be the exclusive advertiser and provider of company information for a section of The Library. Your promotional material is exclusively featured to users actively searching for information about your sector.

Television: Take part in a Round Table. These videos are professionally shot, edited and captioned. Each one has its first chapter is played out on the Academy Home Page 'in the clear' with other chapters simply requiring a log-in or registration to view. All participants get a copy of the edited video for their own use.

IPTV INTERNATIONAL

2010



IPTV International

IPTV is at last moving from defensive telco play to a platform proposition from telcos, cable operators, ISPs and other network owners/providers. But the fast access necessary for viable IPTV also provides an opportunity for OTT services, generic 'broadband TV' provided by independent aggregators or content owners direct. Will OTT services disintermediate networks, or will they be better off relying on their technology for QoS and customer relationships? Will CE makers

bring Internet-to-TV STBs and connected TVs to the market at mass market prices? Who will provide the UI, what part will social networks play in recommendation and viewer profiling? Will targeted advertising come of age? What effect will so much potential disruption have on content rights? All these issues and more will be covered in the quarterly issues of *IPTV International*, the BPA certified title, launched in 2005, that has become the journal of record for this new sector.

Advertising options

ADVERTISING IN



We have designed specific advertising packages to reflect the fact many vendors want to expand on their regular promotion with 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 1

Part 1. A full page colour advertisement in Premium Position Outside Back Cover, Inside Back Cover, Inside Front Cover.

Part 2. A Two A4 page client contributed editorial (1,500-1,700) words + images. An opportunity for companies to contribute their own views or an opportunity to write company profiles, case studies etc.

Contributed editorial will be designed and edited 'to style' by IPTVi and a pre-press version submitted to the client for approval.

**** Re-Print 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 on a 'premium position'.

Part 2. Two A4 page client contributed editorial as above.

cost = £3,000

OPTION 3

Just a full page colour advertisement on a 'premium position'.

cost = £3,000

OPTION 4

Just a regular full page colour advertisement on a 'regular' right-hand page position

cost = £2,000

OPTION 5

Just a two A4 page client-contributed editorial in the journal.

cost = £2,500