



MEDIA PACK 2011



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 management and transmission, network management, home gateway and mobile media; we cover the technology, the regulation and the business models.

The Digital Media landscape is set for further significant evolution in the year ahead as the battle to control access to the home and the prospect of increased cord cutting reaches a crescendo.

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



EUROMEDIA



In 2010, Euromedia completed its first decade of covering the international digital media industry, and in September underwent a major redesign, which has been extremely well received.

In 2011, 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 (5,364 Sep 2010) 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

The Middle East: a lucrative market is attracting international content players while a number of local providers fight it out over distribution. Meanwhile, many technology start-ups as well as some seasoned vendors are based in the region.

Previews of CABSAT MENA (Dubai) and CSTB (Moscow)

March / April

Microprocessors are at the heart of digital media but will this continue? With more and more applications required, can chip producers keep up at a price device vendors can afford, or will more processing migrate to the headend, the network, the Cloud?

Preview: NAB, MIP TV

May / June

Home Gateway. In a world of potential Over The Top providers, implementing the Home Gateway is vital for service providers who want to maintain customer loyalty and enhance their services and monetisation opportunities. But with a myriad of in-home and portable devices to connect and an array of content types, this is no easy task.

Preview: ANGA

July / August

The 2011 STB Survey. Set Top Boxes remain at the centre of most digital media provision to the home. What are the latest developments and functionality requirements for the main device and is the market for thin client home network STBs expanding fast? Are connected TVs a threat?

Preview: IBC

September / October

Content Delivery Networks have to take the strain of the ever expanding number of channels, VoD options, content formats, search and recommendation options and CA/DRM requirements. How do they cope and how will they evolve?

IBC Guide

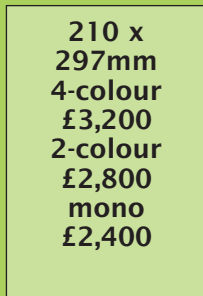
November / December

Content security. In a world of multiple formats and standards and with content shifting to a range of devices not managed by the provider, how can content security be ensured?

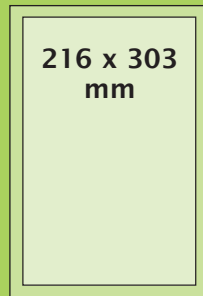
Events & Distribution Diary 2011

Month and Date	Event	Euromedia	IPTV
January 6-9	CES International, Las Vegas	400	400
January 24-26	NATPE, Miami Beach		
February 1-3	CSTB, Moscow	500	200
February 3-5	Sat Expo Europe, Rome	300	
February 8-11	MPLS & Ethernet World, Paris		300
February 8-11	CABSAT MENA, Dubai	400	300
February 14-17	Mobile World Congress, Barcelona	300	
February 15-17	Cable Congress, Lucerne	300	
February 15-17	Broadcast Video Expo, London	300	
March 1-2	Management World Middle East, Dubai		200
March 1-5	CeBIT, Hanover	300	300
March 2-3	FT Digital Media Conference, London	300	300
March 7-9	DVB World, Nice	250	
March 10-11	2011 Media Summit, New York	500	
March 14-17	Satellite 2011, Washington	500	
March 23-25	CCBN, Beijing	500	
March 22-24	IPTV World Forum, London		1,200
March 24-26	Convergence India, New Delhi	300	300
April 5-7	MIPTV, Cannes	750	750
April 9-14	NAB, Las Vegas	1,500	1,500
May 2-5	Digital Hollywood Spring	300	100
May 3-5	ANGA Cable, Cologne	1,500	500
May 23-26	Management World 2011, Dublin	300	300
June 14-16	The Cable Show, Chicago	500	
June 21-24	BroadcastAsia, Singapore	500	300
September 2-7	IFA, Berlin	500	500
September 8-13	IBC, Amsterdam	2,000	2,000
September	CTAM Europe Cable Marketing Eurosummit	400	
October 3-6	MIPCOM 2011, Cannes	500	500
October	IPTV Forum Eastern Europe		400
October	Broadband World Forum Europe		400
October	EEBC, Kiev	400	
October	CASBAA	400	300
October	SCTE Cable-Tec Expo	400	
October	IPTV Forum Middle East and Africa		300
November	TelcoTV		750
November	IDATE, Montpellier	300	300

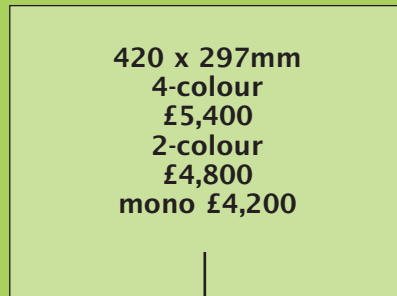
Display ad rates



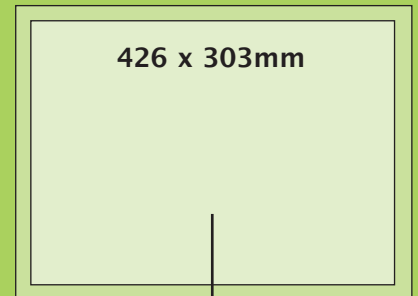
Full page trim
Print area
182 x 273 mm



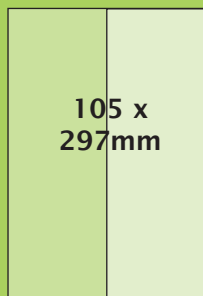
Full page
bleed



Double page spread



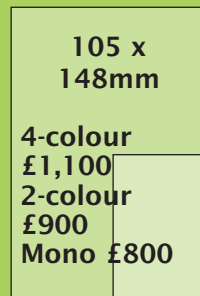
Double page spread bleed



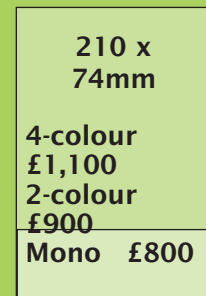
1/2 Vertical
page
Print area
91 x 273mm



1/2
Horizontal
page
Print area
182 x 136mm



1/4
page
Print area
91 x 136mm



1/4
Horizontal
page
Print area
182 x 62 mm

Advertising rates:

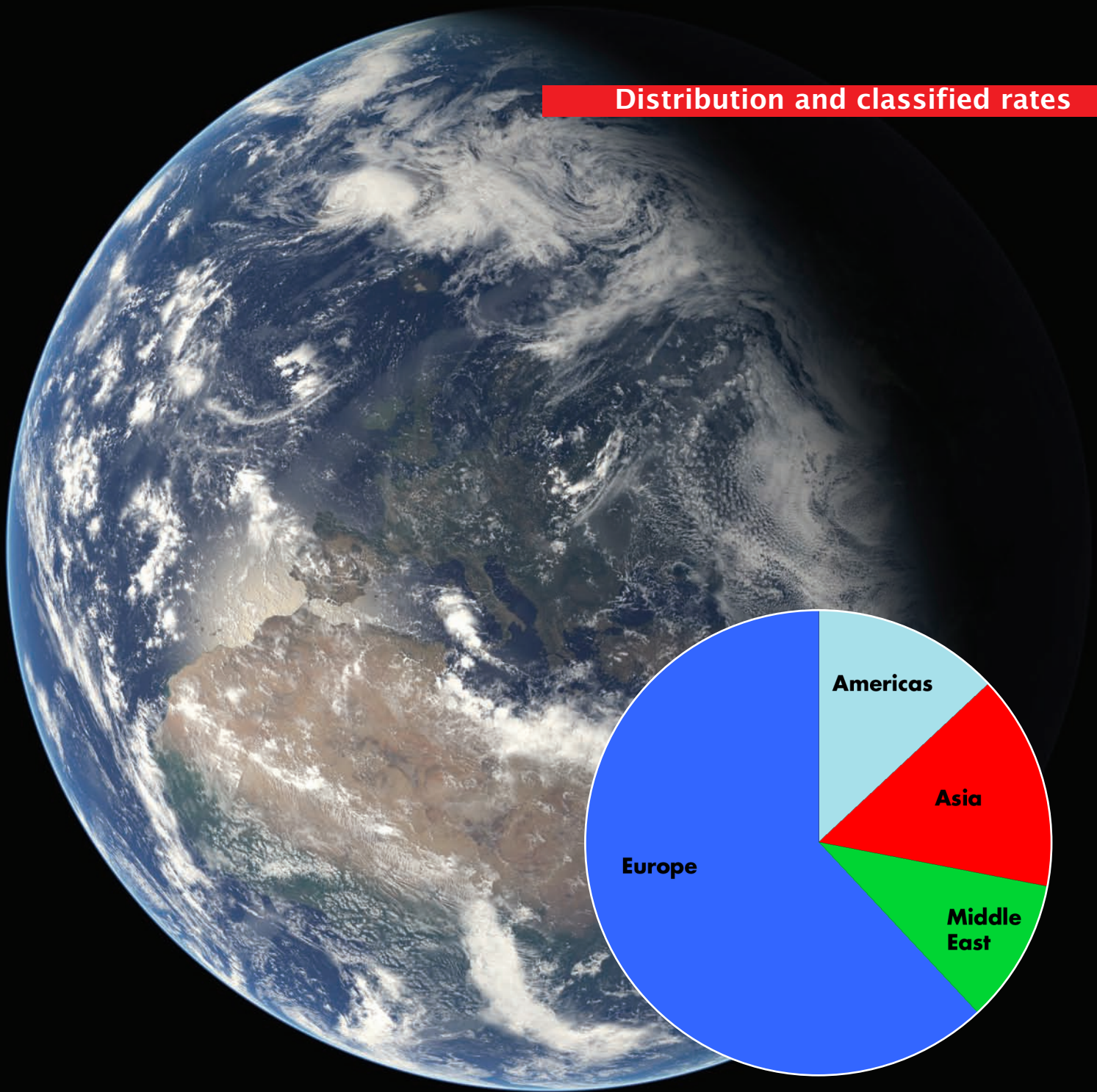
	Single Insertion
Full page 4-colour	£3,400
Full page 2-colour	£2,800
Full page mono	£2,400
Double page spread 4-colour	£5,400
Double page spread 2-colour	£4,800
Double page spread mono	£4,200
Half page 4-colour	£1,750
Half page 2-colour	£1,550
Half page mono	£1,350
Quarter page 4-colour	£1,100
Quarter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

Distribution and classified rates



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



ADVANCED TELEVISION

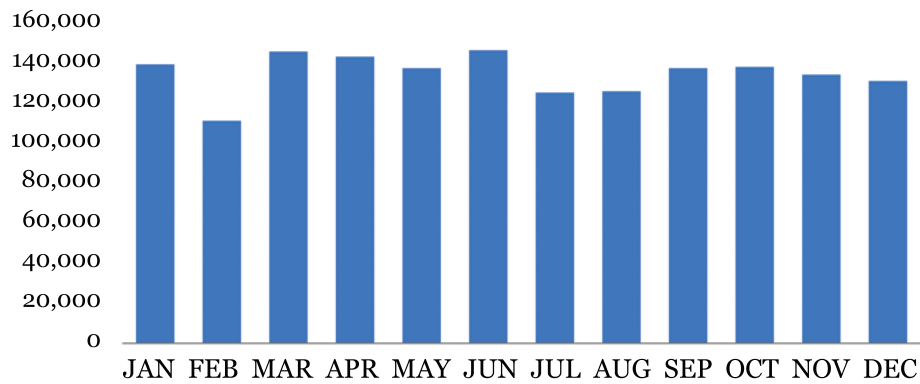
In the last quarter of 2010 www.advanced-television.com celebrated 10 years of online reporting with a complete relaunch.

Now running on a bespoke WordPress platform, the site is 100% dynamic and will quickly run the richest of media options in a range of sizes and positions (see chart and screen grabs).

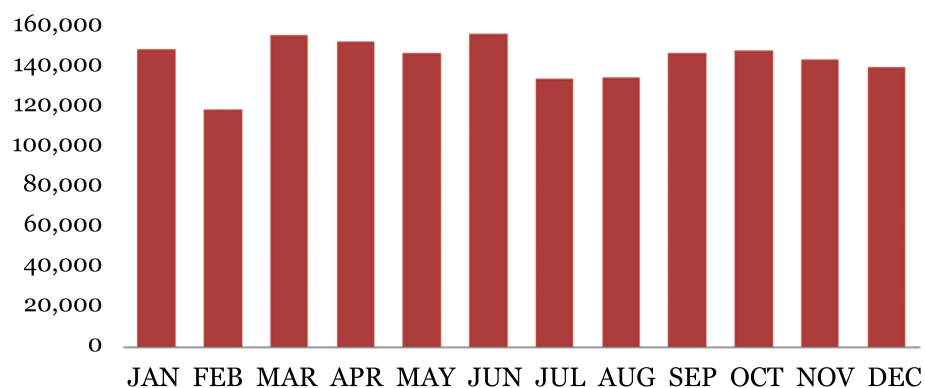
Taking over from the old site and the Academy, the Archive database contains in excess of 7,000 items drawn from our news service, the magazines and our video roundtables. At the end of 2010, there were over 60 video chapters ready to view each one captioned to help you track down the content that matters to you.

Divided into 15 categories and over 35 subcategories, the Archive is the most comprehensive available and can be searched by category, subcategory, key word and time period.

Average Unique Visitors / Month
2008 - 10 October



Average Page Impressions / Month
2008 - 10 October



Advertising options

ADVANCED TELEVISION

Stay Connected / Thursday, October 21, 2010

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

Advertising | Broadband | Broadcast | Business | Content | HD/3D | In Home | IP Television | Middleware | Mobile | People | Regulation | Research | VOD

Research: 37m web-enabled CE devices by 2014

Channel 4 considers online pay options

From Colin Mann in London

UK broadcaster Channel 4 has not discounted the possibility of charging for some of its online content, according to its head of VOD Content, Sarah Milton. She told delegates at the Screen Digest Future of Digital Media Conference that there was "clearly a willingness to pay for certain content, so we're interested in exploring those opportunities that are relevant to..."

Oct 21 2010 / Read More » / Edit

BT 110Mbps broadband in March 2011

Broadband customers will soon be able to access speeds of 110Mbps under plans unveiled by BT Openreach. Openreach – the arm of BT that manages its network for other ISPs...

Oct 20 2010 / Read More » / Edit

iPlayer radio launching in December

A BBC-backed radio streaming application with the potential of allowing users access to audio content from more than 400 stations nationwide is to launch in December. The first working version...

Oct 20 2010 / Read More » / Edit

Research: 37m web-enabled CE devices by 2014

There are 30 million US broadband households currently viewing some form of online video on the TV. In addition to downloading digital video, close to 90 per cent of these...

Oct 20 2010 / Read More » / Edit

Sony TV goes pay

From David del Valle in Madrid

Sony TV is pulling out of the Spain's free-to-air DTT market to become a pay-TV channel from the end of this month, widening Sony's pay-TV offer in the country with three pay TV channels available: AXN, Animax and now Sony TV. "We've had second thoughts..."

Oct 20 2010 / Read More » / Edit

Research: Connected TV begins to move mainstream

Consumer interest in connected CE devices – particularly connected TVs and Blu-ray players – has been slow to develop, predominantly as a result of a lack of industry and retail push, and a glut of competing solutions which are already providing swift and easy access...

Oct 20 2010 / Read More » / Edit

MPU

Button

Tower

Top banner

Mid banner

SEARCH ARCHIVE

Search by Date
Select Month

Search by Category
Advertising

Search by keyword
Write keyword and hit

MEMBERS

You are logged in as nicksno
click here to logout

EVENT LIST

- Oct 20, 10
EEBC
- Oct 20, 10
SCTE Cable-Tec Expo
- Oct 25, 10

MOST POPULAR

- 47m EU households will have connected TV by 2014
- BT 110Mbps broadband in March 2011
- BBC licence fee frozen for six years and it will s...
- Sony TV goes pay
- DAB for 2015 but in-car is key
- UK heading for capacity crunch
- iPlayer radio launching in December
- "Zombie" satellite still a threat
- Samsung offers prescription 3D glasses
- Research: 118m connected TV in 2014

Free Subscription

IP television

EUROMEDIA

Positions and Rates

Masthead banner £3,500 Per Month
Notes: Standard banner 468x60px. Sold as exclusive position unless otherwise agreed. Appears on all pages of site.

MPU £3,000 Per Month
Standard size 300x250px. Sold as exclusive position unless otherwise agreed. Appears on Home Page and News Landing Pages.

Button £2,750 Per Month
Standard size 125 x125px. Position: top right of Home Page.

Top Banner £2,750 Per Month
Standard size 468x60px. 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 468x60px. 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 120x600px. 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 120x160px.

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 120x160px.

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

Round Tables



We have been holding roundtables for two years now and you will find over 60 video chapters in our library featuring over 30 participating companies.

In 2011, we will convening Roundtables on:

**Our annual STB sector update
VOD
Home Gateways
Test and Monitor
Content Security
OTT Services
3D and Ultra HD**

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

IP television



IP TELEVISION

In 2010 we changed the name of IPTV International to IP Television International to reflect the fact that so much IP video transmission and transaction is outside traditional managed networks.

Fast access will continue to offer opportunities for Over The Top services from third party aggregators and content owners. In 2011 we will continue to focus on how these services may lead to 'cord cutting' but also the customer relationship and QoS advantages managed service providers can bring to bear.

An vital part of the battle ground is the User Interface; will killer apps appear to make connected TVs the customers' choice, or will the multifunction appeal of a managed home gateway win out?

An important element for many viewers will be how usefully social network tools are embedded, and again this will be a key service differentiator. And will social networking provide a key to help unlock the controversial area of personal advertising for the TV?

These issues and more will be regularly scrutinised and debated in the quarterly IP Television International that, in addition to its regular circulation, is timed to provide major additional distribution at the key IPTV events around the world.



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 (1,500-1,700) 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