As the professional video industry’s authority since 1983, TV Technology is the most-trusted source of news analysis, trend reports, and the latest product and technology information. Through our monthly magazine, robust website, thought leadership content, and industry leading events, we have cultivated a loyal audience of media technology professionals and corporate managers seeking reporting on major topics affecting the industry such as: production workflows, the cloud, multichannel distribution, 4K, virtual reality, OTT and NEXTGEN TV.

30k
QUALIFIED READERS

111k
MONTHLY WORLDWIDE VISITORS

169k
MONTHLY WORLDWIDE PAGE VIEWS
## 2020 Editorial Calendar

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**AD CLOSE:**
- MATERIALS DUE:
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**FUTURE: TV Technology**

**CONTACT US TO RECEIVE OUR RATE CARD & MORE INFORMATION**
# 2020 Editorial Calendar

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## News Analysis/Show Coverage
- **July**: IBC 2020 Preview, OTT Update
- **August**: Election 2020, NAB Show NY Preview
- **September**: Lenses, 4K Update, SMPTE Preview
- **October**: Virtualized Playout
- **November**: 2021 CES Preview

## Technology Trends
- **July**: Advances in Lighting Technology
- **August**: Multiviewers
- **September**: Storage/MAM
- **October**: Compliance Monitoring
- **November**: Studio Lighting
- **December**: Production Switchers

## Sports View/What's On TV
- **July**: Business Management Systems
- **August**: Audio Monitoring
- **September**: Prompting
- **October**: Test & Measurement
- **November**: Live Production over IP
- **December**: Drones

## Columns
- **July**: Cloudspotter's Journal, Inside Audio
- **August**: Storage Technology Lighting Technology
- **September**: RF Technology Lighting Technology
- **October**: Inside Audio Lighting Technology
- **November**: Inside Audio Cloudspotter's Journal
- **December**: Inside Audio Lighting Technology

## Equipment Guide
- **July**: Master Control/Routing & KVM Switchers
- **August**: Cameras & Lenses
- **September**: Audio Eye On: Furniture
- **October**: Cloud Solutions
- **November**: Video Monitors
- **December**: Test Equipment & Signal Monitoring

## Contact Us to Receive Our Rate Card & More Information
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When breaking news in technology develops, readers will find it first through our expanded daily email newsletter, TV Technology Newsbytes.

The Broadcast Engineering Extra weekly email newsletter looks at the latest developments in new broadcast and production technologies in the kind of detail you can’t get anywhere else.
CBS SPORTS TO USE 4K, 8K CAMERAS FOR SUPER BOWL LIII BROADCAST

ATSC 3.0 TO BE DEPLOYED IN 40 U.S. MARKETS BY END OF 2020

SEARCHING FOR ATSC 3.0 AT CES 2019

CBS WARNS VIEWERS OF POSSIBLE DIRECTV BLACKOUT

CHARTER DOUBTFUL ABOUT FUTURE OF ATSC 3.0

Evolving with the Television Industry for over 35 Years

As the go-to source for the professional video industry, TV Technology has been at the forefront of change in television. Requiring information on the most relevant topics affecting the rapidly evolving television industry, media technology professionals and corporate managers seek TV Technology’s in-depth news analysis and trend reports.
A special, 3x per year print and digital supplement delivered to TV Technology and Broadcast Engineering readers. Featuring sponsored content and lead generation opportunities for advertisers!

Broadcast Engineering’s Applied Technology section was a popular feature with readers and advertisers through the years. It gave leading technology companies the opportunity to engage readers with in-depth engineering commentaries, white papers and tech tips, and to showcase field reports about their products in action.

Now, Broadcast Engineering Extra is delivered to select subscribers of TV Technology, and as a digital e-zine delivered to both TV Technology and Broadcast Engineering readers. Access to the ezine requires registration and all sponsors/advertisers of the supplement will receive lists of readers who download the issue.

Discuss your company’s solutions and product roadmap, put your whitepaper in front of thousands of technical leaders, spotlight a user application or introduce your hot new product by participating in Broadcast Engineering Extra.
AUDIENCE REACH
As the very definition of television evolves, TV Technology provides the analysis and insight to help today's media technology professional understand how IP and other next generation platforms impact the Media & Entertainment business.
AUDIENCE DEMOGRAPHICS

26%  
TV STATION (VHF/UHF)

18%  
PROD/POST-PROD STUDIO

10%  
CABLE TV

8%  
BROADCAST CONSULTANT

7%  
MANUFACTURER, DISTRIBUTOR, OR DEALER

7%  
SYSTEMS INTEGRATION

SOURCE: INTERNAL
Sponsored content programs run across our platforms and beyond using paid, owned, and earned media.

Leveraging Future’s leading brands and market expertise, we deliver responsive audiences. Our advanced data profile capabilities ensure precise segmentation and targeting.

We attract an audience of in-market business decision makers, who engage with and are influenced by our expert editorial content.

As the number one media company in the markets it serves, Future US has the editorial expertise, market knowledge, and the high-spending audiences that are the critical pillars for a successful content marketing program.
PERSONALIZED BRAND EXPERIENCES

SPONSORED CONTENT

WEBINARS

PODCASTS

SOCIAL MEDIA HUB

VIDEO

WHITEPAPERS & EBOOKS

RESEARCH & SURVEYS

SEE OUR FULL CATALOG OF MARKETING SOLUTIONS
EVENTS
TV Technology bring together the top tier of the industry to address the questions of industry leaders to stay on top of their game. Our summit guests are a combination of VPs of Technology, Presidents, General Management, CFOs, Directors, and other high level executives charged with leading their facilities onto a path of technological and business success.

Topics covered include:

**March 5-6, 2020 | Atlanta**

- The innovative technologies driving how broadcasters acquire, produce, distribute, and project in a multiscreen world
- Preview what’s new at the NAB Show

**September 21-24 | Now virtual!**

- Get updated on the latest developments in cloud and IP
- Discover how these technologies will impact your workflow, competitive position, security, production and management models

**September 29-October 2 | Now virtual!**

- Game-changing technologies for the highest quality newscasts and digital products
- The implementation of news technology production and distribution
It's an exhilarating time to be involved in this industry. Each year, we recognize the industry leaders at the cutting edge of broadcast & video technology.

Winners gain valuable marketing opportunities by entering our awards programs, including:

- Exposure to Future’s broadcast television & pro video portfolio via print, online, and email
- Recognized as experts & thought leaders by the industry’s leading publications
- Award amplification during the industry's leading trade show (Best of Show Awards)

The Best of Show awards honor outstanding new products exhibited at the NAB Show. Winners are selected by a panel of engineers and industry experts, and winners are selected based on innovation, feature set, cost efficiency and performance in serving the industry.

TV Technology's Product Innovation Awards recognizes excellence in new products that serve the TV/pro video industries. Winners are selected by a panel of professional users and evaluation criteria include innovation in concept and design, creative use of technology, price:value, and suitability for use in TV/pro video.

The Technology Leadership Awards honor executives and tech leaders in broadcasting and content production. The Awards are presented at The Technology Leadership Summit.
TRADESHOW AMPLIFICATION
Our trusted editorial content and high visibility marketing opportunities before, during, and after the NAB Show highlight your brand as a thought leader on the cutting edge of the professional video industry.
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