MEDIA KIT
2020
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.
# 2020 Editorial Calendar

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**NEWS ANALYSIS/SHOW COVERAGE**
- Archiving & Cloud 2020: Industry Outlook
- CES 2020 in Review
- HPA Tech Retreat Preview
- Integrated Production Systems

**TECHNOLOGY TRENDS**
- Gear on the Go
- Studio Consoles
- Fiber, Cabling & Connectors
- Cybersecurity

**SPORTS VIEW/WHAT'S ON TV**
- Newsroom Software
- Sports Audio

**COLUMNS**
- RF Technology
- Lighting Technology
- Cloudspotter's Journal

**EQUIPMENT GUIDE**
- Storage & Recording Devices
- Signal Conversion/Intercoms
- Cellular ENG & Satellite

**2020 NAB SHOW PREVIEW**
- NAB Show Update
- NAB Show Profiles in Excellence

**TECHNOLOGY TRENDS**
- AI/Machine Learning
- Baseball

**COLUMNS**
- Inside Audio
- Storage Technology

**EQUIPMENT GUIDE**
- UAVs, Camera Support,
- Lighting & Batteries

**2020 NAB SHOW PREVIEW**
- Broadcast Engineering Extra

**NEWS ANALYSIS/SHOW COVERAGE**
- NAB Post Show News & Awards

**TECHNOLOGY TRENDS**
- RF Technology
- Lighting Technology

**EQUIPMENT GUIDE**
- Production Switchers/
- Editing & Graphics
- Transmitters & RF Equipment

**2020 NAB SHOW PREVIEW**
- Broadcast Engineering Extra

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<td>Display Technology</td>
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**2020 DIGITAL EDITORIAL CALENDAR**

CONTACT US TO RECEIVE OUR RATE CARD & MORE INFORMATION
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

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 e-zine 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.
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.

**WHO WE SERVE**

- **37%** Corporate Manager/Owner
- **30%** Engineering Management & Staff
- **21%** Production/Operations Manager or Staff
- **4%** News Management or Staff
- **3%** IT Management or Staff

*Source: Internal*
<table>
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<th>Audience Category</th>
<th>Percentage</th>
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<td>TV Station (VHF/UHF)</td>
<td>26%</td>
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<td>Production/Post-production Studio</td>
<td>18%</td>
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<td>Cable TV</td>
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<td>Broadcast Consultant</td>
<td>8%</td>
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<tr>
<td>Manufacturer, Distributor, or Dealer</td>
<td>7%</td>
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<tr>
<td>Systems Integration</td>
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Source: Internal
OUR SOLUTIONS

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.

TARGETED B2B MARKETING
Leveraging Future's leading brands and market expertise, we deliver responsive audiences. Our advanced data profile capabilities ensure precise segmentation and targeting.

CUSTOM ONLINE CREATIVE SOLUTIONS
Sponsored content programs run across our platforms and beyond using paid, owned, and earned media.

TRUSTED CONTENT
We attract an audience of in-market business decision makers, who engage with and are influenced by our expert editorial content.
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
AWARDS PROGRAMS
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.
For the NAB Show and all major industry shows, TV Technology provides readers crucial information that guides their attendance. Our preview newsletters, such as the NAB Sneak Peek & Must See Newsletters, and pre-show webinars give attendees the download on the show, sessions and featured products. During each show, daily newsletters are sent highlighting that day’s news. Following the shows, we recap the most important and impactful stories to come from the conference through ‘Wrap-Up’ newsletters.

**MAXIMIZING YOUR NAB SHOW PRESENCE**

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.
Vp/Market Expert

Laura Lubrano
Director of Sales
Media Entertainment
laura.lubrano@futurenet.com

Editorial

Tom Butts
Content Director
tom.butts@futurenet.com

Bill Gannon
VP of Content & Global
Editor-In-Chief
william.gannon@futurenet.com

Advertising

Katrina Frazer
katrina.frazer@futurenet.com
347 380 0199

Raffaella Calabrese (Europe)
UK, Europe, ME, Africa
raffaella.calabrese@futurenet.com
+39 320 891 1938

Paul Mauriello
paul.mauriello@futurenet.com
646 265 0018