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

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<td><strong>AD CLOSE:</strong></td>
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<td>12/23/18</td>
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<td>2/21</td>
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<td>4/24</td>
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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 Audio

### Sports View/What’s on TV
- Newsroom Software
- 2020 NAB Show Preview
- 2020 NAB Show Update
- NAB Show Profiles in Excellence
- Al/Machine Learning
- Baseball
- Inside Audio
- Storage Technology
- UAVs, Camera Support, Lighting & Batteries
- Intercoms
- RF Technology Lighting Technology
- Production Switchers/Editing & Graphics Transmitters & RF Equipment

### Columns
- RF Technology Cloudspotter’s Journal
- Inside Audio
- Storage Technology
- UAVs, Camera Support, Lighting & Batteries

### Equipment Guide
- RF Technology Lighting Technology
- Signal Conversion/Intercoms Cellular ENG & Satellite
- Broadcast Engineering Extra

### NextGen TV Update
- Cloud-based Production
- Newsroom Graphics/Virtual Sets
- Intercoms
- RF Technology Lighting Technology
- Production Switchers/Editing & Graphics Transmitters & RF Equipment

### Broadcast Engineering Extra

**Contact Us to receive our rate card & more information**
<table>
<thead>
<tr>
<th>DATE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
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<td>8/21</td>
<td>9/18</td>
<td>10/23</td>
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**NEWS ANALYSIS/SHOW COVERAGE**
- JULY: 2020 Olympics Preview
- AUGUST: IBC 2020 Preview, OTT Update
- SEPTEMBER: Election 2020, NAB Show NY Preview
- OCTOBER: Lenses
- NOVEMBER: 4K Update, SMPTE Preview
- DECEMBER: The Video Show Preview, Virtualized Playout

**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, Storage Technology, Lighting Technology
- AUGUST: RF Technology, Lighting Technology
- SEPTEMBER: Inside Audio, Lighting Technology
- OCTOBER: Inside Audio, Cloudspotter's Journal
- NOVEMBER: Inside Audio, Lighting Technology

**EQUIPMENT GUIDE**
- JULY: Master Control/Routing & KVM Switchers
- AUGUST: Cameras & Lenses
- SEPTEMBER: Audio
- OCTOBER: Eye On: Furniture
- NOVEMBER: Cloud Solutions
- DECEMBER: Video Monitors, Test Equipment & Signal Monitoring, Station Automation/ Media Asset Management

**Extra**
- Broadcast Engineering Extra
# 2020 Digital Editorial Calendar

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<tr>
<th>JANUARY</th>
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<tr>
<td><strong>WEBSITE/ NATIVE</strong></td>
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<tr>
<td>CES</td>
<td>HPA Tech Retreat</td>
<td>NAB Show Preview</td>
<td>NAB Show Update</td>
<td>NAB Post Show</td>
<td>Baseball</td>
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<td>Gear on the Go</td>
<td>Hockey</td>
<td>NAB Sneak Peek</td>
<td>NAB Must See Profiles in Excellence</td>
<td>Streaming</td>
<td>2020 Summer Olympics</td>
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<td><strong>E-BOOK</strong></td>
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<td>Next Gen Media Supply Chain</td>
<td>PTZ Cameras</td>
<td>Archiving</td>
<td>Integrated Production Systems</td>
<td>Sports TV Production</td>
<td>2020 Summer Olympics</td>
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<td><strong>WEBINAR</strong></td>
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<tr>
<td>Archiving/ Asset Management</td>
<td>AI/Machine Learning</td>
<td>TV in the Cloud</td>
<td>15 Things You Can’t Miss at the NAB Show</td>
<td>Best of Show Awards / 15 Things Missed at NAB</td>
<td>ATSC 3.0</td>
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<td>Newsroom Content Management</td>
<td>IP Best Practices</td>
<td>What to See @ NAB</td>
<td>NAB Social Hub</td>
<td>Integrated Social Media</td>
<td>Online Engineering Resources</td>
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**JULY**

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<td>Racing</td>
<td>Tennis</td>
<td>IBC Show</td>
<td>IBC Post Show SMPTE, AES NAB Show NY</td>
<td>The Video Show</td>
<td>CES 2021 Preview</td>
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<td>IBC Sneak Peek</td>
<td>ATSC 3.0</td>
<td>NAB Show NY Must See</td>
<td>Video Over IP</td>
<td>Automation</td>
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<td><strong>E-BOOK</strong></td>
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<td>Intercoms</td>
<td>KVM Switches</td>
<td>2020 Election Coverage</td>
<td>Camera Support</td>
<td>Virtualized Playout</td>
<td>ATSC 3.0</td>
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<td>Closed Captioning</td>
<td>15 Things You Can’t Miss at the IBC Show</td>
<td>Cloud-Based Production</td>
<td>Advances in Audio</td>
<td>Live Production</td>
<td>CES 2021 Preview</td>
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<tr>
<td>Software as a Service</td>
<td>OTT</td>
<td>Online Training</td>
<td>POV/Specialty Cameras</td>
<td>Social Media Tools</td>
<td>Display Technology</td>
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**MOBILE/ SOCIAL**

| **MOBILE/ SOCIAL** | | | | | | 
| Software as a Service | OTT | Online Training | POV/Specialty Cameras | Social Media Tools | Display Technology |

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**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
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.
Introducing a new series of short, focused need-to-know videos covering the technologies shaping the future of Television. Host, and TV Technology contributor & industry tech expert, Wes Simpson and invited guests distill what technology leaders in broadcast and digital media companies need to know about important technology topics in each 10-15 minute video.

General topics include, but are not limited to:

- Video Technology
- IP Networking Technology
- IP Media Technology
- Video Production
- Audio Technology
- OTT Video Technology

Contact us to discuss how you can be associated with this valuable information resource.
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>TV Station (VHF/UHF)</td>
<td>26%</td>
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<tr>
<td>Prod/Post-Prod Studio</td>
<td>18%</td>
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<tr>
<td>Cable TV</td>
<td>10%</td>
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<tr>
<td>Broadcast Consultant</td>
<td>8%</td>
</tr>
<tr>
<td>Manufacturer, Distributor, or Dealer</td>
<td>7%</td>
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<tr>
<td>Systems Integration</td>
<td>7%</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 and Broadcasting+Cable 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. Each summit features two days of networking, insightful keynotes, panel discussions, private presentation rooms, breakfast, lunch and dinner programs.

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

**June 9-10, 2020 | Santa Monica**
- 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 29-30, 2020 | Miami**
- 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.
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.

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.
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