

CSI

TV Broadcast • Streaming • Satellite • Cable • Hybrid
The leading media for video delivery technology

Media Pack 2024

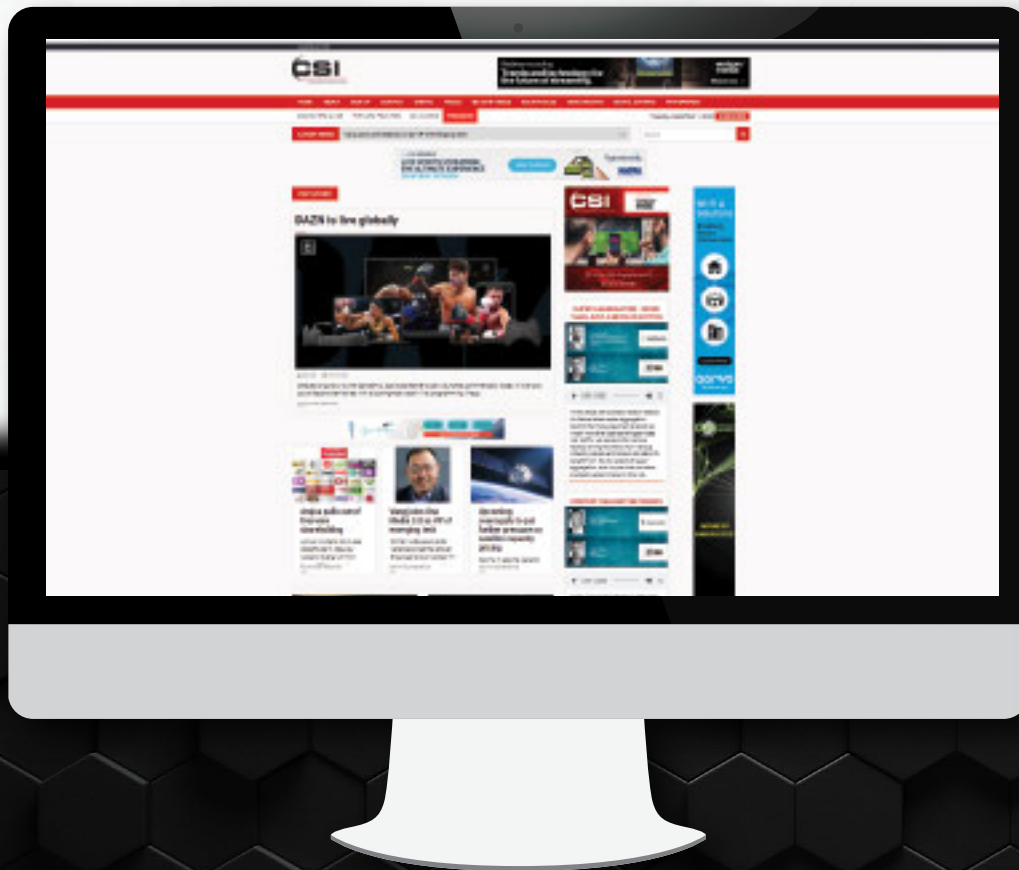


• OTT, VoD, Cloud TV, Cable, Satellite, IPTV, DTT, IoT • The latest news, views and features

CSI is a B2B information resource that reports on the intersection of television and video streaming. Established in 1999, CSI has become a trusted source of news and analysis, focusing on network delivery, technologies and trends happening in the global TV and video markets.

The CSI portfolio includes:

- CSI magazine - print and online
- www.csimagazine.com
- weekly TV technology newsletter
- weekly OTT + multiscreen newsletter
- weekly vision portal and tracker
- white paper campaigns
- webinars
- CSI video Q&As
- CSI interviews - print and online
- CSI roundtables
- CSI Podcasts
- CSI Awards
- Annual buyers guide





**18,000 + opt in
subscribers to the
daily newsletter**

**60,000 average
monthly views**



**10,500 average monthly
unique users**

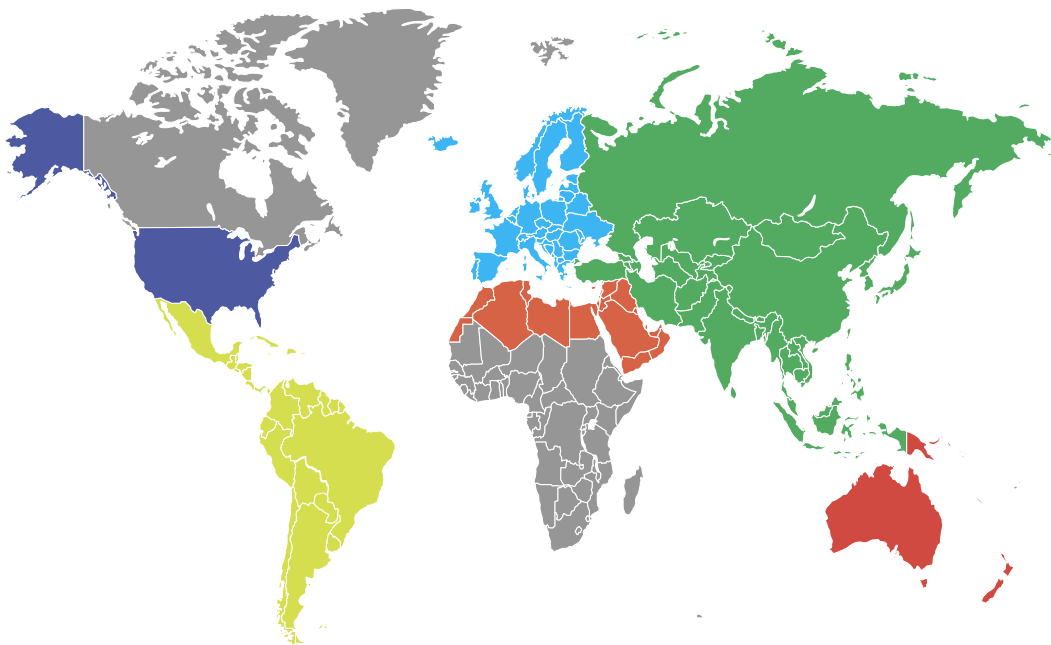


**4 newsletters
sent every week**

**Distribution at
key events**



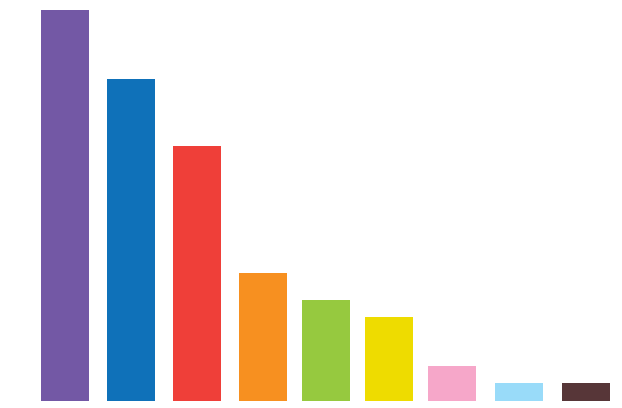
Reaching a worldwide market



Europe - 44%
 US - 25%
 Asia - 13%

Middle East & Africa - 11%
 Central & South America - 5%
 Australasia - 2%

Reaching the right people



Below is a breakdown by organisation type of CSI readers:

- A) Broadcasters - 35%
- B) Cable and Satellite Operators - 26%
- C) Telcos - 19%
- D) Consultants - 7%
- E) Vendors - 5%
- F) CE Manufacturers - 4%
- G) Analysts - 2%
- H) Regulatory Bodies - 1%
- I) Industry Associates - 1%

Within these organisations CSI targets CEOs, General Managers, Finance Directors, Business Development Managers, CTOs, Technical Directors, Heads of Operations, Programming Directors, Project Directors, Senior Architects and Engineers.

WWW.CSIMAGAZINE.COM

- 60,000 average views per month
- 10,500 average unique users per month

White paper hosting

Host your white paper on the CSI website for up to six months

www.csimagazine.com/csi/whitepaper.php

Lead generation

The team can provide lead generation activity guaranteeing you 25, 50 or 100 leads. Please contact camilla.capecce@csimagazine.com for further information



CSI newsletter

- Sent out to over 18,000 + opt in subscribers
- Weekly TV technology newsletter
- Weekly OTT + multiscreen newsletter
- Weekly vision portal and tracker

Interactive

- With the latest industry news
- Sent out to over 18,000 + opt in subscribers

Dedicated NAB, IBC and Angacom newsletters – sent out prior, during and after the shows.

Publish your editorial on your latest product launches or achievements around NAB, IBC and Angacom in our dedicated newsletters to increase your visibility at these key industry events. Contact camilla.capece@csimagazine.com to request further information



CSI 2024 editorial

2024 industry shows, conferences and exhibitions covered by CSI

Spring 2024 issue

(extra copies distributed at NAB, Media Production and Technology Show)

- Sustainability
- 5G Broadcast
- “Fair share” update
- QR codes in TV
- IP production
- FAST 2.0
- Paris Olympics preview

June issue:

- OLYMPICS SPECIAL: Innovations in sports broadcasting streaming
- Set-top box, smart TV and connected TV device trends
- CDNs
- Buyers guide

Autumn 2024 issue

issue (extra copies distributed at IBC, Cable Tec Expo)

- GenerativeAI
- Advertising and Monetisation
- Sports betting
- TV gaming
- IP delivery: multicast/unicast/P2P



For media kit enquiries, please contact camilla.capece@csimagazine.com

For editorial enquiries, please contact goran.nastic@csimagazine.com

Print and online opportunities

- Full page advert
- Full page sponsored editorial (approx. 600 words)
- Double page spread
- Q&A
- Focus features
- Banner/MPU on the CSI website (100% SOV)
- Banner/MPU on the CSI newsletter (100% SOV)
- Sponsored article on the CSI website
- Sponsored article on the CSI newsletter
- Podcast
- Roundtable
- Q&A video

AD specs

Ads should be supplied in the following format only:

- Full page ad to be supplied in PDF format. The PDF must have crop marks and a 3mm bleed
- Please ensure all fonts are embedded
- Resolution of 300dpi
- Colour - CMYK format
- Transparencies - if you are supplying a pdf all transparencies must be flattened
- Ads can be sent via email

Advert dimensions

Full Page

Type area: **H 245mm x W180mm**

Trim: **H271mm x W204mm**

Bleed: **H277mm x W210mm**

Please contact camilla.capece@csimagazine.com

For more information

Q&A

Executive interviews insure you get your company's message across unfiltered and undiluted, usually in a 2-page or a 4 page format.

- Questions created by CSI in partnership with the client
- Once pulished available to the client with full rights of use

Focus features

Focus features offer you the opportunity to write a feature on a topic that is relevant to you and to present yourself as a thoughtleader in your field. 4 pages of sponsored article and 1 page advert.

- Topic decided by the client in partnership with CSI
- Once published available to the client with full rights of use

Sponsored article on the CSI website for one month

This includes an article supplied by you to be placed on the CSI website for 1 month

Podcast

The content of the podcast is agreed between our Editor and the client and is a conversation between the CSI Editor and one of your executives. Questions are agreed in advance. We then host the podcast at www.csimagazine.com and send out an exclusive email to promote the podcast to our database of over 18,000 opt in subscribers. We also promote it on our email newsletter for one month and have a one-page summary of the podcast in the CSI digital edition.

Roundtables

Network with key executives and decision makers at the CSI roundtable. We organise a series of roundtables on a variety of different topics.

Video Q&A

The videos are 5/10 minutes live interview with the CSI editor at your stand at NAB, Angacom or IBC. The Questions will be agreed beforehand with the editor of CSI. The videos will then be uploaded onto the CSI website for up to 6 months and emailed to the CSI database (over 18,000 opt-in subscribers).

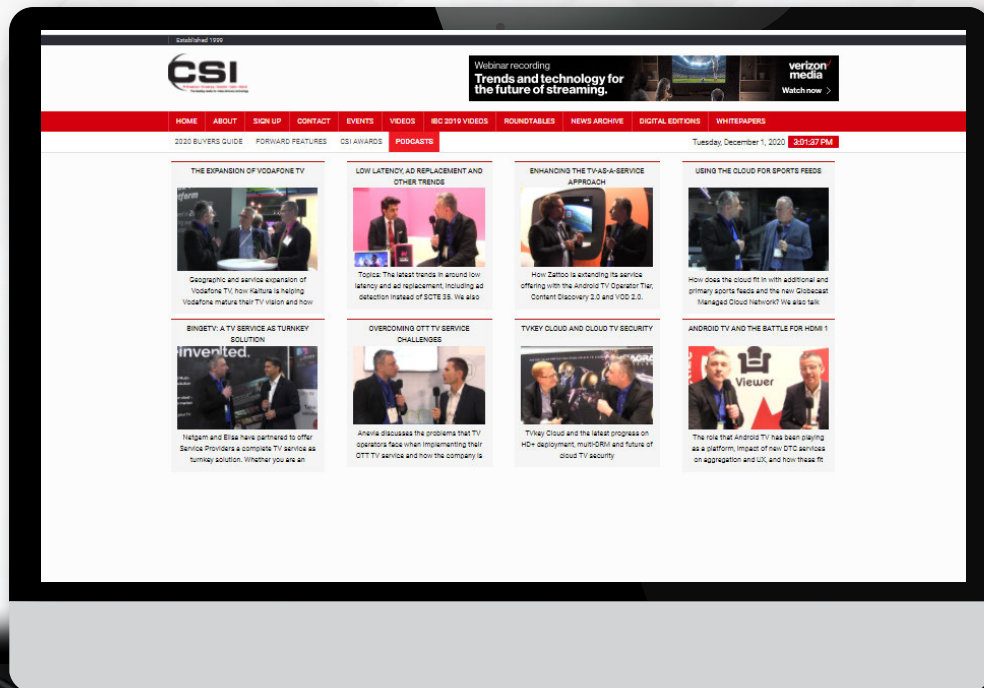
For more information get in touch with the CSI team
camilla.capece@csimagazine.com or goran.nastic@csimagazine.com
For more information

Video Interviews

Live videos help build the profile of your executives and, at the same time, deliver a message to your target audience, helping your company to be seen as a thought leader.

CSI offer video interviews at our premises and at the key industry events.

- Professionally shot and edited
- 7 to 10 minutes long
- Questions for the Q&A would be agreed in advance
- Hosted on www.csimagazine.com for up to 6 months
- Emailed out to our database of over 18,000 + opt in subscribers
- Once published the video file will be made available to the client for their own use including full copyright



ROUNDTABLES

CDN ROUNDTABLE



ROUNDTABLE: In its latest roundtable, a group of panellists assembled to discuss current trends in the market for content delivery networks, an area of significance as the volume of online video grows ever larger

SOCIAL TV ROUNDTABLE



ROUNDTABLE: The onset of the internet and companion devices is bringing about new levels of interactivity, which in turn is fuelling new forms of social TV.

TV BRAIN POWER



ROUNDTABLE: In CSI's latest roundtable, held at DTG's HQ in London, industry experts and veterans debated how the various challenges affecting smart TV are being overcome and gazed into their crystal balls for future forecasts.

CSI organises a series of roundtables to discuss the industry topics of the moment. Sponsoring one of our roundtables will enable you to:

- **Contribute towards the agenda and the panel selection**
- **Network with key executives, an opportunity to influence decision makers**
- **Contribute with your views on key topics**
- **Be part of the write up with your brand in the CSI print edition and on the CSI website**
- **Benefit from the email shot about the roundtable sent to the CSI database (over 18,000 + optin subscribers)**

Please contact camilla.capece@csimagazine.com for further information

CSI Awards



The long-running CSI Awards will be in their 22nd year in 2024. They have established a strong reputation in the industry as one of the most prestigious and independent awards of their kind, celebrating excellence and achievement in the cable, satellite, broadcast, IPTV, telco, broadband/OTT video, mobile TV and associated sectors.

www.csimagazine.com/awards



CONTACT

To find out more on how we can partner with you to increase your business from this key sector, please contact the team

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CSI offers a number of print and online options, an effective way to raise awareness and ensure your message reaches out to your target market.

Annual Buyers Guide

The buyers guide is the industry go to tool for decision makers to find contact details of companies that offer a particular product or service. The guide will be published in the June issue of CSI and has a shelf life of 1 year, as it is used as a reference until the next guide is published. It will also be available on www.csimagazine.com for 1 year.

*Please contact camilla.capece@csimagazine.com if you are interested in any of the above or in reprints.

Q&As

Executive interviews ensure you get your company's message across unfiltered and undiluted. Get in touch with camilla.capece@csimagazine.com if you'd like your CEO, CTO or other senior executive to be featured in CSI, usually in a 2-page double spread format. See also our video section for video interviews.

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Focus features

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Special supplements

CSI publishes various technology and market focused supplements going in-depth on a range of hot industry topics. This year we plan on focusing on OTT Sports streaming, machine learning, cybersecurity and blockchain related developments among other areas. These are typically 8-12 pages long and can come in inbound and outbound options on request.