

TVB EUROPE

Business, insight & intelligence for the media & entertainment industry





“Independence, integrity, and the delivery of high quality editorial products and services are at the very heart of TVBEurope’s commitment to its readers and partners”

THE TVBEUROPE WAY

For more than two decades, TVBEurope has been the leading media outlet serving the traditional broadcast media industry. In today's fast-changing marketplace, TVBEurope continues to lead the way as the independent voice of the evolving media and entertainment sector.

Independent. Topical. Objective. Whether providing unique coverage of the latest advances in production operations, analysis of the undulating business marketplace, or the application of disruptive technologies throughout the media workflow chain, TVBEurope and its respected team of writers and editors own a unique trust in the marketplace making it the best placed media outlet to cover the industry's transformation into a new digital, IP-enabled era.

Independence, integrity, and the delivery of high quality editorial products and services are at the very heart of TVBEurope's commitment to its readers and partners.



Jenny Priestley
Editor

TVBE **magazine** is subscription only. Extra distribution at IBC, NAB, BVE and MediaTech360

8.5K

KEY STATS

10K

....real time **social** posts for accessing and sharing TVBE content

14K

Unique users each month (but 28K during Sept/IBC) all from the **broadcast media** industry

TVBE **daily** and **weekly newsletters** to **targeted** audience of subscribers

16K

Readership Profile

TVBEurope's leading position in the market means that the composition of our readership is similar to the profile of IBC attendees:

- 93% of our readers have purchasing influence
- 58% of our readers have been influenced by TVBEurope content when making buying decisions
- 80% of our readers have direct responsibility for purchasing
- 26% have not visited a trade show in the last 18 months
- Average readers per copy: 2.1 – readership of approximately 17,000

OUR AUDIENCE

Our established and respected presence in the industry gives our partners unrivalled access to the key decision makers who trust and rely on our publications and events to stay ahead of the curve in a sector undergoing fundamental change. Our distribution includes an elevated presence at the major international events, conferences and exhibitions in the calendar, ensuring that your key messaging goes further than the industry standard.

TVBEurope has the exclusive contract to publish the IBC Daily, the only official news outlet of arguably the world's leading industry trade show, which takes place in Amsterdam every September.



INFORM

ENGAGE

EDUCATE

Create. Curate. Collaborate.

These are the three pillars by which TVBEurope services the content needs of our readership and our partners. Our content services draw on the vast experience and expertise of our renowned team of editors and industry journalists to offer truly independent coverage of the media and broadcast sector, ensuring that your messaging reaches your target audience in the most focussed way possible.

WHATWEDO

- Turn your research and industry knowledge into engaging content such as white papers, market reports video
- Establish your brand as a thought leader by providing informative content and best practice business advice
- Utilise our access to expert knowledge and opinion to produce high quality informed content

CONTENT SERVICES

Partnered Content

NewBay works in partnership with companies who are leading the way in technical and operational innovation to bring insight and clarity to some of the industry's most complex issues. TVBEurope's suite of supplements, e-books, surveys, and white paper opportunities are an popular route for companies seeking a presence as a thought leader in the marketplace.

Thought Leadership

Across our magazine and digital platforms, TVBEurope offers peer-to-peer knowledge sharing through the publication of opinion pieces, analysis and feature articles, key interviews, and case studies.

Brand Awareness and Lead Generation

Work in tandem with our senior commercial and content team to devise a tailored content strategy, built around your marketing plan, to enhance the reach and effectiveness of your key messaging.



ENGAGE

NETWORK

TARGET

TVBAwards

Nestled on the first evening of MediaTech 360, the TVBAwards are the perfect platform through which to showcase your expertise and your support of the technical ingenuity on display across the industry. The TVBAwards recognise those pushing the boundaries of technical innovation in the media and entertainment space.

- Place your brand as a market leader in front of industry professionals with sponsorship at the TVBAwards
- Increase your organisation's coverage and creditability by appearing in post-awards coverage, available both in magazine, video and online
- Stand out from your competitors during the awards ceremony and generate interest from your target market through extensive branding



BESPOKE EVENTS & SERVICES

MediaTech 360

As media entities navigate their way through the hybrid SDI/IP landscape and deal with the implications of the industry becoming a digital realm, the business and operational decisions facing them become ever more complex.

Sat between NAB and IBC on the broadcast calendar, MediaTech 360 (formerly TVBEurope 2020) has become a key fixture on the conference circuit, bringing the industry together to assess the implications of this convergent environment and the impact of coming connected world technology on the media sector. Our evolving conference programme is assembled with some of the leading authorities in the marketplace to offer a consistently comprehensive programme of strategic insight, analysis, and debate.

Boutique Roundtables and Briefings

TVBEurope's programme of boutique conference-style events offers a unique opportunity for partners to enhance their credentials as thought leaders within the market. Working in collaboration with the TVBEurope editorial and commercial teams, partners are able to develop bespoke editorial packages around key industry topics and trends through invitation-only events and discussion groups that are reported on and

distributed to the combined NewBay broadcast print and digital audience.

Our roundtable packages offer clients the ability to co-host an event with TVBEurope and leverage our contact base to invite senior figures from the broadcast market to participate in the discussion. Moderated by TVBEurope, this closed event has no audience and is recorded only in audio, promoting the kind of free discussion that traditionally makes these events so illuminating and, at times, controversial.

Our briefings can be situated in and around our main MediaTech 360 conference, or as standalone events. They offer clients the ability to co-host a presentation/discussion-based seminar to an exclusive audience of potential buyers. All of our events are organised, moderated, and reported on by the TVBEurope team.

Webinars

Webinars are a popular and growing part of our bespoke events portfolio. Using a specialist hosting partner, TVBEurope webinars are a great way to employ your thought leadership to educate our audience.

TVBEurope will work with clients to identify and build the webinar content, identify co-speakers and moderators where necessary, and market the broadcast of the webinar to targeted portions of our audience. We offer conference, case study and video webinars with all sessions enjoying significant marketing exposure and a post-broadcast on-demand facility.



TVB EUROPE

NEWS

FEATURES

EVENTS

IBC

PUBLICATIONS

MEDIA

TVB EUROPE

verizon
digital media
services

A smarter platform
for digital media.

Going to IBC this year? Visit us in Hall 7, Stand C11

DRIVE
TRAFFIC

BUILD
A HUB

TVBEVERYWHERE

Roku to launch its own channel

BUSINESS

Sunset+Vine scores FA Women's
Football Awards live social show

BUSINESS

Spotify and Hulu partner on student
entertainment bundle

REACH
USERS

DIGITAL ADVERTISING

Advanced targeting to maximise your marketing impact.

Target and retarget your customers with compelling campaigns designed around your specific business needs.

From display advertising and page takeovers and social media, you choose the channel that is right for you.

Our digital advertising opportunities allow you to:

- Use our advanced intelligence to reach users across the web based on their site behaviour on our network
- Build a content hub to collate highly-focused editorial content based around your marketing messaging
- Build your social following and amplify your marketing message with social media competitions or Q&As



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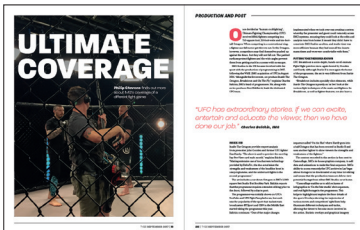


The image is a collage of three photographs illustrating a process. The top-left photo shows a white mechanical arm with the word 'ENGAGE' in blue text. The top-right photo shows a black mechanical arm with the word 'ALIGN' in white text. The bottom photo shows a blue mechanical arm with the words 'STAND OUT' in white text. All three photos show a newspaper being processed by a machine.

ENGAGE

ALIGN

**STAND
OUT**



*Interviews
Features
Commentary
Analysis
Events
Research
Community*



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MAGAZINE ADVERTISING

Advertise your brand, products and services to thousands of targeted readers. If you want impact, reach and cut through that high impact magazine advertising can deliver, then TVBEurope and the IBC Daily ticks all of the boxes.

Magazine advertising allows you to:

- Reach thousands of senior industry professionals from our subscriber database
- Stand out from the cluttered world of digital advertising – magazine advertising is still the most effective way to target an audience engaged with the content they're consuming
- Align your brand with the leading publication and show daily in the industry

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RESEARCH

Understanding customer behaviour is the first step to a successful campaign. Our access to and relationship with international broadcasters and content providers allows you to gain key insight into market trends, opportunities and challenges, helping you to improve your sales process and stay one step ahead of your peers.

With our research you can:

- Understand business opportunities and challenges with surveys to our large community of senior professionals
- Receive all survey responses as leads, allowing you to grow your market and customer databases
- Use the research to create bespoke thought leadership and lead generation content
- Align your brand with high quality research to stand out in the market and stay ahead of the competition

RATE CARD (£)

Print

Belly Band 4,500
Cover Wrap (4 pages) 9,375
1st DPS 6,750
DPS 6,150
Full Page 4,500
Half Page 2,900
Single Page Strip 1,770
Double Page Strip 2,400
Inserts (plus postage @£195 per 10g) 3,000
Specials executions on request

Digital and Online (per month)

Daily Newsletter

Daily Banner 2500
Daily MPU 2000
Daily Button 1750
Newsflash Banner 2,800

Website

Leaderboard 2500
Bookends 6,000
MPU 1750
Overlay 4,500

Talk to our sales team for other opportunities

OUR TEAM

Our dedicated team can help you reach your business goals. Please get in touch using the details below:

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Media Planning Guide 2018

JAN

OTT: Payout and delivery

Focus on:

Trendspotting in 2018
UHD 8K
BVE and ISE previews

MAR

Women in broadcast

Focus on:

NAB show preview
BVE round up
CES review

FEB

Telcos in TV

Focus on:

Blockchain in broadcast
Winter Olympics
BVE/ISE show issue

APR

Studio-based production

Focus on:

NAB show issue
Commonwealth Games
Mobile World Congress report

Media Planning Guide 2018

MAY

Multiscreen production and delivery

Focus on:

MediaTech 360 preview
IP update
UHD/HDR in focus

JUL

Sliver screen to multiscreen: Cinematic technologies on the small screen

Focus on:

Specialist cameras for broadcast production
Drones and aerial filming
Robotics for studio and live production

JUN

Next generation broadcasting: technologies and people

Focus on:

MediaTech 360 show issue
FIFA World Cup
Education

AUG

IP: the road to interoperability

Focus on:

Outside broadcasting focus
European Championships 2018
IBC2018 show preview

SEP

Broadcasting in the cloud

Focus on:

IBC2018 show issue
Ryder Cup
Security in the cloud

OCT

Mixed reality: AR, VR, 360

Focus on:

Broadcast audio and radio
Best of Show winners from IBC2018
IBC2018 conference review

NOV

eSports and broadcasting

Focus on:

Post production special
Remote collaboration
Live streaming

DEC

Asset management

Focus on:

The year in review
The latest in file transfer software
Storage and archiving

