

MEDIA PACK 2012

The technology of content from conception...

...to consumption

Digital2Disc

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JULY/AUGUST 2011
www.digital2disc.com



Putting the a
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NOVEMBER/DECEMBER 2011
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Special packaging boosts Q4 discs

Update on UltraViolet - the real story

JOHN CROSIER OF CINRAM DCM EAST ONLINE VIDEO MARKET AES FUTURE
OF DIGITAL MEDIA DISTRIBUTION AUGMENTED REALITY SMART TV SUMMIT

Readership and Distribution

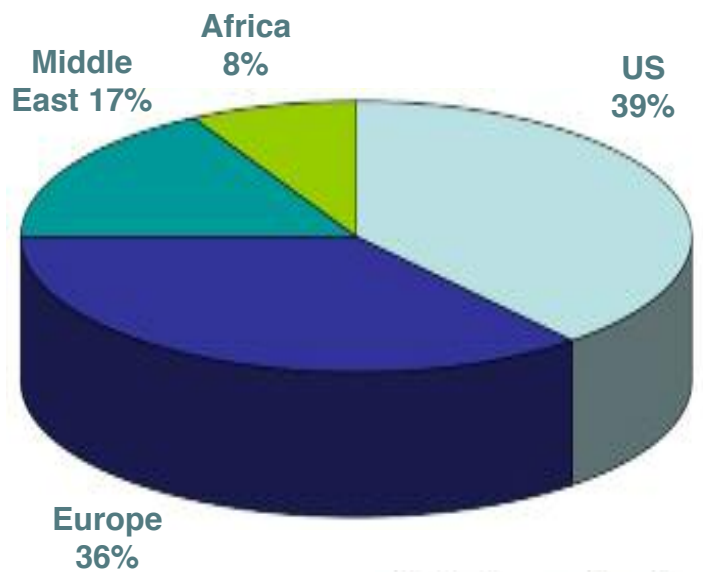
Digital2Disc – building on 25 years of experience

Digital2Disc is the only global trade publication serving businesses throughout the entire content supply chain, from digital delivery to packaged media.

Readership and coverage includes:

- Content owners (movie studios, music labels, games publishers)
- Service providers (video post production, audio mastering, authoring, app developers, aggregators, restoration, test and verification)
- Technology developers (content protection, digital asset management, metadata)
- Broadcast technology and service providers
- Content protection & anti-piracy technology developers and service providers
- Disc equipment manufacturers and suppliers
- Disc manufacturers and providers, including print, packaging and fulfilment services
- Licensing bodies and industry associations
- Analysts, consultants and industry experts
- Retailers (bricks and mortar retailers, online and digital delivery)

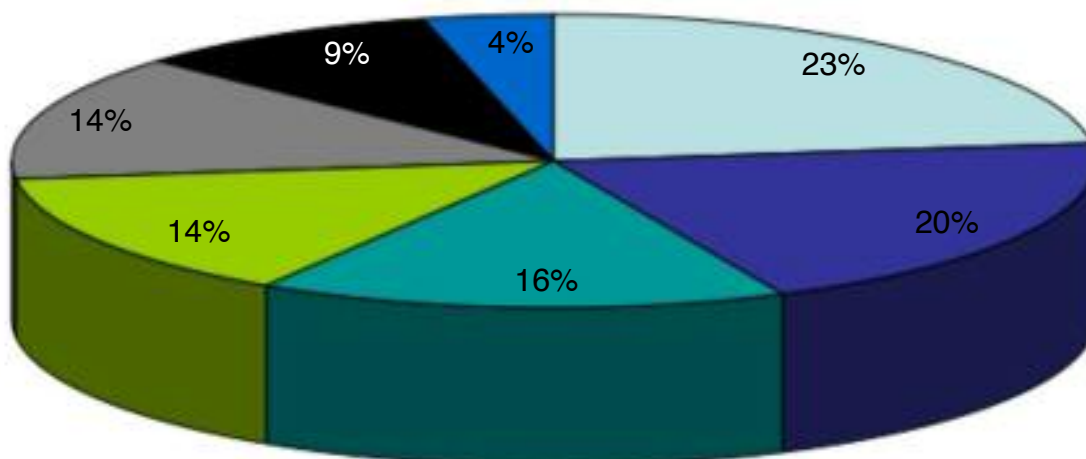
Geographical breakdown



- Content owners (movie studios, music labels, games publishers)
- Physical media equipment and disc producers and suppliers (including print, packaging and consumables)
- Digital media technology and service providers (post production, authoring, app developers, aggregators)
- Broadcast technology and service providers
- Content protection and anti-piracy technology and service providers
- Associations
- Retailers

Business and Industry

Distribution Profile



Editorial Calendar

Digital2Disc - bridging the gap between the art of content creation and the science of content delivery.

Digital2Disc offers technical articles, executive interviews, white papers, analyst comments, and company profiles to provide in-depth, impartial coverage of all aspects and facets of the supply chain, including production, protection and delivery of content - and how to monetize it.

A steering committee of the industry's key companies and associations works with Digital2Disc to ensure that its executives and members not only read about industry developments but help to make the news and drive forward the magazine's content.

In Every Issue

- Barry Fox's Take on Technology - a no punches-pulled look at the latest in technology developments, from 3D to copy protection.
- In their own words - putting a leading industry figure in the hot seat.
- Industry spotlight: services and companies with something new and unique are put under the editorial spotlight.
- Facts and figures from leading analysts.
- White paper - technological updates from experts in key companies.
- Case study - an up close and personal look at putting good theories into practice.
- Vox pop: industry experts air their personal views on current hot topics.
- Regular subjects covered include important anniversaries, copy protection and anti-piracy, disc packaging, digital asset management, and changing models of content delivery and consumer engagement.
- Some editorial topics will alter periodically to reflect a changing and dynamic industry that has continual surprises just around the corner.

ISSUE 14 JANUARY/FEBRUARY

- Show reports: CES January - a report from the show floor by Doug Dixon
- DCM Europe - event media partner Digital2Disc covers the sessions and talks to the speakers
- The rise of the e-reader - Jill Bilzi tracks the big players, the timelines, and the sales figures, along with some in-depth discussion of how the competition between the Kindle and the Nook is stacking up, and who the other contenders are.
 - New forms of collaborative documentaries and storytelling: Michael Mascioni explains how these allow users to collaboratively produce, curate, and publish documentaries and other storytelling forms by combining original content with photos, videos, and other material found on the web.
 - Preserve and protect: fingerprinting and watermarking: the differences and the applications, as discussed by Richard Atkinson, a leading light in anti-piracy and copy protection.
 - Critical mass and buying power: Dan Daley takes a look at Colonial Purchasing power in a challenging physical market.
 - In their own words: David Iscove of EMI, recently named as the Chair of digitalmusic.org's Apps, Music & Gaming Work Group, talks to Larry Jaffee about the renaissance of the music industry
 - Showing your ID: Mel Lambert talks to companies involved, or not, in the EIDR (Entertainment ID Registry) to find out what the advantages or disadvantages are of the system itself and of belonging to it.
 - Second nature: In the first of a five-part series, George Cole examines the phenomenon of second-screening and gets some facts and figures from analysts and technology experts about reacting to it, and what is the state of the proposed UK launch?

ISSUE 15 MARCH

Show report: **Broadcast Video Europe**

- **Thinking inside the box: Grammy-nominated packaging** - Debbie Galante Block finds out what went into the design and manufacture, and who were the ultimate winners.
- **Anti-piracy: Steve Traiman** provides an industry update on the state of protecting physical media, who the good guys are and what they are doing to preserve the integrity of IP on discs.
- **E-publications (trends) - a business model to be followed?** How digital books are keeping their value and commanding a premium for bonus content.
- **Physical matters: Big wheel keep on turning** - Digital2Disc visits a company that is taking green and retro seriously and recycling old vinyl records to make new vinyl releases.
- **Is UltraViolet a tech step too far? How are the US consumers reacting to it, and what is the state of the proposed UK launch?** Mel Lambert talks to those in the know.
- **A Sting in the app** - with concerns about consumers assuming that digital content is free, how do free apps fit into the money-making scenario? Larry Jaffee finds out why Sting wanted a free iPad app, and how it is a return to the days of vinyl.
- **Second screening and simplicity.** George Cole continues the voyage of discovery into the second screening phenomenon and examines how the experience can be made as simple as possible to keep the consumers interested.

ISSUE 16 APRIL

Show report: **IPTV World Forum**

- **Physical media and eliminating waste** – should it be manufactured regionally or centralized with distribution chains?
- **E-publications (technology) - challenges and opportunities in the e-publishing world** - service providers discuss behind-the-scenes technology on e-books and enhanced e-publications.
- **Metadata and content delivery** - consumers can't consume content they can't find. What are the challenges and opportunities for content owners to get their content in front of viewers, whether online, on TV, or even through packaged media.
- **3D market update.** With Lion King 3D a big hit and the repurposed Titanic 3D now hitting the screens, 3D technologists and analysts discuss the market. Has the 2D to 3D process now been perfected? Are consumers still unhappy

about glasses, and is it still a theatrical experience or is the 3D Blu-ray market finally really taking off?

- **Anti-piracy: interview with Nolan Shadbolt of TID:Protect** (to be confirmed) on how to ensure that pirate music sites don't deprive you of your content's music revenue.
- **Second screening and sociability.** George Cole continues the voyage of discovery into the second screening phenomenon and examines how the social network aspect works with content delivery, whether live, time-shifted or on disc.

ISSUE 17 MAY

Show reports: **PEVE 2012**

NAB

MEDIA-TECH/Colonial Purchasing event

- **Happy Birthday, Universal: the studio celebrates its centenary** and Digital2Disc looks at some of its content delivery highlights of the past 100 years.
- **Authoring: who'd go into the business these days?** The unappreciated stage in the manufacturing process of the disc.
- **The TV experience Part I - how smart is your Smart TV?** Most people don't connect their connected TV and most people don't know what they want to watch when they turn on a TV. Is the experience a sit forward or lean back experience? Who controls the viewer experience, and makes money out of TV? Facts, figures and opinions from those in the know.
- **Your business needs content protection too: how to avoid network hacking and what to do if it is.**
- **Second screening and stimulation.** George Cole continues the voyage of discovery into the second screening phenomenon to find out who the real gatekeepers are and who can make money out of content and second-screening with the use of interactive advertising and shopping opportunities.

ISSUE 18 JUNE

Show report: **Connected TV Summit 2012
NARM Convention**

- Digital asset management: A Night to Remember made even more memorable with advanced restoration techniques mixed with passion for the art
- The TV experience Part II - keeping with cable or cutting the cord? In the sit back experience, is the linear broadcast model remaining viable in the content anywhere era, and what are broadcasters and cable companies doing to keep their viewers?
- Social media and business success - how companies engage their customers with two-way interaction to create more and better business.
- Happy Birthday, Blu-ray - six years on, how the ultimate winner of the high definition disc format war is faring. Has it finally overtaken DVD, and what are the prospects for the remainder of the year and beyond?
- Second screening and discovery. George Cole concludes the voyage of discovery into the second screening phenomenon with a look at the old EPG model, what was wrong with it, what was right with it, and how people are finding content.

ISSUE 19 JULY/AUGUST

• Show report: **FES 20 June, London**

- The TV experience Part III - facts, figures and who is building technology for the second screen experience. In the lean forward TV viewing model, what is being done to enhance the experience? As the tablet becomes the new remote control, what are the challenges to attracting the eyeballs? Will second screening complement or challenge the rise of the Smart TV?
- 3D update: how successful was the Titanic 2D-3D conversion launch, and do glasses matter? The state of the non-glasses 3D market and how the passive/active landscape has been playing out.
- Not just playing - games have been recovering from the recession-driven slump and following the E3 show, publishers, technologists and analysts discuss the state of the market, the future of gaming, and formats for success.

ISSUE 20 SEPTEMBER

• Show reports: **IFA 2012
IBC 2012**

- Quality matters: as DVD matured, quality became less of an issue and seen as an unnecessary expense. Providers of quality control equipment and services share their thoughts on whether quality matters for Blu-ray, and what the potential problems are in the manufacturing process.
- Where's the money? Opinions have been divided as to what the real monetization models are. Payment facilitators, technology developers and content owners discuss how the electronic sell-through is stacking up against the rental and subscription models for content, and if the consumer still thinks digital content should be free.
- Patent trolls - how the threat, real and imagined, of potential lawsuits can hamper creativity and innovation in content delivery mechanisms.

ISSUE 21 OCTOBER

• Show reports: **IFA 2012**

- Manufacturing on demand: as the busy season heats up for physical media, we speak to disc and equipment manufacturers about the disc on demand market, and how that fits in with the traditional busy period. Who is looking for on-demand, and what formats are most popular?
- Net neutrality. An update on how the internet is coping, or not, with the increasing demands on it, and if the days of the free and open internet are over.
- Audiobooks - is there life outside of Amazon and Audible? A form of content that was nearly killed off by the disc has seen massive surges. Who the other players are and a look at the trends and technology of the spoken word.

ISSUE 22 NOVEMBER/DECEMBER

• Show reports: **DCM East 2012**

- Mobile content - the year to date. A look at 12 months of competing mobile devices and content delivery methods. Who the winners and losers have been, and what has a year without Steve Jobs meant for Apple?
- Physical media update: facts, figures and opinions. 2012 was rumoured to be the year that the majors gave up the CD altogether, and that 3D and UltraViolet would boost Blu-ray, while DVD moved from major movie to niche content carrier. Analysts, content owners and manufacturers weigh up the evidence

The Digital2Disc print magazine is complemented by a variety of digital and physical products, continuing to reflect the readers' desire to seek their news and industry information in different ways, and to promote their company's own message across a rapidly evolving industry

Digital2Disc website

The essential daily news site for the international content delivery and storage media industries, with daily updates of news as it happens, analysis, polls, event listings, and video interviews. Web advertising on www.digital2disc.com offers high-profile branding and lead generation to over 65,000 unique users every month. An online version of the printed magazine offers opportunities including enabled web links to promote companies' own sites – with link options from features right through to links on ads. Options also extend to embedding video streams into the online publication.

Digital2Disc e-newsletter

A fully opted-in weekly email news service delivering news on a weekly basis. The Digital2Disc e-newsletter offers its advertisers flexible, time-sensitive campaigns combining high-impact branding and lead generation. A unique feature of this e-news is the editorial overview and analysis behind each story – not simply re-publishing of an existing press release

Video content

Our web based advertising options can accommodate video content and we also offer video interviews with advertisers that are hosted and promoted throughout our site - again offering excellent branding and profile enhancement..

Tracking options

Track the performance of each one of your online ads: get complete click-through statistics, compare campaign effectiveness, and accurately calculate ROI.

Other promotional opportunities:

- Daily email reports from targeted industry events
- Industry-wide online directory listings
- Article reprints

Website



Website Advertising Rates

Online ads: per month		£ Sterling	€ Euro	\$ US
Top Banner	1 of 3 (max)	700	840	1120
Top Banner	Exclusive*	1400	1680	2240
Side Square	1 of 3 (max)	400	480	640
Side Square	Exclusive*	800	960	1280
Side Tower	1 of 3 (max)	500	600	800
Side Tower	Exclusive*	1000	1200	1600
Video (side)	1 of 3 (max)	600	720	960
Video (side)	Exclusive	1200	1440	1920

*required for certain types of animation

Online Advertising

Website Ads

There are three standard sizes of web ads for static images and animations. There is a banner 1000px x 100px and two tower - 160x160px square format and 160x600px tower format. The banner is placed at the top of the website and the two others are placed in the right column of the site. Each location has a maximum of 3 ads that change on page refresh with an option to book an exclusive space (note exclusive space is required for animated ads).

Website - Static Image Ad Formats

JPG, PNG, GIF

Images should be no bigger than 100KB

Website - Animated Ad Formats

We support SWF (Flash), Animated GIF, Javascript and HTML 5 canvas tag.

Please note with animated GIFs, Javascript and HTML 5 animated ads these have to be booked as exclusive slots. A programming charge may be applied in certain cases.

Website - Video Ads

Video ads can be located in any of the zones on the right. They should be 200px wide and max 200px high. These will be hosted on YouTube (maximum 10 minutes). Up to 3 video ads are hosted in each booked location – changing on page refresh – with an option to book an exclusive slot.

Enews - Banner Ad

Banner slot (top of the enews)

750px wide x 100px high

Supported formats: JPG, PNG, GIF

Images should be no bigger than 50KB

Enews - Tower Ads

Two sizes are provided as standard on the right side of the news: 160px x 160px square format and 160px x 600px tower format. A combination of these is allowed with an upper height limit equivalent to 3 towers.

Supported formats: JPG, PNG, GIF

Images should be no bigger than 50KB

e-newsletter



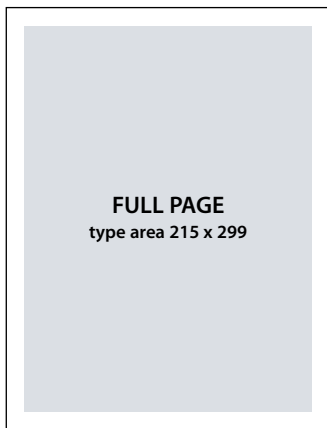
e-news advertising rates

e-newsletter: per week		£ Sterling	€ Euro	\$ US
Top Banner	Fixed	300	360	480
Side Banner	Fixed	200	240	320
Side Square	Fixed	160	190	260

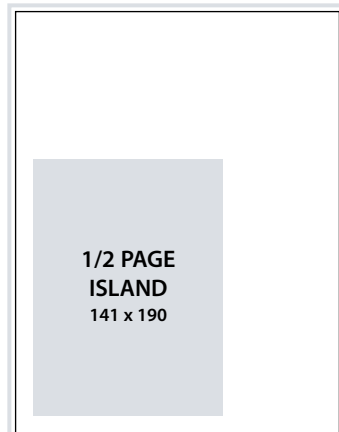
Magazine Advertising

Printed Advertising Dimensions

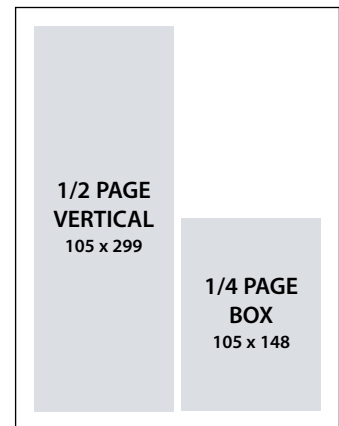
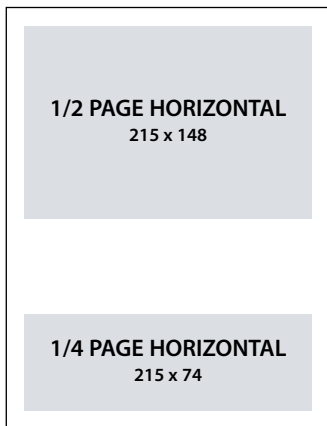
Display Advertising



Full Page trim size 245 x 335



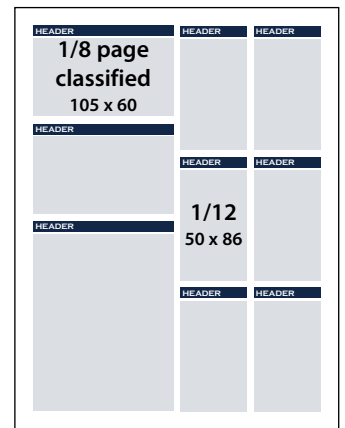
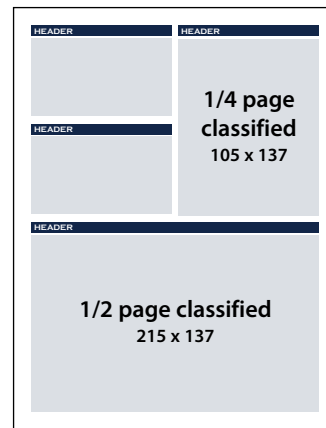
Full Page bleed size 251 x 341



Advertisement Dimensions

		width x height mm
Double page spread	type area	460 x 299
	trim	490 x 335
	bleed	496 x 341
Full page	type area	215 x 299
	trim	245 x 335
	bleed	251 x 341
1/2 page island		141 x 190
1/2 page horizontal		215 x 148
1/2 page vertical		105 x 299
1/4 page horizontal		215 x 74
1/4 page box		105 x 148

Classified Advertising



Advertisement Dimensions

	width x height mm
1/2 page classified	215 x 137
1/4 page classified	105 x 137
1/8 page classified	105 x 60
1/12 page classified	50 x 86

Printed Advertising Specifications

Ads should be supplied to Pass4Press specifications:
www.pass4press.com. Please supply hard copy proofs.

- 1 PDF per page
- PDF level 1.3
- CMYK 300 dpi images
- 3mm bleed (where required)
- All spot colours converted to CMYK
- Registration marks all round
- All fonts embedded

Printed Advertising Deadlines

Issue 14 - 7th Feb	Issue 19 - 8th Aug
Issue 15 - 7th Mar	Issue 20 - 5th Sep
Issue 16 - 4th Apr	Issue 21 - 10th Oct
Issue 17 - 9th May	Issue 22 - 21st Nov
Issue 18 - 6th Jun	

All deadlines are subject to change
 Reprints of specific articles available - please contact Sales for pricing

Magazine Advertising

2012 Printed Advertising Rates

Advertisement Size	Insertions	£ Sterling	€ Euro	\$ US
Double page spread	1	5,400	6,480	8,640
	3	5,130	6,160	8,210
	9	4,870	5,840	7,790
Full page	1	3,100	3,720	4,960
	3	2,900	3,480	4,640
	9	2,800	3,360	4,480
1/2 page Island	1	2,500	3,000	4,000
	3	2,400	2,880	3,840
	9	2,300	2,760	3,680
1/2 page Horizontal/Vertical	1	2,000	2,400	3,200
	3	1,900	2,280	3,040
	9	1,800	2,160	2,880
1/4 page Horizontal	1	1,500	1,800	2,400
	3	1,400	1,680	2,240
	9	1,400	1,680	2,240
1/4 page Box	1	1,400	1,680	2,240
	3	1,300	1,560	2,080
	9	1,300	1,560	2,080
1/2 page classified	1	1,460	1,750	2,340
	3	1,390	1,670	2,220
	9	1,310	1,570	2,100
1/4 page classified	1	970	1,160	1,550
	3	920	1,100	1,470
	9	870	1,040	1,390
1/8 page classified	1	650	780	1,040
	3	620	740	990
	9	590	710	940
1/12 page classified	1	430	520	690
	3	410	490	660
	9	390	470	620

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