



StreamTV Insider Research Content Partnerships

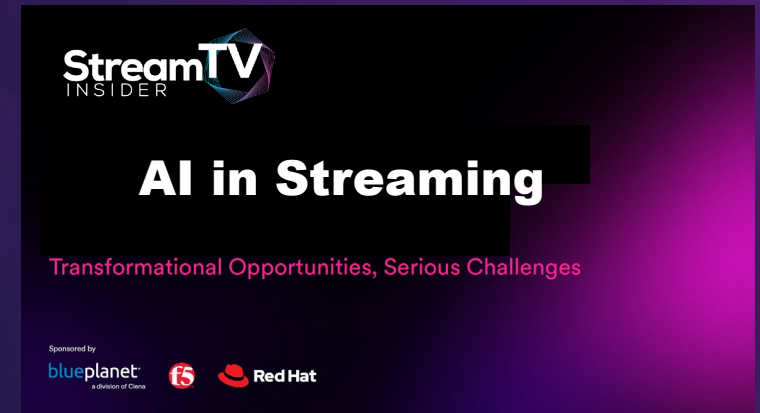
Align with our leading, independent research of key industry trends impacting the future of streaming.

Research reports

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StreamTV Insider has teamed up with a group of renowned industry analysts to independently conduct and deliver a series of insights reports designed to shed light and share figures around key topics shaping the streaming industry.

Research will be promoted to the streaming audience across StreamTV Insider and highlighted on an editorial webinar with analysis based on report findings.



Sample of report:

SECTION 1: THE STATE OF CLOUD

Most CSP executives rated their organizations in the mediocre middle: Nearly two-thirds reported the state of cloud infrastructure in their organizations as "good" or "average." More specifically, 41% of executives rated their infrastructure as "good," agreeing with the statement that "cloud has most everything we need with a few exceptions."

Nearly a quarter of respondents rated their cloud infrastructure as merely "average" or "on a par with on-premises options," with cloud providing "some of what we need."

Only 8% of respondents rated the state of their cloud infrastructure as "poor."

Hybrid heyday
 Nearly 62% of respondents said hybrid cloud is their primary modernization platform, as well as software-as-a-service (SaaS). And these organizations rely heavily on automation to improve their cloud infrastructure.

CSP executives see plenty of room to improve their organizations' cloud infrastructure.

HOW CSPS ARE MODERNIZING IT

Hybrid clouds	62%
Software-as-a-service (SaaS) solutions	62%
Automation capabilities	59%
Private clouds	44%
Public clouds	41%
Multi-clouds	33%

Just about every flavor of cloud is on the menu for improving CSP cloud infrastructure: Large minorities of respondents to our surveys are modernizing IT using private clouds, public clouds and multi-clouds.

More than three-quarters of respondents said their organizations are moving toward either hybrid cloud, with workloads in both public and private clouds, including owned and co-location. Only 10% choose mostly public cloud with minimal on-premises, and 8% are going all in on public cloud, choosing the public-cloud-only option.

MOST COMMON APPROACHES TO CLOUD INFRASTRUCTURE

The hybrid model with workloads in public and private clouds	41%
Private cloud	36%
Mostly public cloud with minimal on-premises	10%
Public cloud only	8%

Overall, CSPs are harnessing the potential of modern cloud technologies while retaining a degree of on-premises control. While challenges exist, most CSP executives see their cloud infrastructure as a foundation for future growth, with hybrid cloud and automation as key drivers. This dual approach – seeking innovation through the cloud while safeguarding core workloads – illustrates CSPs' strategic and adaptive nature in navigating the ever-evolving landscape of telecommunications and networking.

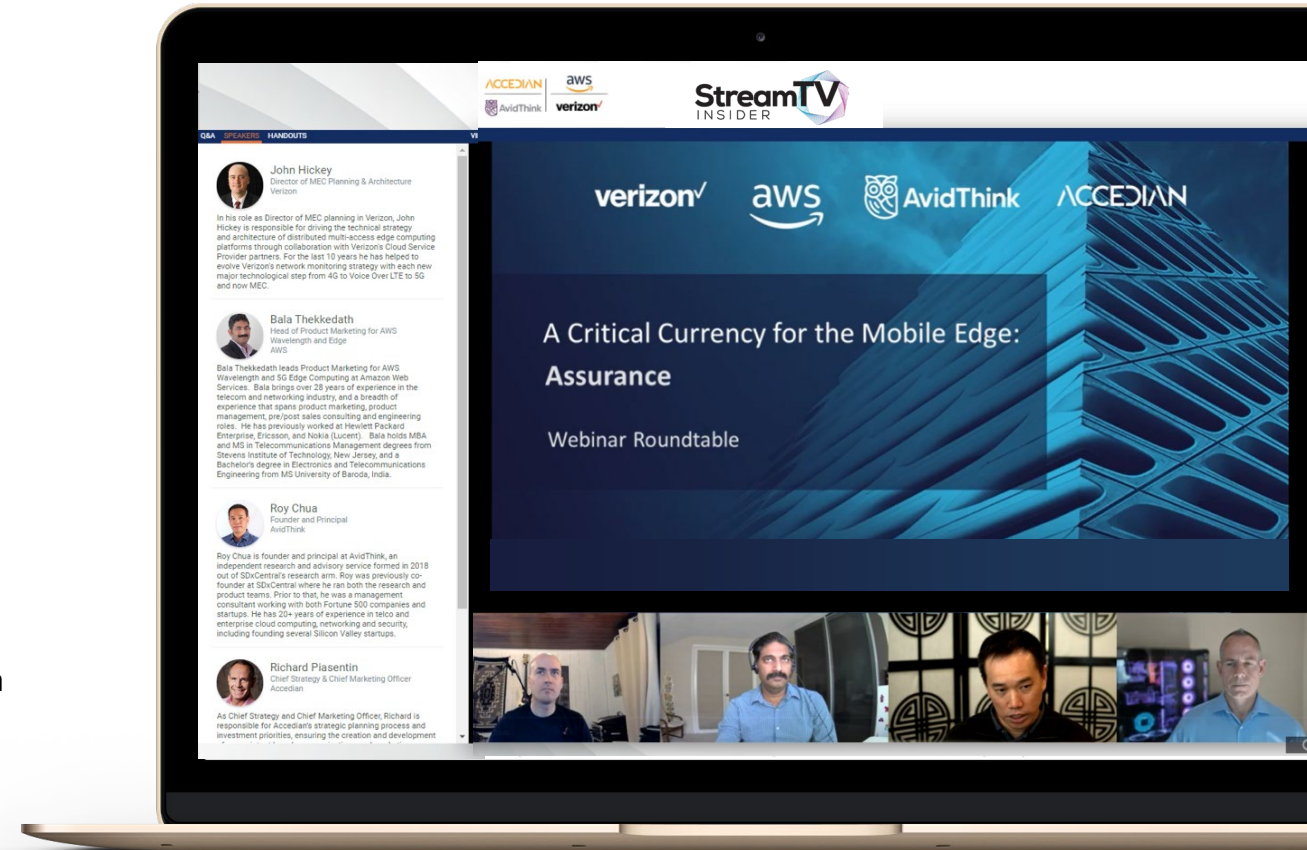
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Research Reports

Sponsor receives:

- Co-branding with full distribution rights to the report
- Executive Q&A conducted by StreamTV Insider Staff
- Executive Q&A within the final report PDF for distribution
- Company article and product portfolio section within final report (sponsor provided)
- Report will be promoted across StreamTV Insider and highlighted during an editorial-led webinar with analysis based on report findings
- Sponsor branding on accompanying editorial webinar with analysis based on report findings
- Maximum of (4) sponsors per report
- Minimum of (300) leads generated from report and webinar

Investment: \$20,000



REAL-TIME VIEW OF AUDIENCE EXPERIENCE

Topics

Team up with StreamTV Insider to sponsor one or more of our upcoming research reports.

The Creator Economy: Distribution Models, Pros and Cons of a Creator vs. Traditional Content

Entering the Era of Hyper Personalized TV

The Contextual Ad Revolution Meets AI

The Rise of Retail Media in CTV

Beyond Impressions: The Future of Ad Measurement and Attribution

AI in Streaming

Sports Streaming: Video Quality, Low Latency, 4K Demands, etc.

AVOD, SVOD, and Hybrid Monetization Models

Winning Strategies for Content Acquisition & Exclusivity

FAST's Future in Europe: How big is the opportunity for emerging FAST platforms? Are broadcasters, streamers, and telcos in the region embracing FAST – and how are they doing it?

Playback: Players, Apps, UI/UX

Don't see a topic that fits? Partner with StreamTV Insider on a custom report on a topic that fits best for you.



Let's connect.

This is only the beginning of
how we can help you reach your
marketing goals.

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