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Information Today, Inc. Announces *Streaming Media Magazine* at Streaming Media West 2005

November 15, 2005, Medford, NJ— From the enterprise to education to entertainment, streaming and other digital media have become the delivery methods of choice for both business-to-business and consumer content. With U.S. broadband penetration now above 50% and rising, the opportunities for digital media users and vendors are only going to grow. The time has come for *Streaming Media* magazine, the only print publication devoted exclusively to the technology and business of streaming and other digital media. Information Today, Inc. made the announcement at the Streaming Media West 2005 conference and trade show at the San Jose McEnery Convention Center.

Launching in February of 2006 with the third-annual edition of the *Streaming Media Industry Sourcebook*, *Streaming Media* magazine (www.streamingmedia.com/magazine) will join the StreamingMedia.com Web site and the annual Streaming Media East and West trade shows and conferences as the industry's go-to resources for cutting-edge information and practical advice. The *Sourcebook*, which reaches a total of 22,000 readers, will be followed in May, September, and November by issues of *Streaming Media* magazine, delivered to subscribers and offered in digital format to 100,000 StreamingMedia.com registered subscribers. Copies also will be available to attendees at the East and West shows—nearly 5,000 people seeking streaming and digital media solutions.

The magazine will be jam-packed with features, case studies, and reviews covering critical issues facing streaming media users in all vertical markets. In each issue, readers can expect comprehensive coverage of a wide range of topics, including:

- Producing and delivering Webcasts
- Getting the most out of rich media advertising
- Creating must-view content
- Maximizing ROI
- Monetizing new delivery models, including podcasts and video blogs
- Choosing the right service providers

For subscription and advertising information, go to www.streamingmedia.com/magazine.



About Streaming Media

Streaming Media is a diversified media company serving and educating the streaming media industry and community. Our business consists of three core areas: our web site StreamingMedia.com, exhibitions and conferences, and research and publications. Lead by a team of recognized industry experts, Streaming Media is dedicated to providing industry professionals and corporations utilizing digital media technology with global real-time news, resources and services through editorial, discussion lists, feature articles, and much more.

About Information Today, Inc.

Information Today, Inc. (ITI) is the parent company of Streaming Media. It is the publisher of Information Today, as well as other periodicals, books, directories, and online products; and is the organizer of InfoX, Computers in Libraries, and other prestigious conferences and exhibitions for the library, information & knowledge management community. Our goal is to provide users and producers of information, knowledge and content management products and services with the information they need to do their jobs as effectively as possible.

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