OUR AUDIENCE

Who reads StreamingMeme

Senior decision-makers across streaming, broadcast and video technology: the people who build, buy and fund the stack.

6,300 Active newsletter subscribers

79.5% Director-level and above

60.3% C-suite, founders & partners

30.8% Average open rate

WHO THEY ARE

Seniority

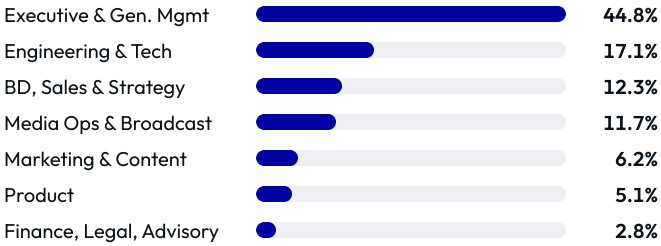
Share of active subscribers



C-suite, Founder, Partner 60.3% · VP & Director 19.2%
Manager & Senior IC 12.4% · IC & Entry 8.1%

Job function

Share of active subscribers



WHERE THEY WORK

Buyers, vendors and ecosystem

Role of the subscriber's company in the market

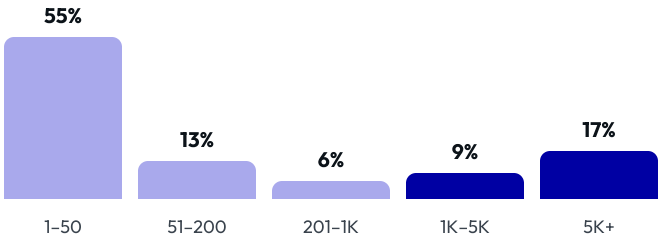


Vendors 45.8% · Buyers 43.9% · Ecosystem 10.2%

Buyers: broadcasters, OTT streamers, studios, telcos.
Vendors: streaming, cloud, AI, silicon and broadcast tech.
Ecosystem: investors, analysts, consultancies, associations.

Company size

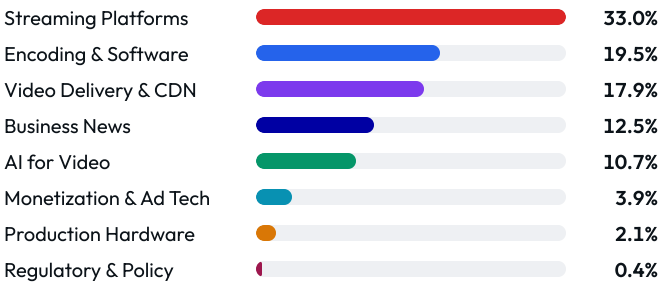
Employees at the subscriber's company



25.5% work at 1,000+ employee enterprises

Company focus

Primary StreamingMeme category of the subscriber's company



By primary category: one category per subscriber, so bars sum to 100%.

Region

60+ countries represented



Top countries: United States, United Kingdom, Canada, France, Germany

READERS INCLUDE TEAMS AT

Netflix · The Walt Disney Company · AWS · Dolby · AMD · NBCUniversal · Intel · Akamai · MediaKind · Google · Warner Bros. Discovery · Roku · **+ 6,000 more professionals**

Reach this audience. Sponsorships, newsletter placements and the full audience report. **info@streamingmeme.com**