



**Addressable TV Tipping Point, a series presented by
DISH Media Sales**

Overview: Dish Media Sales partnered with Beet.TV to create a leadership series about the dramatic changes in addressable TV. The series addressed the results of the DISH industry report, projected the leadership of DISH and created a conversation with industry leaders on the data and buy side.

The five videos in the series have been widely viewed on Beet.TV and syndicated on several platforms including YouTube, Facebook, Twitter, Reuters and the Huffington Post. The sponsorship of DISH has been stated via pre- and post-roll bumpers, banners on the site, email blasts and extensive sharing on Twitter. Each article surrounding each video provided both a sponsorship credit a link to the report.

The impact of this project reached Beet.TV's authoritative audience of media buyers, programmers, ad tech executives and many other key influencers.

While video and page views on Beet.TV can be tallied, views on syndicated outlets are are not available. We know we have many views on the Huffington Post, but those numbers are not available. Our videos play on the Twitter native player, but we don't have access.

Total Video Views of Series on Beet.TV – 10,000
Estimated Video Views on Syndication Platforms – 25,000
Article Page Views on Beet.TV – 50,000
Estimated Page Views via Syndication – 75,000
Social Impressions & Interaction – 80,000
Banners Impressions – 50,000

Here are the key elements of the project:

Landing Page: <http://www.beet.tv/category/dish-addressable-tv-series>

Interviewees: Page 3

Visuals: Pages 3–4

Videos & Syndication: Pages 5–6

Tweets & Retweets: Page 7

Interviewees:

Tracey Scheppach, EVP, Precision Video, Publicis Media Exchange

Lock Dethero, Director, Business Development, Neustar, Inc.

Amy DeHaen, VP, Advanced TV, Cadreon

Brienna Pinnow, Director, Product Marketing, Experian Marketing Services

Mike Bologna, President, MODI Media

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):

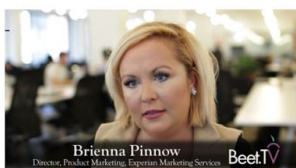


The Addressable TV Tipping Point, presented by DISH Media Sales



Without National Avails, Addressable Demand Will Outweigh Supply: MODI's Bologna

The head of GroupM's advanced television unit foresees a shortage of addressable TV advertising inventory unless some big networks begin to offer national avails to augment the traditional two minutes of local time. MODI Media President Mike Bologna says five or six top cable and broadcast networks "are engaged in serious conversations with MVPD's to



Addressable TV Opens Door To Closed-Loop Campaign Reporting: Experian's Pinnow

Addressable television advertising removes the conjecture surrounding the fragmented viewing behavior of today's audiences, according to Brienna Pinnow. "With addressable, I don't have to guess if my audience is watching Shark Tank or Sharknado," says Pinnow, who is Director of Product Marketing for Experian Marketing Services. "I actually get to target the right person at



Addressable Is Drawing Foreign Brands To US TV: Cadreon's DeHaen

So-called addressable TV is lighting the way for new brands toward a kind of future TV advertising that is customized and targeted at individual households. That's bringing in new, smaller advertisers for which TV was previously less than an ideal medium. But as smaller and



Tweets by @Beet_TV

Andy Plesser
@Beet_TV
Our Series from: London - Future of TV Ads, series presented by @605Data
beet.tv/category/londo...

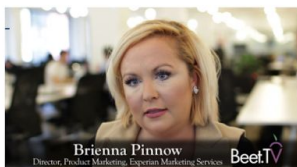


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Tweets by @Beet_TV

Andy Plesser
@Beet_TV
Our Series from: London - Future of TV Ads, series presented by @605Data
beet.tv/category/londo...



Videos:

Video 1:

Headline: Addressable TV Cheaper Than Direct Mail, A Boon To Smaller Advertisers: Publicis' Scheppach

Beet.TV: <http://www.beet.tv/2016/11/tracey-scheppach-dish.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-addressable-tv-chea_b_12788478.html

Facebook (DISH Media Sales):

<https://www.facebook.com/dishmediasales/posts/1790257974581571>

Video 2:

Headline: Scale Is Key To Addressable TV: Neustar's Dethero

Beet.TV: <http://www.beet.tv/2016/11/16dishneustardethero.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-scale-is-key-to-add_b_12788476.html

LinkedIn (DISH Media Sales): <https://www.linkedin.com/company/dish-media-sales/>

Facebook (DISH Media Sales):

<https://www.facebook.com/dishmediasales/posts/1791825761091459>

Video 3:

Headline: Addressable Is Drawing Foreign Brands To US TV: Cadreon's DeHaen

Beet.TV: <http://www.beet.tv/2016/11/16dishcadreondehaen.html>

Additional Syndication:

Facebook (DISH Media Sales):

<https://www.facebook.com/dishmediasales/posts/1793473404260028>

LinkedIn (DISH Media Sales): <https://www.linkedin.com/company/dish-media-sales/>

Video 4:

Headline: Addressable TV Opens Door To Closed-Loop Campaign Reporting: Experian's Pinnow

Beet.TV: <http://www.beet.tv/2016/11/brienna-pinnow-2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-addressable-tv-open_b_12888114.html

Video 5:

Headline: Without National Avals, Addressable Demand Will Outweigh Supply: MODI's Bologna

Beet.TV: <http://www.beet.tv/2016/11/mike-bologna2.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=oqRoz3ji0LY>

Example Tweets and Retweets:



Gary Staff

@staff_gary

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Neustar's Dethero huffingtonpost.com/andy-plesser/v... via [@HuffPostTech](#)



(VIDEO) Scale Is Key To Addressable TV: Neustar's Dethero

Around the world, TVs are getting connected to the internet. And that means big new possibilities for the ways in which advertisers can rea...

huffingtonpost.com

8:30 AM - 7 Nov 2016



Dirk Strauss

@DirkStrauss

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