

The Root to the
Media Revolution



**Beet.TV's Coverage of DMEXCO '16
Presented by Videology**

As the industry's top marketers gathered in Cologne for the annual DMEXCO, Beet.TV was in the middle of the conversation with exclusive video interviews with the conference keynote and other speakers and influencers on hand.

Beet.TV taped interviews with all the major media agencies, top publishers and leading technology providers. Taping for the most part at the Videology stand, the production brought scores of high-level influencers to *Videology*. (A full list is below.)

This entire project was created and executed to advance the marketing and business agenda of Videology. This was activated by the inclusion of Videology in all pre-event promotion via email and social; on-site promotion via photos of tapings from the set shared on Twitter; via pre-rolls and post-rolls surrounding the videos; and via the syndication of the videos on various platforms including Huffington Post and Reuters and on the native players of Facebook and Twitter.

The series included interviews with several Videology executives.

All posts on Beet.TV and the Huffington Post included a text sponsorship reference to Videology. All posts were sent out daily to Beet.TV's list of 10k subscribers.

The videos continue to be watched and shared and will be viewed for some time. As long as the videos are viewed, Videology will be credited with a post-roll call out at the end of each video. And Videology will be referenced in the text of the articles.

Marketing the series took on a scale with banners on Beet.TV and via a 30-day retargeting program.

Outlined below are the links from the 38 videos from the series. As of December 28, they have garnered some 75K views on Beet.TV and many thousand more via the Reuters, YouTube, Twitter and Facebook players.

Pageviews, meaning article page views of posts, are up to 150K. Marketing/social impressions via Twitter and retargeting have reached 500K.

Here are the key elements of the project:

Landing Page: <http://www.beet.tv/category/dmexco-16-presented-by-videology>

Interviewees: Page 3

Visuals: Pages 4–5

Videos & Syndication: Pages 6–14

Tweets & Retweets: Pages 15–30

Interviewees:

Adam Simon – Director of Strategy, IPG Media Lab
Neil Carty – SVP, Innovation Strategy, MediaLink
Jason Burke – VP, Product, clypd
Jean-Philippe Durrios – VP, International, Neustar MarketShare
Matt Gee – Head of Digital Transformation, Isobar
Allie Kline – CMO, AOL
Tal Chalozin – CTO & Co-Founder, Innovid
Ashwin Navin – Co-Founder & CEO, Samba TV
Lisa Utzschneider – CRO, Yahoo
Michael Kahn – CEO, Performics
Marc Rouanet – President, Sublime Skinz
Nikao Yang – EVP, Global Publishing Partnerships, Opera Mediaworks
Stephen Wenn – Director, EMEA, Atlas, Facebook
Campbell Foster – Director, Product Marketing, Adobe Primetime
Ruud Wanck – CEO, Worldwide, GroupM Connect
Jon Block – VP, Product & Platform, EMEA, Videology
John Tigg – SVP, Enterprise Solutions, EMEA Videology
Ashley J. Swartz – CEO & Founder, Furious Corp.
Scott Braley – GM, Advertising Platforms, Ooyala
Suresh Vittal – VP, Product Marketing & Strategy, Adobe Marketing Cloud
Jay Sears – SVP, Marketplace Development, Rubicon Project
Iain Jacob – CEO, EMEA, Publicis Media
Brian O’Kelley – CEO, AppNexus
Vittorio Bonori – Global Brand President, Zenith
Nicolas Bidon – CEO, Xaxis EMEA
Michael Tiffany – CEO, White Ops
Blake Cuthbert – Chief Digital Officer, OMD EMEA
Chris Dobson – CEO, The Exchange Lab
Brian Benedik – Global Head of Sales, Spotify
Jimmy Maymann – President, Content & Consumer Brands, AOL
Yoav Arnstein – Head of Audience Network Sales, EMEA, Facebook
Alanna Gombert – GM, IAB Tech Lab
Sir Martin Sorrell – Founder & CEO, WPP
Jana Eisenstein – MD, EMEA, Videology
Michael Kassan – Chairman & CEO, MediaLink
Christian Muche – Co-Founder, dmexco
Lisa Donohue – Global Brand President, Starcom Worldwide
Ryan Jamboretz – Chief Commercial Officer, Videology

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



Beet.TV's Coverage of DMEXCO '16 presented by Videology



IPG's Media Lab Is Agency's Spotter For Tech Trends, Simon Says

COLOGNE – How does a media company stay abreast of and adopt new technologies to best effect. For many, the answer is to create a "lab", a division whose sole purpose is to let in-house geeks test out and apply transformational new tech. And IPG Mediabrands is no different. Its IPG Media Lab is devoted to finding



Drones And VR Firing Marketers' Imagination: MediaLink's Carty

COLOGNE — Once upon a time, multi-platform proliferation meant "desktop, tablet and smartphone". Now, we are entering an era when virtual worlds, connected toasters and even unmanned aerial vehicles represent new challenges and opportunities for brands. Neil Carty, innovation strategy SVP of marketing consulting agency MediaLink, calls all the new platforms "data exhausts", emitting cues that marketers can better use to



Programmatic Edges In To 2017 TV Upfronts As Clypd Goes To Europe

COLOGNE – So-called "programmatic" methods of targeting or trading advertising may be typically associated with online media platforms – but that doesn't mean something of the techniques can't also be applied to linear TV. Indeed, programmatic looks like playing a



Tweets by @Beet_TV

 **Andy Plesser**
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@Beet_TV



Beet.TV's Coverage of DMEXCO '16 presented by Videology



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Tweets by @Beet_TV

 **Andy Plesser**
@Beet_TV
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@Beet_TV

Videos:

Video 1:

Headline: Broadcasters Fear Tech Giants: Videology's Jamboretz

Beet.TV: <http://www.beet.tv/2016/09/16dmexvideoljambo.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-broadcasters-fear-t_b_12050920.html

Videology: <http://www.videologygroup.com/in-the-news/>

Video 2:

Headline: VR Storytelling Is Adland's Number One Topic: Starcom's Donohue

Beet.TV: <http://www.beet.tv/2016/09/16dmexstarcomdonohue.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-vr-storytelling-is_b_12050914.html

Video 3:

Headline: Brands Flock To Figure Out New-Screen Opportunities At DMEXCO

Beet.TV: <http://www.beet.tv/2016/09/16dmexcmuchebrands.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-brands-flock-to-fig_b_12086618.html

Facebook (DMEXCO): <https://www.facebook.com/dmexco/posts/1480345578647905>

Video 4:

Headline: Agencies Must Put Data At Center Of New Bundle: MediaLink's Kassan

Beet.TV: <http://www.beet.tv/2016/09/16dmexmedialinkkassan.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-agencies-must-put-d_b_12086374.html

Video 5:

Headline: To Disrupt TV, Work With It, Not Against It: Videology's Eisenstein

Beet.TV: <http://www.beet.tv/2016/09/16dmexvideojana.html>

Additional Syndication:

Videology: <http://www.videologygroup.com/in-the-news/>

Video 6:

Headline: WPP's Sorrell Wants Snapchat & AOL To Challenge Digital Ad Duopoly

Beet.TV: <http://www.beet.tv/2016/09/16dmexwppsorrell.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-wpps-sorrell-wants_b_12086280.html

Video 7:

Headline: IAB Tech Lab Helping To Fix 'Annoying Ads', Promote Video Globally

Beet.TV: <http://www.beet.tv/2016/09/alanna-gombert.html>

Additional Syndication:

IAB: <https://www.iab.com/news/iab-tech-lab-helping-fix-annoying-ads-promote-video-globally/>

Facebook (IAB): <https://www.facebook.com/IAB/posts/10153949679722616>

Video 8:

Headline: Facebook Audience Network Wants To Innovate Video Formats, Eyes Gaming Sector For Ads

Beet.TV: <http://www.beet.tv/2016/09/yoav-arnstein.html>

Additional Syndication:

Video 9:

Headline: With Yahoo Union, AOL Hopes For An 'Unfair Advantage' To Dominant Content

Beet.TV: <http://www.beet.tv/2016/09/jimmy-maymann.html>

Additional Syndication:

Video 10:

Headline: Spotify Testing Original Video Series With Brands As Subscriber Base Reaches 40 Million

Beet.TV: <http://www.beet.tv/2016/09/brian-benedik.html>

Additional Syndication:

Twitter (@Bldanzis): <https://twitter.com/bldanzis/status/778229846254157824>

Video 11:

Headline: TV Must Wake Up To On-Demand And Data Disruption, Exchange Lab's Dobson Says

Beet.TV: <http://www.beet.tv/2016/09/16dmexcxlabdobson.html>

Additional Syndication:

Facebook (The Exchange Lab):

<https://www.facebook.com/exchangelab/posts/1268537346510549>

Video 12:

Headline: Cross-Platform Targeting Should Focus On Consumer Need States: OMD's Cuthbert

Beet.TV: <http://www.beet.tv/2016/09/blake-cuthbert.html>

Additional Syndication:

Twitter (@OMD_Worldwide): https://twitter.com/omd_worldwide?lang=en

Video 13:

Headline: White Ops' Tiffany Takes \$20m To Take Down Ad Botnet Ringleaders

Beet.TV: <http://www.beet.tv/2016/09/16dmexwhitetiffany.html>

Additional Syndication:

Facebook (White Ops): <https://www.facebook.com/nomorebots/posts/892667087532950>

Video 14:

Headline: Xaxis' Bidon Sees Dynamic TV Ads Coming into Focus

Beet.TV: <http://www.beet.tv/2016/09/16dmexxaxisbidon.html>

Additional Syndication:

Youtube (Xaxis): <https://www.youtube.com/watch?v=0U5TYEed5L8>

Xaxis: <https://www.xaxis.com/news/view/xaxis-bidon-sees-dynamic-tv-ads-coming-into-focus>

Video 15:

Headline: Use Of Mobile, Machine Learning Can Generate 'Return On Individuals': Zenith's Bonori

Beet.TV: <http://www.beet.tv/2016/09/vittorio-bonori.html>

Additional Syndication:

Video 16:

Headline: 'I Invented Header Bidding': Now O'Kelly Is Making Marketing Programmable

Beet.TV: <http://www.beet.tv/2016/09/16dmexappnexusokelley.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-i-invented-header-b_b_12156348.html

Video 17:

Headline: As Brands Seek End-To-End Consumer Engagement, Trust Looms Large: Publicis' Jacob

Beet.TV: <http://www.beet.tv/2016/09/iain-jacob.html>

Additional Syndication:

Video 18:

Headline: Rubicon's Sears Sees Orders Boom, TV Far Away

Beet.TV: <http://www.beet.tv/2016/09/16dmexrubiconsears.html>

Additional Syndication:

Twitter (MKNovak): <https://twitter.com/mknovak>

Video 19:

Headline: VR Is Next Up For Brands' Customer Experience Focus: Adobe's Vittal

Beet.TV: <http://www.beet.tv/2016/09/16dmexadobevittall.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-vr-is-next-up-for-b_b_12156346.html

Video 20:

Headline: Ooyala Combines Ad-Tech For Higher Publisher Yield: GM Braley

Beet.TV: <http://www.beet.tv/2016/09/16dmexooyala.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-ooyala-combines-ad_b_12234184.html

Ooyala: <http://www.ooyala.com/company/press>

crunchbase: <https://www.crunchbase.com/organization/ooyala/timeline#/timeline/index>

Video 21:

Headline: Furious Corp.'s Swartz Reflects U.S., EU Disparities At DMEXCO

Beet.TV:

<http://www.beet.tv/2016/09/furious-corp-s-swartz-reflects-u-s-eu-disparities-at-dmexco.html>

Additional Syndication:

Twitter (@furioscorp): <https://twitter.com/furioscorp>

Video 22:

Headline: Programmatic Creates Value For Zero-Rated TV Spots: Videology's Tigg

Beet.TV: <http://www.beet.tv/2016/09/john-tigg.html>

Additional Syndication:

Videology: <http://www.videologygroup.com/in-the-news/>

Facebook (Videology): <https://www.facebook.com/VideologyGroup/posts/1133924150021914>

Video 23:

Headline: Addressable Gives Broadcasters More Yield, Optimization Control: Videology's Block

Beet.TV: <http://www.beet.tv/2016/09/jon-block-videology.html>

Additional Syndication:

Twitter (@VideologyGroup): <https://twitter.com/videologygroup/status/781046247587282944>

Video 24:

Headline: GroupM Connect Is WPP's 'Unifier' In Real-Time Media Space

Beet.TV: <http://www.beet.tv/2016/09/juud-wanck.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-groupm-connect-is-w_b_12234182.html

Video 25:

Headline: Hybrid Dynamic Ad Insertion Scales Well For Huge Audiences: Adobe's Foster

Beet.TV: <http://www.beet.tv/2016/09/foster-campbell.html>

Additional Syndication:

Video 26:

Headline: Half Of Ads Are Mistargeted: Facebook Atlas' Webb

Beet.TV: <http://www.beet.tv/2016/09/16dmexfbbookwebb.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-half-of-ads-are-mis_b_12332542.html

Video 27:

Headline: Industry's Appetite For Vertical Video Is Rising: Opera's Yang

Beet.TV: <http://www.beet.tv/2016/09/16dmexoperayang.html>

Additional Syndication:

Facebook (Opera): <https://www.facebook.com/operamediaworks/posts/1240968029299394>

Video 28:

Headline: Wraparound Ads Blend Impact With Sensitivity: Sublime Skinz Founder

Beet.TV: <http://www.beet.tv/2016/09/16dmexskinsrouanet.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-wraparound-ads-blen_b_12332540.html

Facebook (Sublime Skinz): <https://www.facebook.com/sublimeskinz/posts/1322811374429999>

Video 29:

Headline: Performics' CEO Targets Intent And Consumer Demand

Beet.TV: <http://www.beet.tv/2016/09/16dmexperformicskahn.html>

Additional Syndication:

Facebook (Performics): <https://www.facebook.com/Performics/posts/10153888079342724>

Video 30:

Headline: Brands Must Optimize Quick Creative Mobile: Yahoo's Revenue Chief

Beet.TV: <http://www.beet.tv/2016/09/16dmexcyahooultz.html>

Additional Syndication:

Video 31:

Headline: Samba TV Brings Real-Time, Cross-Device TV Attribution To Europe

Beet.TV: <http://www.beet.tv/2016/09/16dmexsambanavin.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-samba-tv-brings-rea_b_12332574.html

Video 32:

Headline: IPG & Innovid Partner To Find The Right OTT Recipe

Beet.TV: <http://www.beet.tv/2016/09/16dmexinnovidtal.html>

Additional Syndication:

Innovid:

<http://www.innovid.com/news-2-1/2016/10/19/video-ipg-innovid-partner-to-find-the-right-ott-recipe>

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-ipg--innovid-partne_b_12332530.html

Facebook (Innovid): <https://www.facebook.com/innovid/posts/1267241843295792>

Video 33:

Headline: AOL's Kline Sees Location-Based Mobile As 'Untapped Frontier'

Beet.TV: <http://www.beet.tv/2016/09/allie-kline.html>

Additional Syndication:

Twitter (@EyeviewDigital): <https://twitter.com/eyeviewdigital/status/784065833052016641>

Video 34:

Headline: Isobar's Gee: Creative Agencies Are Service Designers, Not Broadcasters

Beet.TV: <http://www.beet.tv/2016/09/matt-gee.html>

Additional Syndication:

Facebook (Isobar): <https://www.facebook.com/IsobarUK/posts/1396335897060564>

Pinterest: <https://www.pinterest.com/pin/473440979561480359/>

Video 35:

Headline: Blame Attribution Analytics, Not Television: Durrios Of Neustar MarketShare

Beet.TV: <http://www.beet.tv/2016/09/philippe-durrios.html>

Additional Syndication:

Video 36:

Headline: Programmatic Edges In To 2017 TV Upfronts As Clypd Goes To Europe

Beet.TV: <http://www.beet.tv/2016/10/16dmexclypdburke.html>

Additional Syndication:

Facebook (Clypd): <https://www.facebook.com/clypd/posts/1101292966633347>

LinkedIn (Clypd): <https://www.linkedin.com/company/clypd-inc->

Video 37:

Headline: Drones And VR Firing Marketers' Imagination: MediaLink's Carty

Beet.TV:

<http://www.beet.tv/2016/10/drones-and-vr-firing-marketers-imagination-medialinks-carty.html>

Additional Syndication:

Video 38:

Headline: IPG's Media Lab Is Agency's Spotter For Tech Trends, Simon Says

Beet.TV: <http://www.beet.tv/2016/10/16dmexipgsimon.html>

Additional Syndication:

Twitter: <https://twitter.com/karamanatt>

Example Tweets and Retweets:





Jeff Liang
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Andy Plesser

@Beet_TV



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2:43 PM · Sep 16, 2016 from [Bonn, Germany](#)

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COLOGNE-The Internet Advertising Bureau Tech Lab is participating in two new coalitions, whose mandates are to improve the digital advertising experience for consumers and...

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4:50 PM - 19 Sep 2016



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Andy Plessner @Beet_TV · Sep 19

Beet Video: With Yahoo Union, @AOLAdvertising Hopes For An 'Unfair Advantage' To Dominant Content beet.tv/2016/09/jimmy-...
@maymann @AOL



John Nolan @jnotwit

Comms chap for AOL. Livin the south east London dream on the A2. Views gathered from somewhere else but all mine now.



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Jimmy Maymann @maymann

I like to build things; companies/houses/sand castles - you name it. Entrepreneur, Fmr. CEO at HuffPost now EVP, President of Content & Consumer Brands at AOL.



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Cross-Platform Targeting Should Focus On Cons...

COLOGNE-While it's great to be able to track consumers as they move across digital devices, marketers should place more emphasis on peoples' ...

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Watch our CEO of EMEA, Nicolas Bidon talk about dynamic tv ads coming into focus bit.ly/2cKbwwu #dmexco



11:05 PM · Sep 22, 2016

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Beet Video: @RubiconProject's @JaySears Sees Orders Boom, TV Far Away beet.tv/2016/09/16dmex...

w/ @RedFuryNYC @dmexco



Rubicon's Sears Sees Orders Boom, TV Far Away |

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Andy Plessner @Beet_TV · Sep 25

Beet Video: @ooyala Combines Ad-Tech For Higher Publisher Yield: GM Braley beet.tv/2016/09/16dmex... w/ @RedFuryNYC @dmexco



Ashley J. Swartz @RedFuryNYC

Geek in nice shoes. Triathlete. Founder of Furious Corp, an enterprise platform for TV broadcasters & programmers. Loves bubbles and tequila.



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Ooyala is unlocking the true revenue potential of digital TV. We help media companies build bigger audiences and make more money with video on every screen.



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Beet Video: @FuriousCorp Corp. Swartz Reflects U.S., EU

Disparities At @DMEXCO | beet.tv/2016/09/furiou... @RedFuryNYC

cc: @VideologyGroup



Furious Corp.'s Swartz Reflects U.S., EU Disparitie...

COLOGNE-If anyone doubted that DMEXCO has become a huge, must-attend event, that was dispelled by the presence of the "big dogs." Companies like Ac...

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Addressable Gives Broadcasters More Yield, Optimization Control: Videology's Block



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3:21 AM - 28 Sep 2016



John Tigg
@Tiggman81



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Videology's Block: Addressable Gives Broadcasters More Yield, Optimization Control [@Videologygroup](#) [@beet_tv](#)



Addressable Gives Broadcasters More Yield, Optimization...
COLOGNE-As a former tech staffer at ITV in London, Jon Block knows the many challenges facing linear television broadcasters as they plunge into the addressable space. So it is ...
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4:00 AM - 28 Sep 2016



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Sep 28

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Opera's Yang | beet.tv/2016/09/16dmex...



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1:56 AM - 30 Sep 2016





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Sublime Skinz @sublimeskinz · Sep 30

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Great interview from [@marc_Rouanet](#) in [@Beet_TV](#) [ow.ly/rjzF304ldKI](#)
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Wraparound Ads Blend Impact With Sensitivity: S...

COLOGNE -- Print media are used to wraparound ad formats, which see brands take over the front and back pages of newspapers or magazines. Online media ar...
[beet.tv](#)



2



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Allie Kline of [@AOL](#) sees location-based [#mobile](#) as an untapped frontier - do you agree? [#marketing](#) [#video](#)



AOL's Kline Sees Location-Based Mobile As 'Untapped Fr...

COLOGNE-To the world at large, the fate of Yahoo had been a long-running saga that seemed like it would never end. But to AOL CMO Allie Kline, the deal joining AOL and Yahoo is ...
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11:20 AM - 6 Oct 2016





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Doug Hurd

@dhurd



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