

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-Philipe 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 inhouse geeks test out and apply transformational new tech. And IPG Mediabrands is no different. Its IPG Media Lab is devoted to finding



Neil Carty, SVP Innership Sprange, MediaLisk Beet.

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



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







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



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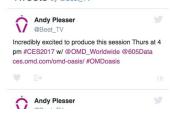


Programmatic Edges In To 2017 TV Upfronts As Clypd Goes To Europe

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







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-plesser/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/2016/09/16dmexcexlabdobson.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-plesser/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/furiouscorp

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/2016/09/16dmexfbookwebb.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-plesser/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-recip

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/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:

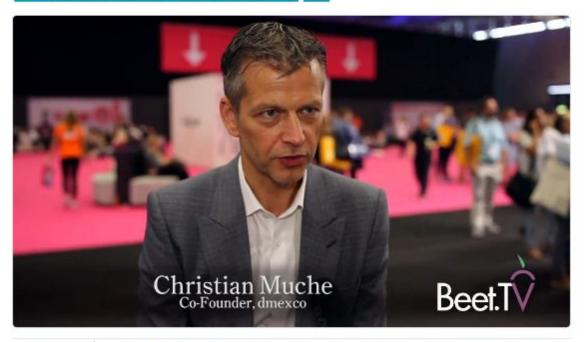
Twitter: https://twitter.com/karamanatt

Example Tweets and Retweets:





Brands Flock To Figure Out New-Screen Opportunities At #DMEXCO! @Beet_TV interview w @cmuche beet.tv/2016/09/16dmex ...



LIKES









7:44 AM - 16 Sep 2016







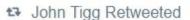




Agencies Must Put Data At Center Of New Bundle: MediaLink's Kassan

huffingtonpost.com/andy-plesser/v ... via @HuffPostBiz









Beet Video: To Disrupt TV, Work With It, Not Against It:

@VideologyGroup 's Eisenstein beet.tv/2016/09/16dmex...

@dmexco #DMEXCO2016



To Disrupt TV, Work With It, Not Against It: Videology's Eisenstein | www.beet.tv

2:43 PM · Sep 16, 2016 from Bonn, Germany





WATCH: @IABTechLab Helping To Fix 'Annoying Ads', Promote Video Globally bit.ly/2dbVsme #dmexco #dmexco2016 (via @Beet TV)



£3 7

W 13

IAB Tech Lab Helping To Fix 'Annoying Ads', Promote Vid...

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... beet.tv







Andy Plesser @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







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



Spotify Testing Original Video Series With Brands As Sub...

COLOGNE-With video advertising now generating about 30% of overall revenue, Spotify is beta testing original video series so that brands can reach both paid and free users "in a...

beet.tv

1			
8:50 AM	- 20 Sep 2016		
<6	£3	W 1	



MD Worldwide Retweeted



Andy Plesser @Beet TV - Sep 21



Beet Video: Cross-Platform Targeting: Focus On Consumer @OMD_Worldwide CDO beet.tv/2016/09/blake-... @Blake_Cuthbert @Omnicom @dmexco



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' ... beet.tv







...





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

1 LIKE



Mari Kim Novak Retweeted



Andy Plesser @Beet TV - Sep 23

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

COLOGNE -- For one of the leading programmatic advertising technology outfits, it's been a summer of announcements. Rubicon Project was tapped by Spot ... beet.tv









Retweeted 2 times





Andy Plesser @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.









Andy Plesser @Beet_TV · Sep 26

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... beet.tv



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.@Tiggman81 SVP of Enterprise Solutions says @Beet_TV @dmexco: #Programmatic creates value for zero-rated #TV spots bit.ly/2dyKF95

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



RETWEETS

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.@jonblock @VideologyGroup say @dmexco @Beet_TV: #Addressable gives #broadcasters more yield, optimization control bit.ly/2dewMKS

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



RETWEETS

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3:21 AM - 28 Sep 2016





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 ... beet.tv

RETWEET

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4:00 AM - 28 Sep 2016



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Andy Plesser @Beet_TV

Beet Video: @GroupMWorldwide Connect Is @WPP 's 'Unifier' In Real-Time Media Space beet.tv/2016/09/juud-w... #dmexco2016 @dmexco



GroupM Connect Is WPP's 'Unifier' In Real-Time Media Space www.beet.tv







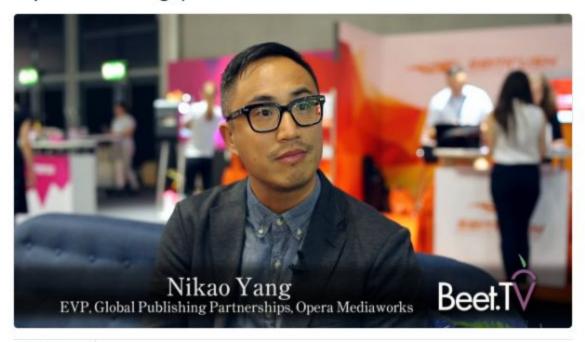


Sep 28





Industry's Appetite For Vertical Video Is Rising: Opera's Yang | beet.tv/2016/09/16dmex...







1:56 AM - 30 Sep 2016









Marc Rouanet Retweeted



Sublime Skinz @sublimeskinz · Sep 30

Wraparound #ads Blend Impact With Sensitivity.

Great interview from @marc Rouanet in @Beet TV ow.ly/rjzF304ldKl @dmexco



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











eyeview Eyeview

@EyeviewDigital





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 ... beet.tv

11:20 AM - 6 Oct 2016











.@Beet_TV w/ @jburkejburke at #dmexco: Programmatic Edges In To 2017 TV Upfronts As @clypd Goes To Europe





.@Beet_TV w/ @jburkejburke at #dmexco: Programmatic Edges In To 2017 TV Upfronts As @clypd Goes To Europe





Kara Manatt @karamanatt · Oct 17

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



IPG's Media Lab Is Agency's Spotter For Tech Tre...

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...

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