



Election 2016: The Future of Political Advertising Is Now Presented by OpenX with Intermarkets

On the eve of the 2016 elections, Beet.TV collaborated with OpenX and with Intermarkets in assembling a distinguished group of publishers, political ad agencies, tech providers and broadcasters for a half-day leadership summit in Washington, D.C..

The series positioned OpenX as a leader in the programmatic and advanced advertising field. This position was amplified by bringing together present and prospective clients along with important industry partners. This project solidified and created new business relationships and projected OpenX to an influential audience far beyond the 75 attendees at the W Hotel.

All the participants were taped via one-on-one interviews, and their appearances on stage were edited into several video clips. The project yielded 24 segments. The videos and the surrounding social media and marketing buzz elevated this event to an influential audience. The videos continue to be watched.

The videos were published on Beet.TV, The Huffington Post, Reuters and on other outlets. The videos also played on the Twitter video player. From September through December 31, the series had nearly 75K video views.

The videos and the series were heavily promoted via Twitter, email marketing, banners and retargeting. There have been some 150K social interactions around the video and event and some 500K impressions via banners and retargeting.

Here are the key elements of the project:

Landing Page: <http://www.beet.tv/category/election-2016>

Interviewees: Page 2

Visuals: Pages 3–4

Videos & Syndication: Pages 4–11

Tweets & Retweets: Pages 12–17

Interviewees:

Erik Requidan – VP, Programmatic, Intermarkets

Matthew Dybwad – Head of Politics & Public Affairs, TubeMogul

Mark Failla – Director, Political Ad Sales, D2 Media Sales

Jeff Sutton – VP, Audience Targeting, Programming & Data Strategies, Advance Local

Jason Tollestrup – Dir., Programmatic Advertising & Business Intelligence, The Washington Post

Brandon White – Head of Programmatic, Politico

Susan Parker – VP, Digital Revenue & Analytics, Hearst

Julie Van Ullen – VP, Business Development, OpenX

Carol Davidsen – VP, Political Technology, comScore

Mark Jablonowski – Chief Technology Officer, DSPolitical

Jordan Lieberman – Politics & Public Affairs Lead, Audience Partners

Zac Moffatt – Co-Founder, Targeted Victory

Matt Prohaska – CEO & Principal, Prohaska Consulting

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



Election 2016: The Future of Political Advertising Is Now, presented by OpenX



Advance Local's Sutton Sees Bid Demand for Digital Advertising in Politics

WASHINGTON, D.C. - Having established its data management platform about five years ago, hyper local media and marketing specialist Advance Local is seeing huge demand for delivering political messages to specific audiences ranging from Staten Island, NY, to Oregon. These messages are delivered via the company's portfolio of websites, newspapers, niche publications and mobile apps, according to Jeff Sutton,



Without Household-Level Data, 'Average' Frequency For Political Campaigns Can Be Scary: comScore's Davidsen

WASHINGTON, D.C. - To get a sense of how the marriage of comScore and Rentrak has impacted political advertising, consider that in the 2012 election cycle six percent of the households the Obama campaign was targeting were exposed to 60 ads each week. But the campaign's 'average' exposure was 12 ads weekly. 'Average is a great number



OpenX's Van Ullen: Political Advertising Nascent In Private Marketplaces But Interest Is Keen



Tweets by @Beet_TV

Andy Plesser Retweeted

Dan Rayburn
@DanRayburn

CNBC is reporting that CBS will be coming to Hulu's live streaming service and is getting \$3 per sub to start, \$4 per sub at end of contract

1h



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OpenX's Van Ullen: Political Advertising Nascent In Private Marketplaces But Interest Is Keen



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Videos:**Video 1:**

Headline: Requidan Of Intermarkets: Healthy Double-Digit Private Marketplace CPM's For Political Ads

Beet.TV: <http://www.beet.tv/2016/09/erik-requidan-election2.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/requidan-of-intermarkets-healthy-doubledigit-private-marketplace-cpm-for-political-ads-1u4l6>

Video 2:

Headline: OpenX's Van Ullen: Political Advertising Nascent In Private Marketplaces But Interest Is Keen

Beet.TV: <http://www.beet.tv/2016/09/julie-van-ullen.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/openxs-van-ullen-political-advertising-nascent-in-private-marketplaces-but-interest-is-keen-1u50b>

Video 3:

Headline: Without Household-Level Data, 'Average' Frequency For Political Campaigns Can Be Scary: comScore's Davidsen

Beet.TV: <http://www.beet.tv/2016/09/carol-davidsen.html>

Additional Syndication:

Huffington Post:

<http://www.huffingtonpost.com/andy-plessner/video-without-household-level-data-average-frequency-for-political-campaigns-can-be-scary-comscores-davidsen-1umt2>

Follow News:

<https://www.follownews.com/without-householdlevel-data-average-frequency-for-political-campaigns-can-be-scary-comscores-davidsen-1umt2>

Video 4:

Headline: Advance Local's Sutton Sees Bid Demand for Digital Advertising in Politics

Beet.TV: <http://www.beet.tv/2016/09/jeff-sutton.html>

Additional Syndication:

Video 5:

Headline: TubeMogul's Dybwad: Buying Programmatic TV Online Will Be Widespread By 2018 Political Cycle

Beet.TV: <http://www.beet.tv/2016/09/matthew-dybwad.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-tubemoguls-dybwad-b_b_12050908.html

Follow News:

<https://www.follownews.com/tubemoguls-dybwad-buying-programmatic-tv-online-will-be-widespread-by-2018-political-cycle-1umw9>

Video 6:

Headline: DISH & DirecTV Venture (D2 Media) Provides Addressable TV Ads For More Than 100 Political Campaigns In 2016

Beet.TV: <http://www.beet.tv/2016/09/mark-failla.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-dish--directv-ventu_b_12086438.html

Follow News:

<https://www.follownews.com/dish--directv-venture-d2-media-provides-addressable-tv-ads-for-more-than-100-political-campaigns-in-2016-1v22g>

Video 7:

Headline: Regional Expansion Fuels POLITICO's Audience Targeting Credentials In 2016 Election Cycle

Beet.TV: <http://www.beet.tv/2016/09/randon-white.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/regional-expansion-fuels-politicos-audience-targeting-credentials-in-2016-election-cycle-1v22f>

Video 8:

Headline: Next Wave Of Political Programmatic Brings Better CRM And More Native

Messaging: Prohaska CEO

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

Additional Syndication:

Video 9:

Headline: Optimizing TV Will Unleash Creative Potential Of Political Campaign Spending:

Targeted Victory's Moffatt

Beet.TV: <http://www.beet.tv/2016/09/zac-moffatt.html>

Additional Syndication:

Targeted Victory:

<https://www.targetedvictory.com/2016/09/22/video-challengers-outperform-one-thing-well/>

Follow News:

<https://www.follownews.com/optimizing-tv-will-unleash-creative-potential-of-political-campaign-spending-targeted-victorys-moffatt-1v466>

Video 10:

Headline: Video, Mobile And Social Political Campaigns Rise, Programmatic Display Wanes:

Audience Partners' Lieberman

Beet.TV: <http://www.beet.tv/2016/09/jordan-lieberman.html>

Additional Syndication:

Facebook (Audience Partners):

<https://www.facebook.com/AudiencePartners/posts/1130647640346686>

Facebook (Campaign Grid):

<https://www.facebook.com/CampaignGrid/posts/10155236717313294>

Video 11:

Headline: DSPolitical Ramping Up Tech Stack While Expanding To International Markets

Beet.TV: <http://www.beet.tv/2016/09/mark-jablonowski.html>

Additional Syndication:

Facebook (DSPolitical): <https://www.facebook.com/dspolitical/posts/889172917885346>

Follow News:

<https://www.follownews.com/dspolitical-ramping-up-tech-stack-while-expanding-to-international-markets-1v4ar>

Video 12:

Headline: Flexibility And Easier Data Use Will Help Publishers In Future Elections: Hearst's Parker

Beet.TV: <http://www.beet.tv/2016/09/susan-parker.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/flexibility-and-easier-data-use-will-help-publishers-in-future-elections-hearsts-parker-1vn0j>

Video 13:

Headline: Washington Post Foresees Guaranteed Digital Audiences For Campaigns By 2020

Beet.TV: <http://www.beet.tv/2016/09/jason-tollestrup.html>

Additional Syndication:

Video 14:

Headline: Data, Not Tech, Constraining Programmatic For Political Campaigns: comScore's Davidsen

Beet.TV: <http://www.beet.tv/2016/09/davidsen-panel.html>

Additional Syndication:

Facebook (Metamarkets): <https://www.facebook.com/Metamarkets/posts/919549671511440>

Follow News:

<https://www.follownews.com/data-not-tech-constraining-programmatic-for-political-campaigns-comscores-davidsen-1wb10>

Video 15:

Headline: Header Bidding Surfaces Value Of 'Every Single Impression': OpenX's Van Ullen
Beet.TV: <http://www.beet.tv/2016/09/van-ullen-panel.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-header-bidding-surf_b_12234186.html

Follow News:

<https://www.follownews.com/header-bidding-surfaces-value-of-every-single-impression-openxs-van-ullen-1wb2s>

Video 16:

Headline: Intermarkets' Requidan: Buyers Seek Access And Clarity In Private Marketplaces
Beet.TV: <http://www.beet.tv/2016/09/erik-requidan-election.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/intermarkets-requidan-buyers-seek-access-and-clarity-in-private-marketplaces-1wb56>

Video 17:

Headline: Two Billion Monthly Impressions 'Not Small': Hearst's Parker To Political Ad Buyers
Beet.TV: <http://www.beet.tv/2016/10/susan-parker-panel.html>

Additional Syndication:

Facebook (Hearst): <https://www.facebook.com/HearstCorp/posts/10154549243591449>

LinkedIn (Hearst): <http://linkedin.com/company/hearst>

Topix: <http://www.topix.com/forum/com/openx/TG8J834TGKCRBUFB4>

Video 18:

Headline: Politico: Thinking Like Campaigns To Target, Influence Readers
Beet.TV: <http://www.beet.tv/2016/10/randon-white-panel.html>

Additional Syndication:

Video 19:

Headline: Header Bidding 'Correcting' Programmatic Marketplace: Washington Post's Tollestrup
Beet.TV: <http://www.beet.tv/2016/10/jason-tollestrup-panel.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/header-bidding-correcting-programmatic-marketplace-washington-posts-tollestrup-1xs5g>

Video 20:

Headline: Advance Local Sees More Consultative Demand Amid Programmatic Evolution
Beet.TV: <http://www.beet.tv/2016/10/jeff-sutton-panel.html>

Additional Syndication:

Video 21:

Headline: 2016 Election Cycle Attracts Digital Buyers To D2's Addressable Households
Beet.TV: <http://www.beet.tv/2016/10/mark-failla-election2.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/2016-election-cycle-attracts-digital-buyers-to-d2s-addressable-households-1y81m>

Video 22:

Headline: TV Buyers Will Pay More For Programmatic Efficiency: TubeMogul's Dybwad
Beet.TV: <http://www.beet.tv/2016/10/matthew-dybwad-panel.html>

Additional Syndication:

Huffington Post: <http://www.huffingtonpost.com/news/tubemogul/>

Facebook (FiveFifty): <https://www.facebook.com/550mktg/posts/1289560151068058>

Video 23:

Headline: Beet.TV Politics Summit Panel Weighs Benefits Of Data Targeting, Reality Of Spending

Beet.TV: <http://www.beet.tv/2016/10/panel-four-election.html>

Additional Syndication:

Follow News:

<https://www.follownews.com/beettv-politics-summit-panel-weighs-benefits-of-data-targeting-reality-of-spending-1z81q>

Video 24:

Headline: Human Capital, Digital Decisioning Focus Of Beet.TV Political Ads Panel

Beet.TV: <http://www.beet.tv/2016/10/panel-four-two.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=inxJemHeRc8>

Example Tweets and Retweets:



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VIDEO: [@ZacMoffatt](#) with [@Beet_TV](#)
"Optimizing TV Will Unleash Creative Potential Of Political Campaign Spending"



Optimizing TV Will Unleash Creative Potential Of Political ...
WASHINGTON, D.C.-Political campaign veteran Zac Moffatt believes a big key to success for future election cycles is more optimized television spending to heighten targeting and ...
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Nicole Kosar

@Nicole_Kosar



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.[@mattprohaska](#) talks to [@jvanullen](#) of
[@openx](#) for [@beet_TV](#). [#PMP](#) nascent in
political [#ad](#) space but interest is keen



OpenX's Van Ullen: Political Advertising Nascent In Privat...

WASHINGTON, D.C.-One of Julie Van Ullen's roles at OpenX is that of an educator when it comes to the political advertising space, particularly with regard to programmatic ad buy...

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Andy Plessner @Beet_TV · Sep 21

Beet Video: Flexible #Data Use Will Help Publishers In Future Elections: @Hearst's Parker [beet.tv/2016/09/susan-...](#) w/ @jvanullen @OpenX



Flexibility And Easier Data Use Will Help Publisher...

WASHINGTON, D.C.-Too much TV pretty much sums up this election cycle with regard to political advertising for Susan Parker at Hearst. In the next cycle, publisher...
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Beet Video: Washington Post Foresees Guaranteed Digital Audiences For Campaigns By 2020 beet.tv/2016/09/jason-... w/ @jvanullen @OpenX



Washington Post Foresees Guaranteed Digital Au...

WASHINGTON, D.C.-Challenged by reach, scale and bidding against brand advertisers for impressions, political campaigns are hamstrung in their desire to d...

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Andy Plessner @Beet_TV · Oct 2

Beet Video: Two Billion Monthly Impressions 'Not Small': @Hearst's Parker To Political Ad Buyers beet.tv/2016/10/susan-... w/ @jvanullen



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Julie Van Ullen @jvanullen

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Andy Plessner @Beet_TV · Oct 3

Beet Video: @politico Thinking Like Campaigns To Target, Influence Readers #programmatic chief @randon_white says



Politico: Thinking Like Campaigns To Target, Influ...

WASHINGTON, D.C.-If there's a misconception that political content is not the best platform in which to advertise political campaigns, "We completely disagree..."
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.@Mdybwad sits down with @Beet_TV,
explains why #TV #ad buyers will pay more for
#programmatic efficiency
[beet.tv/2016/10/matthe ...](http://beet.tv/2016/10/matthe...) #PTV



TV Buyers Will Pay More For Programmatic Efficiency: Tu...

WASHINGTON, D.C.-It's common wisdom that the growth of programmatic television advertising has been constrained less by technology than by the difficulty in herding together all...
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Beet Video: @politico Thinking Like Campaigns To Target, Influence Readers #programmatic chief @randon_white says beet.tv/2016/10/randon...



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Andy Plesser @Beet_TV · Oct 13



Beet Video: Human Capital, Digital Decisioning Focus Political Ads Panel beet.tv/2016/10/panel-... @intermarkets @OpenX @Requidan



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digital strategist + marketer, listener, idea connector, always curious, proud dad/twin girls+boy, lucky husband, live 3 or 4 days in 1



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