



## **Alphonso in Cannes, An Activation with MEC & Beet.TV**

Through the Cannes event during Cannes with with Beet.TV and MEC, Alphonso's brand and marketplace leadership was projected to its key audience of brands, programmers and media agencies.

Outlined below are the 30-plus links from the 9 videos from the event and related interviews. The videos have gotten approximately 15k views and will continue to be viewed for several months. We have associated the sponsors with the content with an 8-second sponsorship bumper that has appeared before and after each clip.

In addition to the association with the videos, the sponsors are credited in the text posts on Beet.TV and on the Huffington Post. We estimate that there have been 100k page views of the series articles.

To drive consumption of the videos, we have heavily promoted the videos from the event with banners on Beet.TV. Banners received approximately 80k impressions on the site.

The series has been promoted via social media with tweets to our 9k followers on Twitter. We have heavily promoted the series via daily email blasts to our 9k subscribers. Through promotion and social media we have garnered at least 200k impressions.

Here are the key elements:

**Landing Page:** <https://www.beet.tv/category/alphonso-cannes-2017>

**Interviewees:** Page 2

**Visuals:** Pages 3 – 4

**Videos & Syndication:** Pages 5 – 8

**Tweets & Retweets:** Pages 9 – 10

**Interviewees:**

Mark Gall, Chief Revenue Officer, Alphonso

Tim Castree, Global CEO, MEC

Ryan Jamboretz, CRO, Videology

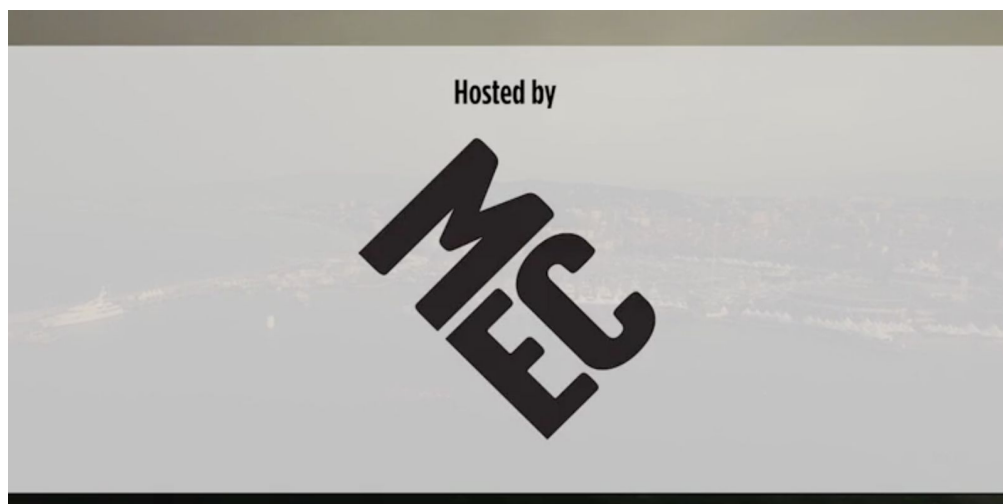
Raghu Kodige, Chief Product Officer, Alphonso

Mel Berning, President, Sales, A+E Networks

Ben Tatta, Co-Founder & President, 605

Visuals:

Pre-Roll:



**Banners (as seen on Beet.TV):**



**The Advanced TV Summit at Cannes Lions 2017 presented by Alphonso**



**MEC's Tim Castree: Solving Cross-Screen Convergence Will Keep Agencies Relevant**

CANNES – As long as television and premium video remain atop the ROI stack for marketers, agencies need to solve convergence of the two for their marketer clients. If they don't, they could be disintermediated by giants like Facebook and Google and knocked down a rung on the value chain by new entrants like Accenture.



**Alphonso's Mark Gall: Connecting TV To Mobile, Consumer Ad Exposure To Results**

CANNES – If you are one of the many people whose attention to a television show is shared by another device, there's a decent chance Alphonso knows what you're watching. The automatic content recognition company indexes TV like Google indexes the Internet. So when an Alphonso SDK in a tablet, smartphone, smart set-top box or



**A+E, 605 Dissect Viewing, Transactional Data And Bust Some Myths In The Process**

CANNES – Even if unified cross-screen audience measurement remains a bridge too far at present, understanding linear television audiences gets better all the time. This is something that A+E Networks can attest to following an engagement with TV analytics firm 605 in which ad exposure data was matched with transactional records. The result, as moderator



**Yield Management is Essential for Digital Video Business, MEC Global CEO Tim Castree**

CANNES – What constitutes "premium content" is in the eye of the beholder. So rather than trying to ascertain a common definition, one's time is better spent understanding the drivers of ROI while taking into account things like



Tweets by @Beet\_TV

- Andy Plesser Retweeted
- Preet Bharara @PreetBharara  
"Look, if Mr. Putin continues to insult & undermine America, I will offer him thanks the likes of which the world has never seen."
- Andy Plesser Retweeted
- Nielsen @Nielsen  
Jessica Hogue: 'OTT TV Measurement Is a Journey' @Beet\_TV nlsn.co/60158vdtz

[Embed](#) [View on Twitter](#)



**The Advanced TV Summit at Cannes Lions 2017 presented by Alphonso**



**MEC's Tim Castree: Solving Cross-Screen Convergence Will Keep Agencies Relevant**

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- Nielsen @Nielsen  
Jessica Hogue: 'OTT TV Measurement Is a Journey' @Beet\_TV nlsn.co/60158vdtz

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## **Videos & Syndication:**

### **Video 1:**

Headline: TV Is Moving Down The Funnel: Alphonso's Gall

Beet.TV: <https://www.beet.tv/2017/06/17cannesalphonsogall.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-alphonsos-mark-gall-connecting-tv-to-mobile\\_us\\_59651f05e4b09be68c0055bd](http://www.huffingtonpost.com/entry/video-alphonsos-mark-gall-connecting-tv-to-mobile_us_59651f05e4b09be68c0055bd)

YouTube (Beet.tv): <https://www.youtube.com/watch?v=5xYRrbHeiio>

AOL On:

<http://on.aol.ca/video/tv-is-moving-down-the-funnel-alphonso-s-gall-594d15d783b51f582422c4ff>

Reuters Insider: <http://reut.rs/2tZAzIM>

### **Video 2:**

Headline: More Standards For Advanced TV, Premium Video A Bulwark For

Agencies: MEC's Tim Castree

Beet.TV: <https://www.beet.tv/2017/06/tim-castree.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-more-standards-for-advanced-tv-premium-video\\_us\\_5950d7f0e4b0f078efd98315](http://www.huffingtonpost.com/entry/video-more-standards-for-advanced-tv-premium-video_us_5950d7f0e4b0f078efd98315)

Reuters Insider: <http://reut.rs/2u5pVJZ>

### **Video 3:**

Headline: Overseas Convergence of TV And Video Presaged U.S. 'Awakening':

Videology's Ryan Jamboretz

Beet.TV:

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-overseas-convergence-of-tv-and-video-presaged\\_us\\_59523e92e4b0c85b96c65c73](http://www.huffingtonpost.com/entry/video-overseas-convergence-of-tv-and-video-presaged_us_59523e92e4b0c85b96c65c73)

Videology:

<https://videologygroup.com/news-collection/2017/6/27/huffington-post-overseas-convergence-of-tv-and-video-presaged-us-awakening-videologys-ryan-jamboretz>

LinkedIn (Videology): <https://www.linkedin.com/company/videology-group>

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/overseas-convergence-of-tv-and-video-presaged-u-s-awakening-videology-s-ryan-jamboretz-595122ceb90afb574ec92703>

Reuters Insider: <http://reut.rs/2tdZViv>

#### **Video 4:**

Headline: Alphonso's Kodige Takes TV Ad-Tracking To Movie Theaters

Beet.TV: <https://www.beet.tv/2017/06/17cannesalphonsokodige.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-alphonso-kodige-takes-tv-ad-tracking-to-movie\\_us\\_59523f95e4b0326c0a8d0b27](http://www.huffingtonpost.com/entry/video-alphonso-kodige-takes-tv-ad-tracking-to-movie_us_59523f95e4b0326c0a8d0b27)

Alphonso: <http://alphonso.tv/company/news/>

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/alphonso-s-kodige-takes-tv-ad-tracking-to-movie-theaters-59519322f3bdc970c5c96b88>

Facebook (Alphonso, Inc.):

<https://www.facebook.com/AlphonsoTVdata/posts/257299478093640>

Reuters Insider: <http://reut.rs/2tdNOIE>

#### **Video 5:**

Headline: A+E's Mel Berning: Less Intuition, More Data Inform Advertiser Program Decisions

Beet.TV: <https://www.beet.tv/2017/06/mel-berning.html>

Additional Syndication:

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/a-e-s-mel-berning-less-intuition-more-data-inform-advertiser-program-decisions-5951945f85eb4262044edb4c>

Reuters Insider: <http://reut.rs/2tecHNT>

#### **Video 6:**

Headline: Yield Management is Essential for Digital Video Business, MEC Global

CEO Tim Castree

Beet.TV: <https://www.beet.tv/2017/07/mec-paneltwo.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-yield-management-is-essential-for-digital-video\\_us\\_595d19e5e4b0f078efd98dcb](http://www.huffingtonpost.com/entry/video-yield-management-is-essential-for-digital-video_us_595d19e5e4b0f078efd98dcb)

Facebook (MEC): <https://www.facebook.com/MECGlobal/posts/1605618702806293>

Reuters Insider: <http://reut.rs/2tL2Z5Y>

#### **Video 7:**

Headline: A+E, 605 Dissect Viewing, Transactional Data And Bust Some Myths In The Process

Beet.TV: <https://www.beet.tv/2017/07/berning-tatta.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-ae-605-dissect-viewing-transactional-data\\_us\\_59652096e4b0deab7c646c39](http://www.huffingtonpost.com/entry/video-ae-605-dissect-viewing-transactional-data_us_59652096e4b0deab7c646c39)

Facebook (605): <https://www.facebook.com/605data/posts/1126605614137865>

LinkedIn (605): <https://www.linkedin.com/company/605data>

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/a-e-605-dissect-viewing-transactional-data-and-bust-some-myths-in-the-process-5963ca45f3bdc95fde2a658f>

Reuters Insider: <http://reut.rs/2u8Ps8k>

#### **Video 8:**

Headline: Alphonso's Mark Gall: Connecting TV To Mobile, Consumer Ad Exposure To Results

Beet.TV: <https://www.beet.tv/2017/07/mec-gall.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-alphonso-s-mark-gall-connecting-tv-to-mobile\\_us\\_59651f05e4b09be68c0055bd](http://www.huffingtonpost.com/entry/video-alphonso-s-mark-gall-connecting-tv-to-mobile_us_59651f05e4b09be68c0055bd)

Facebook (Alphonso): <https://www.facebook.com/AlphonsoTVdata/posts/254911434999111>

Alphonso: <http://alphonso.tv/company/news/>

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/alphonso-s-mark-gall-conn>

[ecting-tv-to-mobile-consumer-ad-exposure-to-results-5963cb861de5a1538d11c83b](#)

Reuters Insider: <http://reut.rs/2u8FtA8>

**Video 9:**

Headline: MEC's Tim Castree: Solving Cross-Screen Convergence Will Keep Agencies Relevant

Beet.TV: <https://www.beet.tv/2017/07/mec-panelone.html>

Additional Syndication:

Huffington Post:

[http://www.huffingtonpost.com/entry/video-mecs-tim-castree-solving-cross-screen-convergence\\_us\\_596e1850e4b0376db8b65b05](http://www.huffingtonpost.com/entry/video-mecs-tim-castree-solving-cross-screen-convergence_us_596e1850e4b0376db8b65b05)

AOL On:

<http://on.aol.ca/partners/beettv-affiliate-551439111146fb0d084da452/mec-s-tim-castree-solving-cross-screen-convergence-will-keep-agencies-relevant-596d64ce8c08e02456303645>

Reuters Insider: <http://reut.rs/2vxYs4G>



**A Selection of Tweets and Retweets:**



**MEC Ideas**  
@MECIdeas

Follow

MEC CEO Tim @castree talk about solving Advanced TV more systematically and more holistically w @Beet\_TV #MECATCANNES

**Andy Plessner** @Beet\_TV

More Standards For Advanced TV, Premium Video A Bulwark For Agencies:  
@MECIdeas 's Tim @castree – beet.tv/2017/06/tim-ca... @GroupMWorldwide

2:51 AM - 26 Jun 2017

2 Retweets 3 Likes



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**Conrad Buck** @conradbuck · Jun 28

(VIDEO) Overseas Convergence of TV And Video Presaged U.S. 'Awakening':  
Videology's Ryan Jamboretz [huffingtonpost.com/entry/video-ov...](http://huffingtonpost.com/entry/video-ov...) via  
[@HuffPostBlog](#)



**(VIDEO) Overseas Convergence of TV And Video Presaged U.S. 'Awa...**  
CANNES – Call it digital déjà vu. The global convergence of television and video that has set off a wave of consolidation and new market entrants in t...  
[huffingtonpost.com](http://huffingtonpost.com)



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beet.tv

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