



Mastercard Rooftop Cannes Summit on Agency Automation

Beet.TV joined Jay Sears and Mastercard in programming the annual rooftop event in Cannes by bringing key players to the stage.

The event explored the transformation of how media agencies can be data driven. The program was a deep dive into this dynamic. Via the series videos, the conversation has gone far beyond Cannes to industry watchers around the globe. The event and the video series also projected Mastercard as a key player in adtech and martech.

Outlined below are the 25-plus links from the 12 videos from Beet.TV's coverage the event. These videos have generated about 35K views on the Beet.TV player and will continue to be viewed for several months. We have associated Mastercard with the content with an 8-second sponsorship bumper.

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 150k 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 and with an aggressive retargeting program. Banners have received approximately 500k impressions.

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. Participating agencies including Dentsu, GroupM and Hearts & Science have heavily tweeted the videos. Through promotion and social media we have garnered at least one million additional impressions outside of Beet.TV.

Here are the key elements:

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

Interviewees: Page 3

Visuals: Pages 4 – 5

Videos & Syndication: Pages 6 – 9

Tweets & Retweets: Page 10

Retargeting: Page 11

Interviewees:

Jay Sears, SVP, Mastercard Ad Intelligence, Mastercard

Arun Kumar, Data & Marketing Technology Officer, IPG Mediabrands

Brian Lesser, CEO, North America, GroupM

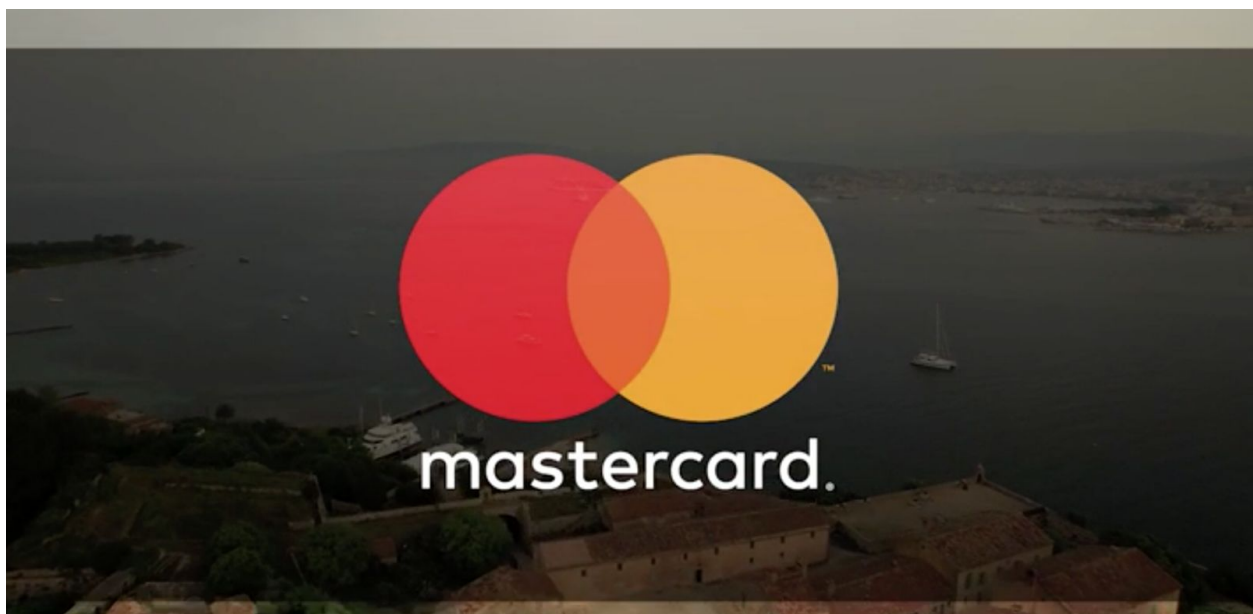
Scott Hagedorn, Founder & CEO, Hearts & Science

Doug Ray, President, Product & Innovation, Dentsu Aegis Network

Ben Jankowski, Group Head, Global Media, Mastercard

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



The Mastercard Automated Advertising Panel, Cannes Lions 2017



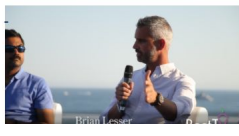
Cannes Mastercard Session: Execs Address GDPR And 'Privacy By Design'
 CANNES — From May 2018, strict new regulations governing how companies can handle European citizens' data will pose a challenge to everyone who handles customer or audience data. Amongst other stipulations, the European Commission's General Data Protection Regulation (GDPR) measures include: explicit valid consent must be given for citizens' data to be collected.



What Agency Tech Chiefs Have Learned From Climbing The Ranks
 CANNES — In the last couple of years, data-driven and programmatic advertising techniques have grown in importance to ad agencies, so many of the agencies have put the processes at the heart of their organizations. For many, that has meant a promotion for the executives who once ran outlier data divisions within an agency but



IPG, GroupM & Dentsu Agency Leads Explore Data Taxonomy And The Mobile Revolution
 CANNES — Mobile is one of the biggest forces shaping digital marketing, marketers are challenged to agree common data standards, and advertising can enjoy a healthy future where commerce is taking place. Those were some of the conclusions of a panel of ad agency technology executives, who



Netflix's Ad Model Could Be Content, GroupM's Lesser
 CANNES — Will Netflix introduce advertising? That is a question on many minds in Silicon Valley, Wall Street and Madison Avenue alike. Often, the question is framed as an "either-or" in which Netflix would have to choose between continuing its current premium SVOD model or ripping it up in favour of ad funding. Previously, Ampere



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



The Mastercard Automated Advertising Panel, Cannes Lions 2017



Cannes Mastercard Session: Execs Address GDPR And 'Privacy By Design'
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- Nielsen @Nielsen
Jessica Hogue: 'OTT TV Measurement is a Journey' @Beet_TV nlsn.co/60158vdtz

Videos & Syndication:

Video 1:

Headline: Mastercard Ad Intelligence's Jay Sears: More Brands Focused On Business Outcomes

Beet.TV: <https://www.beet.tv/2017/06/jay-sears.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-mastercard-ad-intelligences-jay-sears-more_us_594ce2bde4b0f078efd9809a

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

Video 2:

Headline: IPG's Data Chief Goes The Extra Mile, Beyond Proxies

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

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-ipgs-data-chief-goes-the-extra-mile-beyond_us_59523d9de4b0326c0a8d0b22

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/ipg-s-data-chief-goes-the-extra-mile-beyond-proxies-5950dc38c214e321369a71e9>

Reuters Insider: <http://reut.rs/2te3KEI>

Video 3:

Headline: GroupM's Lesser Rearchitects The Agency For A Data-Led Future

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

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-groupms-lesser-rearchitcts-the-agency-for_us_59523e16e4b0326c0a8d0b23

LinkedIn (GroupM): <https://www.linkedin.com/company/groupm/activity?fl=0>

Video 4:

Headline: Brands Must Unite And Control Their Own Data, Hearts & Science CEO

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

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-brands-must-unite-and-control-their-own-data_us_59523e66e4b0c85b96c65c71

Reuters Insider: <http://reut.rs/2te9eig>

Video 5:

Headline: Dentsu Aegis Network's Doug Ray On Data Privacy And A Pivot To More PII

Beet.TV: <https://www.beet.tv/2017/06/doug-ray.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-dentsu-aegis-networks-doug-ray-on-data-privacy_us_59523f3ee4b0c85b96c65c75

Dentsu Aegis: <http://www.dentsuaegisnetwork.com/m1>

Reuters Insider: <http://reut.rs/2tdSW9e>

Video 6:

Headline: Clients Caught Between Two Worlds: Agency Panel Discusses

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcpainmix.html>

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Additional Syndication:

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/out-of-home-viewing-metric-assigns-value-to-overlooked-audiences-nielsen-s-kelly-abcarian-597a38328c08e015c1bcef57>

Video 7:

Headline: Agency Tech Chiefs Want Clients To Back Outcomes Over Proxies

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcpainoutcome.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-agency-tech-chiefs-want-clients-to-back-outcomes_us_595e4b12e4b085e766b510b8

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/agency-tech-chiefs-wa>

[nt-clients-to-back-outcomes-over-proxies-595e1682b90afb40df755d39](#)

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

Video 8:

Headline: MasterCard Automated Advertising Panel Debates Future Of Ad Outcomes (full session)

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcpnl.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-mastercard-automated-advertising-panel-debates_us_59651fdbe4b09be68c0055c0

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/mastercard-automated-advertising-panel-debates-future-of-ad-outcomes-full-session-5964acfd85eb42109b6fcd1d>

Reuters Insider: <http://reut.rs/2u96Ytn>

Video 9:

Headline: Netflix's Ad Model Could Be Content, GroupM's Lesser

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcnetflix.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-netflixs-ad-model-could-be-content-groupms_us_596636a4e4b0911162fc3039

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

Video 10:

Headline: IPG, GroupM & Dentsu Agency Leads Explore Data Taxonomy And The Mobile Revolution

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcpnlldata.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-ipg-groupm-dentsu-agency-leads-explore-data_us_5968d04ce4b06a2c8edb45e3

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/ipg-groupm-dentsu-agency-leads-explore-data-taxonomy-and-the-mobile-revolution-59689cae9e451019960aca17>

Reuters Insider: <http://reut.rs/2umfNA1>

Video 11:

Headline: What Agency Tech Chiefs Have Learned From Climbing The Ranks

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcpnlchefs.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-what-agency-tech-chiefs-have-learned-from-climbing_us_5970d4dbe4b0d72667b05ed2

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/what-agency-tech-chiefs-have-learned-from-climbing-the-ranks-5970078a8c08e07b15c68332>

Reuters Insider: <http://reut.rs/2vmOd3Q>

Video 12:

Headline: Cannes Mastercard Session: Execs Address GDPR And 'Privacy By Design'

Beet.TV: <https://www.beet.tv/2017/07/17cannesmcgdpr.html>

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Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-cannes-mastercard-session-execs-address-gdpr_us_59777e5ae4b0c6616f7ce58e

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/cannes-mastercard-session-execs-address-gdpr-and-privacy-by-design-597720e21de5a14797ab4f61>

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

A Selection of Tweets and Retweets:



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Hear from [@Hearts_Science](#) CEO, Scott Hagedorn, on [#data](#) ownership and measurement

Andy Plesser @Beet_TV
Brands Must Unite And Control Their Own Data. @Hearts_Science Hagedorn
huffingtonpost.com/entry/video-br... via @HuffPostBlog @Omnicom

4:25 PM - 27 Jun 2017

2 Retweets 6 Likes 

  2  6 

 **Hearts & Science** ✓
@Hearts_Science Follow

Our CEO, Scott discussed the importance of brands owning their data w/ [@Beet_TV](#) at [#CannesLions](#) via [@HuffPostBlog](#):



HUFFPOST

(VIDEO) Brands Must Unite And Control Their Own Data, Hearts & Science CEO
CANNES — Brands spend too much time measuring the wrong metrics and should, instead, switch focus to look at a holistic overview of what matters in world...
huffingtonpost.com

12:22 PM - 29 Jun 2017

3 Retweets 3 Likes 

