



Progress Connect, October 2016, Boston

Outlined below are the 50-plus links from the 15 videos from Beet.TV's coverage of Progress Connect, presented by Simpli.fi. Beet.TV partnered with Progress Partners to chronicle and share one of the industry's most important new adtech/media conferences. The 15-part series projected the fast emerging role of Progress in the space. The series projected Simpli.fi via executive interviews and by associating the company with the videos via pre- and post-roll and considerable social media and retargeting.

These videos have generated about 50k views on the Beet.TV player and will continue to be viewed for several months. Article pages on Beet.TV and the Huffington Post have enjoyed about 150k pageviews. Social media, email and marketing impressions have added an additional 300k impressions.

In addition the association with the videos, the sponsors are credited in text links in the posts on Beet.TV and on the Huffington Post.

To drive consumption of the videos, we have heavily promoted the videos from the event with banners on Beet.TV

The series has been promoted with a six-week retargeting program and 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 one million additional impressions outside of Beet.TV

This program reached key audiences for Progress Partners including potential investors, clients and other top level decision makers.

Landing Page: <https://www.beet.tv/category/progress-connect-simplifi>

Interviewees: Page 3

Visuals: Pages 4 – 5

Videos & Syndication: Pages 6 – 9

Tweets & Retweets: Pages 10

Interviewees:

Shereta Williams, President, Videia

Davis Rosborough, Investment Banking Senior Associate, Progress Partners

Bettina Hein, CEO & Founder, Pixability

Field Garthwaite, CEO & Co-Founder, IRIS.TV

Frost Prioleau, CEO, Simpli.fi

Ashley J. Swartz, CEO & Founder, Furious Corp.

Andre Swanston, CEO & Co-Founder, Tru Optik

Dan Ackerman, CRO, Samba TV

Mary Clark, CMO, Syniverse

Mike Bologna, President, MODI Media

Raj Aggarwal, CEO, Localytics

Jim Speros, EVP, Corporate Communications, Fidelity Investments

Tom Morgan, Principal, MediaD.tv

Alex Drosin, President, North America, Massive Interactive

Tom Herman, CEO, DashBid

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



Beet.TV's Coverage of Progress Connect, presented by Simpli.fi



Publishers Suffering 'Data Leakage': DashBid CEO Herman

BOSTON — If data is "the new oil", it pays not to spill any. But publishers are too readily emptying the can over to middlemen who are taking its value for themselves. That's according to one boss whose position at the top of a programmatic video ad platform has led him to conclude publishers need to



Massive's Drosin Sees TV Ads At The Fabric Of UI

BOSTON — We've had pre-roll, post-roll, mid-roll, in- and out-stream. But what if the future of video advertising lay more closely at the heart of the media that carry it? That is what's on the mind of Alex Drosin, President, North America, of Massive Interactive, a tech company helping build mobile and TV apps for TV operators



Rebundling The Bundle In TV's Golden Era: Mediad's Morgan

BOSTON — If you think paying \$100 a month for a mega suite of 500 channels, most of which you never watch, is overkill, you're not alone. That's why we are seeing the rise of the so-called "skinny bundle", a cut-down cable package which operators hope can reduce cord cutting. But Tom Morgan sees the



Tweets by @Beet_TV

Andy Plesser Retweeted

Jack Rotherham
@jackrotherham

Congrats @Matt_CIM
multichannel.com/news/cable-ope...



Beet.TV's Coverage of Progress Connect, presented by Simpli.fi



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Tweets by @Beet_TV

Andy Plesser Retweeted

Jack Rotherham
@jackrotherham

Congrats @Matt_CIM
multichannel.com/news/cable-ope...



Videos:

Video 1:

Headline: VideA Aims For Efficiency And Scale In Local Television Advertising Inventory

Beet.TV: <https://www.beet.tv/2016/11/shereta-williams.html>

Additional Syndication:

YouTube (Beet.tv): <https://www.youtube.com/watch?v=S-c2Z8vthEU>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1331495450228179>

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

Video 2:

Headline: Progress Partners Sees 'Tectonic' Shift, Deal Opportunities As Digital And TV Collide

Beet.TV: <https://www.beet.tv/2016/11/davis-rosborough.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-progress-partners-s_b_12849030.html

YouTube (Beet.tv): <https://www.youtube.com/watch?v=D8uSIHpzH-8>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1334026399975084>

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

Video 3:

Headline: Pixability Looking To Add More Social Platforms, Sees Possibilities In OTT: CEO Hein

Beet.TV: <https://www.beet.tv/2016/11/bettina-hein.html>

Additional Syndication:

YouTube (Beet.tv): <https://www.youtube.com/watch?v=7CaXC7SaH7M>

Pixability:

<https://www.pixability.com/media/pixability-looking-add-social-platforms-sees-possibilities-ott-ceo-hein/>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1334026429975081>

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

Video 4:

Headline: IRIS.TV: Machine Learning Yields Personalized Video Streams

Beet.TV: <https://www.beet.tv/2016/11/field-garthwaite.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-iristv-machine-lear_b_12888112.html

YouTube (Beet.tv): <https://www.youtube.com/watch?v=wUXQ1DQ5YVA>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1334860099891714>

Reuters Insider: <http://reut.rs/2fAw1fA>

Video 5:

Headline: Following Geo Fencing Launch, DSP Simpli.fi Eyes Localized Native Ads

Beet.TV: <https://www.beet.tv/2016/11/frost-prioleau.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-following-geo-fenci_b_12888108.html

YouTube (Beet.tv): <https://www.youtube.com/watch?v=WYcDYZjyG1Y>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1334860159891708>

Twitter (@phrossed): <https://twitter.com/phrossed/status/796708790364147712>

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

Video 6:

Headline: Furious Corp.'s Swartz On Corraling Disparate Media Company Data, Systems

Beet.TV: <https://www.beet.tv/2016/11/ashley-swartz.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-furious-corps-swartz_b_12888104.html

YouTube (Beet.tv): <https://www.youtube.com/watch?v=CIHw3JnJm68>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1335119886532402>

Reuters Insider: <http://reut.rs/2fAyl0q>

Video 7:

Headline: Tru Optik Mines Behavioral, Demographic And Purchase Data For OTT Cloud

Beet.TV: <https://www.beet.tv/2016/11/andre-swanston.html>

Additional Syndication:

YouTube (Beet.tv): <https://www.youtube.com/watch?v=JSDMZ6UD49w>

Google Plus (Tru Optik):

<https://plus.google.com/103733156798560145759/posts/bhwqrRKrymA>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1336327139745010>

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

Video 8:

Headline: As Advertising Follows Content, Expect More Addressable Options: Samba.tv's Ackerman

Beet.TV: <https://www.beet.tv/2016/11/dan-ackerman.html>

Additional Syndication:

YouTube (Beet.tv): <https://www.youtube.com/watch?v=1a59lv1Wu1E>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1336327219745002>

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

Video 9:

Headline: Confirming User Identity Key Concern In Mobile Marketing: Syniverse's Clark

Beet.TV: <https://www.beet.tv/2016/11/mary-clark.html>

Additional Syndication:

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

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1340378969339827>

Reuters Insider: <http://reut.rs/2fNVy4Z>

Video 10:

Headline: From MAC To IP And Beyond: MODI's Bologna Surveys Addressable TV Future

Beet.TV: <https://www.beet.tv/2016/11/mike-bologna-2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-from-mac-to-ip-and_b_12984440.html

YouTube (Beet.tv): <https://www.youtube.com/watch?v=oMYACE-e3zE>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1340374632673594>

Reuters Insider: <http://reut.rs/2fNRa67>

Video 11:

Headline: How To Turn Mobile App Users Before They Churn: Localytics' Aggarwal

Beet.TV: <https://www.beet.tv/2016/11/raj-aggarwal.html>

Additional Syndication:

YouTube (Beet.tv): https://www.youtube.com/watch?v=t7kG_k1WPSE

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1341521782558879>

Reuters Insider: <http://reut.rs/2gd8XXY>

Video 12:

Headline: Fidelity's Speros: Out Of Great Risk Taking Comes Great Creativity

Beet.TV: <https://www.beet.tv/2016/11/jim-speros.html>

Additional Syndication:

YouTube (Beet.tv): https://www.youtube.com/watch?v=Zz_rKj1fcGo

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1341536332557424>

Reuters Insider: <http://reut.rs/2gd5rgs>

Video 13:

Headline: Rebundling The Bundle In TV's Golden Era: Mediad's Morgan

Beet.TV: <https://www.beet.tv/2016/11/16progressmediadmorgan.html>

Additional Syndication:

Reuters Insider: <http://reut.rs/2g3N8IN>

Video 14:

Headline: Massive's Drosin Sees TV Ads At The Fabric Of UI

Beet.TV: <https://www.beet.tv/2016/11/16progressmassivedrosin.html>

Additional Syndication:

YouTube (Beet.tv): <https://www.youtube.com/watch?v=exLiR4b98bo>

Facebook (Progress Partners):

<https://www.facebook.com/progresspartnersinc/posts/329774240753908>

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1343787275665663>

Reuters Insider: <http://reut.rs/2g3OaES>

Video 15:

Headline: Publishers Suffering 'Data Leakage': DashBid CEO Herman

Beet.TV: <https://www.beet.tv/2016/11/16progresssherman.html>

Additional Syndication:

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

Facebook (Beet.tv): <https://www.facebook.com/beetmedia/posts/1343787218999002>

Reuters Insider: <http://reut.rs/2g3lCKv>

Example Tweets and Retweets:



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(VIDEO) Progress Partners Sees 'Tectonic' Shift, Deal Opportunities As Digital And TV Collide zpr.io/Ptr4g #business #bestpractic



(VIDEO) Progress Partners Sees 'Tectonic' Shift, Deal Opportunities As Digma...
BOSTON - As digital media collide with traditional TV, the result is a tectonic shift that provides opportunities for companies with data, software and o...
huffingtonpost.com

4:16 PM - 7 Nov 2016



Frost Prioleau
@phrossed

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(VIDEO) Following Geo Fencing Launch, DSP Simpli.fi Eyes Localized Native ...
BOSTON - To bring the power of programmatic advertising to marketers with localized targeting needs, unstructured data beats pre-packaged audience segmen...
huffingtonpost.com

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