



New TV Ecosystem Summit in Cannes

Outlined below are the 65-plus links from the 18 videos from the FreeWheel/Beet.TV collaboration in Cannes. Beet was pleased to collaborate in curating several of the speakers and moderators for what was the most important, talked-about event on advanced TV advertising during the festival.

The event was well attended by many key influencers and provided enhanced leadership for FreeWheel and Comcast with its key constituents. In addition to producing the staged event, Beet.TV produced videos with several Comcast and FreeWheel executives.

These videos have generated about 150k views and will continue to be viewed for several months and years. We associated FreeWheel with all the videos via 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 350k 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 campaign. Banners have received approximately 500k views.

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 one million additional impressions outside of Beet.TV.

In promoting the series, FreeWheel has been an essential partner in aggressively promoting the videos via its social channels.

Here are the key elements:

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

Interviewees: Page 3

Visuals: Pages 4 – 6

Videos & Syndication: Pages 7 – 13

Tweets & Retweets: Pages 14 – 15

Interviewees:

David Levy, President, Turner

Jamie West, Deputy Managing Director, Sky Media UK

Ben Winkler, Chief Investment Officer, OMD

Sir Martin Sorrell, Founder & CEO, WPP

Matt Spiegel, Managing Director, MediaLink

Linda Yaccarino, Chairman, Ad Sales & Client Partnerships, NBC Universal

Marcien Jenckes, President, Advertising, Comcast Cable

Declan Moore, CEO, National Geographic Partners

Ying Wang, Director, Advisory Services, FreeWheel

James Rothwell, Global Industry, Brand & Industry Relations, FreeWheel

Dave Penski, CEO, Publicis Media Exchange Americas

Chris Linn, President, truTV, Turner Entertainment

Eric Johnson, EVP, Global Advertising Revenue, ESPN

Julie Van Ullen, VP, Publisher Partnerships, FreeWheel

Joe Marchese, President, Advertising Revenue, Fox Networks Group

David Cohen, President, North America, Magna

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



The New TV Ecosystem Forum from Cannes Lions 2017, presented by FreeWheel



FOX's Marchese, ESPN's Johnson Sort New Ad Currencies for Premium Video

CANNES – Are media buyers too preoccupied trying to define "TV" and "video"? It's worth approaching the issue from the sell-side, by way of Fox and ESPN. The answer rests on delivery systems, according to Joe Marchese, President, Advertising Revenue, Fox Networks Group. "The idea is, is a stream being delivered in a way in



Buy-Side Vets Tackle Audience Measurement, Creative Output Challenges

CANNES – Delve into the challenge of cross-platform video audience measurement with three buy-side veterans and you'll get sports metaphors, frustration and eager anticipation for things like Facebook's plunge into scripted programming. So it was when Comcast presented a panel at the Cannes Lions Festival of Creativity featuring Amplifi US's Lucas Cridland, Magna's David Cohen



Live Sports Expensive But Engages Viewers: ESPN's Johnson & Fox' Marchese

CANNES – Yes, broadcasting live sporting events is expensive considering the rights fees. But it's a great viewing environment at a time when consumers can avoid ads in other programming. It's that "other" programming that concerns media sellers like ESPN and Fox, as evidenced by the discussion during a Comcast panel at the Cannes Lions



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

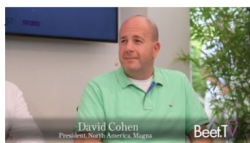


The New TV Ecosystem Forum from Cannes Lions 2017, presented by FreeWheel



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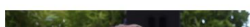
Buy-Side Vets Tackle Audience Measurement, Creative Output Challenges

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TV Ads Still About Creativity: FreeWheel's Van Ullen



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Embed

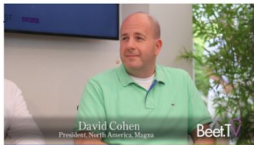
View on Twitter

The New TV Ecosystem Forum from Cannes Lions 2017, presented by FreeWheel



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Jessica Hogue: 'OTT TV Measurement is a Journey'
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@Beet_TV nlsn.co/60158vdtz

Videos & Syndication:

Video 1:

Headline: Turner's Levy Sees Great 'Race To The Middle' Of Media

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

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-turners-levy-sees-great-race-to-the-middle_us_594a3152e4b0c24d29f478b9

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

AOL On:

<https://www.aol.com/video/view/turner-s-levy-sees-great-race-to-the-middle-of-media/59493bede0fa174cdb9e4209/>

Video 2:

Headline: Britain's Sky is Building 'Common Addressable TV Currency' With Rival Virgin

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

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-britains-sky-is-building-common-addressable_us_594ce195e4b0f078efd98098

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

Video 3:

Headline: OMD's Ben Winkler: No 'Us Versus Them,' Advertisers Need Many Video Options

Beet.TV: <https://www.beet.tv/2017/06/ben-winkler-3.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-omds-ben-winkler-no-us-versus-them-advertisers_us_5950d7c8e4b0326c0a8d09b6

Twitter (@bwinkl3r): <https://twitter.com/bwinkl3r/status/879383903747878912>

AOL On:

<https://www.aol.com/video/view/omd-s-ben-winkler-no-us-versus-them-advertisers-need-many-video-options/59505c4e1de5a160a6a95ad7/>

Reuters Insider: <http://reut.rs/2u5lb6h>

Video 4:

Headline: WPP's Sorrell Sees 'Groundswell' Of Client Attitude for Programmatic TV

Beet.TV: <https://www.beet.tv/2017/06/martin-sorrell.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-wpps-sorrell-sees-groundswell-of-client_us_5950d84be4b0326c0a8d09b9

AOL On:

<https://www.aol.com/video/view/wpp-s-sorrell-sees-groundswell-of-client-attitude-for-programmatic-tv/595064d5e0fa174cdbaefda3/>

Reuters Insider: <http://reut.rs/2u5JAcR>

Video 5:

Headline: MediaLink's Matt Spiegel Parses The Meaning Of TV, Data Segmentation Standards

Beet.TV: <https://www.beet.tv/2017/06/matt-spiegel-4.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-medialinks-matt-spiegel-parses-the-meaning_us_59537a3ce4b0326c0a8d0c71

Twitter (@mspiegel): <https://twitter.com/mspiegel/status/879725492802396161>

AOL On:

<https://www.aol.com/video/view/medialink-s-matt-spiegel-parses-the-meaning-of-tv-data-segmentation-standards/59524f389e45102b384c86e0/>

Reuters Insider: <http://reut.rs/2tiWVS6>

Video 6:

Headline: Amplifi US President Lucas Cridland: Big Data Disconnect Between Broadcast, Other Video Providers

Beet.TV: <https://www.beet.tv/2017/06/lucas-cridwell.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-amplifi-us-president-lucas-cridland-big-data_us_59537b21e4b0326c0a8d0c73

Reuters Insider: <http://reut.rs/2tiJ51V>

AOL On:

<http://on.aol.ca/video/amplifi-us-president-lucas-cridland-big-data-disconnect-between-broadcast-other-video-providers-5952508af3bdc970c5ca12a1>

Video 7:

Headline: The Power NBCU's "Symphony" w/ Apple News, BuzzFeed, Snapchat & Vox, Linda Yaccarino explains

Beet.TV: <https://www.beet.tv/2017/06/winkler-yaccarino.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-the-power-nbcus-symphony-w-apple-news-buzzfeed-us_59537b86e4b0326c0a8d0c75

AOL On:

<http://on.aol.co.uk/video/the-power-nbcu-s--symphony--w--apple-news--buzzfeed--snapchat---vox--linda-yaccarino-explains-5952a0bd9e45102b384d88df>

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

Video 8:

Headline: Comcast's New Initiative Taps Blockchain For TV Ad Data Security

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

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-comcasts-new-initiative-taps-blockchain-for-us_59537c06e4b0c85b96c65de8

LinkedIn (FreeWheel): <https://www.linkedin.com/company/freewheel/employee-insights>

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/comcast-s-new-initiative-taps-blockchain-for-tv-ad-data-security-5952a4609efa8949ee2e077e>

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

Facebook (FreeWheel): <https://www.facebook.com/freewheeltv/videos/1513039385421947/>

Video 9:

Headline: National Geographic's Declan Moore: Leading National Conversations, Integrating Brands With Care

Beet.TV: <https://www.beet.tv/2017/06/declan-moore.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-national-geographics-declan-moore-leading_us_5954e449e4b0f078efd98787

AOL On:

<http://on.aol.co.uk/video/national-geographic-s-declan-moore-leading-national-conversations-integrating-brands-with-care-5953877085eb42620453cfc8>

Reuters Insider: <http://reut.rs/2toKm7Q>

Video 10:

Headline: FreeWheel Report: OTT TV Eclipses Desktop For Premium Video Consumption

Beet.TV: <https://www.beet.tv/2017/06/ying-wang.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-freewheel-report-ott-tv-eclipses-desktop-for_us_5954e5f0e4b0326c0a8d0df5

Facebook (FreeWheel): <https://www.facebook.com/freewheeltv/videos/1515968005129085/>

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

Vimeo (FreeWheel): <https://vimeo.com/223690598>

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/freewheel-report-ott-tv-eclipses-desktop-for-premium-video-consumption-5954d296f3bdc91636af899b>

Video 11:

Headline: FreeWheel Council for Premium Video Europe Debuts At Cannes With Major Industry Support

Beet.TV: <https://www.beet.tv/2017/07/james-rothwell-3.html>

Additional Syndication:

Vimeo (FreeWheel): <https://vimeo.com/224507161>

Huffington Post:

http://www.huffingtonpost.com/entry/video-freewheel-council-for-premium-video-europe_us_595e4966e4b085e766b510b5

FreeWheel: <http://freewheel.tv/fwCouncil/#freewheel-council-videos>

Twitter (@FWCouncil): <https://twitter.com/FWCouncil/status/885641679859994626>

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/freewheel-council-for-premium-video-europe-debuts-at-cannes-with-major-industry-support-595e1682e0fa17208f0f3d2d>

Reuters Insider: <http://reut.rs/2uNtfK8>

Video 12:

Headline: Balancing Ad Loads, Seeking Consumer Value Exchange: Publicis Exchange's Dave Penski

Beet.TV: <https://www.beet.tv/2017/07/dave-penski.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-balancing-ad-loads-seeking-consumer-value_us_595e4b48e4b0cf3c8e8d56ae

AOL On:

<http://on.aol.co.uk/video/balancing-ad-loads--seeking-consumer-value-exchange--publicis-exchange-s-dave-penski-595e17b5f3bdc94ca4718b76>

Reuters Insider: <http://reut.rs/2tToS36>

Video 13:

Headline: Fewer Commercial Interruptions Benefit Viewers, Advertisers: truTV's Chris Linn

Beet.TV: <https://www.beet.tv/2017/07/chris-linn.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-fewer-commercial-interruptions-benefit-viewers_us_595fc04ce4b085e766b51237

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/fewer-commercial-interruptions-benefit-viewers-advertisers-trutv-s-chris-linn-595e9c06c214e371fad0536a>

Reuters Insider: <http://reut.rs/2tTuJW6>

Video 14:

Headline: While Video Formats Differ, It's The Allocation Of Value That Counts: ESPN's Eric Johnson

Beet.TV: <https://www.beet.tv/2017/07/eric-johnson.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-while-video-formats-differ-its-the-allocation_us_59639fd4e4b08f5c97d06b8a

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/while-video-formats-diff>

[er-it-s-the-allocation-of-value-that-counts-espn-s-eric-johnson-5962344de0fa1735f3d76dbb](#)

Reuters Insider: <http://reut.rs/2v2Yukx>

Video 15:

Headline: TV Ads Still About Creativity: FreeWheel's Van Ullen

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

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-tv-ads-still-about-creativity-freewheels_us_5963a087e4b08f5c97d06b90

Vimeo: <https://player.vimeo.com/video/224963369>

Facebook (FreeWheel): <https://www.facebook.com/freewheeltv/videos/1528741733851712/>

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/tv-ads-still-about-creativity-freewheel-s-van-ullen-596399d21de5a1538d1158ba>

Reuters Insider: <http://reut.rs/2u8S7zb>

Video 16:

Headline: Live Sports Expensive But Engages Viewers: ESPN's Johnson & Fox' Marchese

Beet.TV: <https://www.beet.tv/2017/07/comcast-panel3.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-live-sports-expensive-but-engages-viewers-espns_us_59651f9ce4b0911162fc2f52

Reuters Insider: <http://reut.rs/2u8CI7g>

Video 17:

Headline: Buy-Side Vets Tackle Audience Measurement, Creative Output Challenges

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

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-buy-side-vets-tackle-audience-measurement-creative_us_596ce093e4b07f87578e6aa2

LinkedIn (FreeWheel): <https://www.linkedin.com/company/freewheel>

AOL On:

<http://on.aol.co.uk/partners/beettv-affiliate-551439111146fb0d084da452/buy-side-vets-tackle-audience-measurement-creative-output-challenges-596ccba3e0fa173eaac4b5a7>

Reuters Insider: <http://reut.rs/2vxz1A0>

Video 18:

Headline: FOX's Marchese, ESPN's Johnson Sort New Ad Currencies for Premium Video

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

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-foxs-marchese-espn-johnson-sort-new-ad_us_59761dece4b0f1feb89b4571

AOL On:

<http://on.aol.co.uk/partners/beetv-affiliate-551439111146fb0d084da452/espn-s-johnson-fox-s-marchese-sort-out-news-currencies-for-premium-video-5974960d1de5a14797a8b1eb>

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

A Selection of Tweets and Retweets:

 **Ben Winkler** @bwinkl3r [Follow](#)

And on Day 3 of Cannes to boot!

Andy Plesser @Beet_TV
..@OMD_Worldwide's Ben @bwinkl3r: No 'Us Versus Them,' Advertisers Need Video Options beet.tv/2017/06/ben-wi... @FreeWheel #FreeWheelForum

12:00 PM - 26 Jun 2017

2 Likes 

   2 

 **Matt Spiegel** @mspiegel [Follow](#)

The future is "finally" arriving.

Andy Plesser @Beet_TV
..@MediaLink's Matt @mspiegel Parses The Meaning Of TV, Data Segmentation Standards beet.tv/2017/06/matt-s... #CannesLions #FreewheelForum

10:37 AM - 27 Jun 2017

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 Rick Mandler Retweeted

 **James Rothwell** @jacrothwell · Jun 28

[VIDEO] Marcien Jenckes: Comcast's New Initiative Taps #Blockchain For TV Ad Data Security – @Beet_TV bit.ly/2ujgg2l



Marcien Jenckes
President, Advertising, Comcast Cable



  1  2 



FreeWheel Council
@FWCouncil

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.@jacrothwell chats w/ @Beet_TV about the @FWCouncil's expansion to include 13 of Europe's largest broadcasters bit.ly/2vivwNT



6:26 PM - 13 Jul 2017



UnoDeuce Multimedia @unodeucemedia · Jul 10

Fewer Commercial Interruptions Benefit Viewers, Advertisers: truTV's Chris Linn



Fewer Commercial Interruptions Benefit Viewers, A...
CANNES – Reducing commercial ad loads on network television is paying dividends for viewers and advertisers. Now the industry needs to balance context and content...
beet.tv

