



**Future of TV Advertising Forum
London, December 2016
Presented by 605**

As many of the global leaders in advanced and addressable TV gathered in London for the annual conference, Beet.TV was there with complete access to the show's speakers and VIP attendees. It produced a series of 20 interviews which have been widely shared and viewed in the weeks and months after the event.

The sponsor was central to this project and has enjoyed continuing attribution via a permanent post roll credit and videos of the sponsors executives in the series. The videos from the London event have been viewed well over 200K times. Videos have been viewed on Beet.TV, the Huffington Post, Reuters and widely via social media.

In addition the in-stream visibility with the videos, the sponsor is credited 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. Banners received approximately 100K impressions on the site.

The series has been promoted with a six-week retargeting program and via social media. Beet has heavily promoted the series via daily email blasts to its 9K subscribers. Through promotion and social media we have garnered at least one million additional impressions.

The following are elements of the program:

Landing Page: <http://www.beet.tv/category/london-605>

Interviewees: Page 2

Visuals: Pages 3 – 4

Videos & Syndication: Pages 5 – 9

Tweets & Retweets: Pages 10 – 14

Interviewees:

John Paul, MD, Advanced Advertising & Data, Liberty Global

Irwin Gotlieb, Chairman, GroupM

Mike Welch, Head of Strategy, Product & Business Development, AT&T AdWorks

Kristin Dolan, CEO & Founder, 605

Jakob Nielsen, Global Addressable TV Lead & MD UK, GroupM

Thomas Bremond, European Managing Director, FreeWheel

Justin Sampson, Chief Executive, BARB

Adam Gaynor, VP, Media Sales & Analytics, DISH Network

Ryan Jamboretz, Chief Commercial Officer, Videology

Mike Bologna, President, Modi Media

Jamie West, Group Director, Advanced Advertising, Sky

Rhys Nolke, SVP, Strategy, RTL Group

John Paul, MD, Advanced Advertising & Data, Liberty Global

Margo Swadley, UK MD, Audiences, Kantar Media

Ruth Zohrer, Head of Programmatic Marketing, Mindshare UK

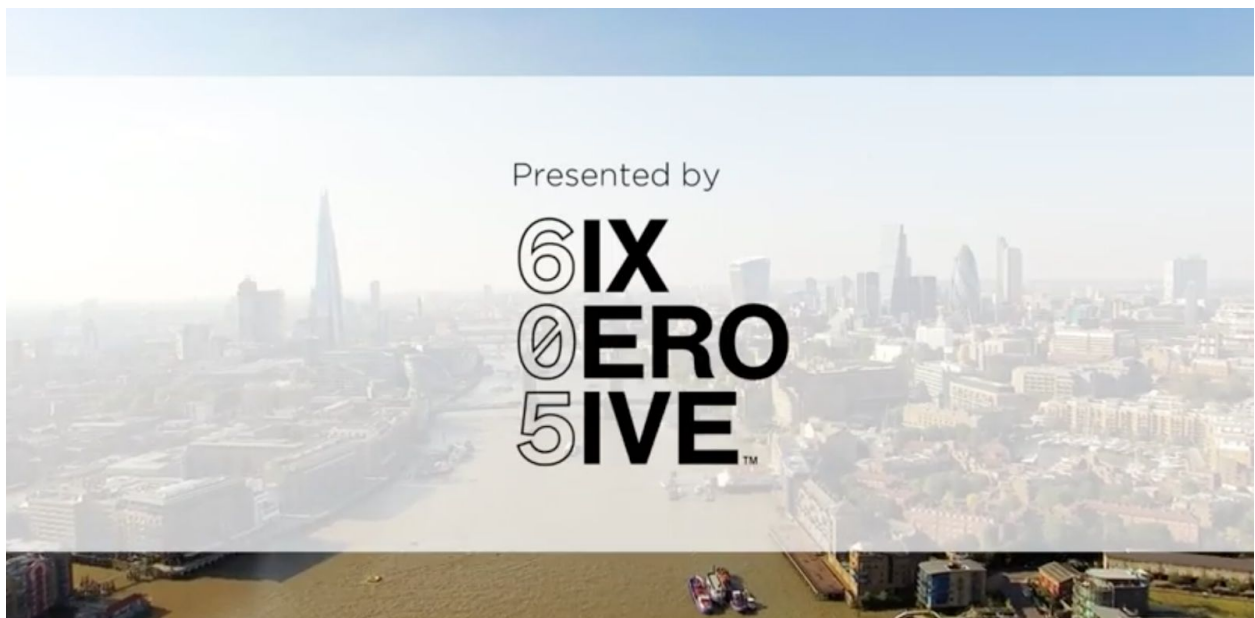
Josh Dreller, VP, Product Marketing, 4C Insights

Leon Siotis, MD, UK & Southern Europe, SpotX

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

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



The Future of TV Advertising Forum, London 2016 presented by 605



Furious Corp.'s Swartz To Media Sellers: Do The Math With Ease, Regardless Of Currency

LONDON – Ashley J. Swartz's message to media owners is clear: Be agile, flexible, and get your internal act together. "There's a lot of value and insight intelligence around audience that is untapped within the enterprise of a seller," Swartz says in an interview with Beet.tv. "I think there's a lot of unlocked value that



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Videos:

Video 1:

Headline: UK's Virgin Media Offers Addressable VOD, Liberty Global's Paul Says

Beet.TV: <http://www.beet.tv/2016/12/16ftvlibertypaul.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=e8r7V1R4LFU>

HuffingtonPost:

http://www.huffingtonpost.com/andy-plesser/video-uks-virgin-media-of_b_13420230.html?ncid=engmodushpmg00000004

Flipboard (Libertyglobal): <https://flipboard.com/topic/libertyglobal>

Video 2:

Headline: INVIDI Buys GroupM A Place At Addressable's Table: Gottlieb

Beet.TV: <http://www.beet.tv/2016/12/16ftvgroupmgottlieb.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-invidi-buys-groupm_b_13420224.html

Video 3:

Headline: AT&T's Welch On INVIDI Deal: 'Huge Opportunity' For Cross-Screen Addressable Ads

Beet.TV: <http://www.beet.tv/2016/12/mike-welch.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-atts-welch-on-invid_b_13420226.html

Video 4:

Headline: INVIDI's 'Addressability In The Sky' Excites 605's Dolan

Beet.TV: <http://www.beet.tv/2016/12/16ftvdolan.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=fWhKFV1iW2E>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-invidis-addressabil_b_13483948.html

Video 5:

Headline: Half Of TV Ads Could Be Addressable, GroupM's Nielsen Thinks

Beet.TV: <http://www.beet.tv/2016/12/16ftvgroupmnielsen.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=4YPA5S6o320>

LinkedIn (GroupM):

<http://sg.linkedin.com/company/3765?trk=edu-cp-notable-alumni-company-link>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-half-of-tv-ads-coul_b_13495724.html

Video 6:

Headline: Canal+ Blesses FreeWheel-StickyADs.TV Combine With Cross-Screen Ad Deal

Beet.TV: <http://www.beet.tv/2016/12/thomas-bremond.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-canal-blesses-freew_b_13532716.html

Video 7:

Headline: UK Close To Picking Hybrid TV Measurement Supplier

Beet.TV: <http://www.beet.tv/2016/12/16ftvbarbsampson.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=hK9iyqClfd4>

Video 8:

Headline: DISH Networks' Three Steps On The Road To Full Programmatic

Beet.TV: <http://www.beet.tv/2016/12/adam-gaynor-2.html>

Additional Syndication:

LinkedIn (DISH Media Sales): <https://www.linkedin.com/company/dish-media-sales>

Flipboard (DISH Network): <https://flipboard.com/topic/dishnetwork>

Video 9:

Headline: No Point In Point Solutions For Videology's Jamboretz

Beet.TV: <http://www.beet.tv/2016/12/16ftvvideologyjambo.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=3bM3z-IQKV8>

Videology: <http://www.videologygroup.com/in-the-news/>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-no-point-in-point-s_b_13532598.html

Video 10:

Headline: Addressable Advertising Is 'True Attribution,' Says MODI Media's Bologna

Beet.TV: <http://www.beet.tv/2016/12/mike-bologna-3.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=T8ZtyGS57yQ>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-addressable-adverti_b_13633044.html

Video 11:

Headline: Sky Taking Viacom's Channel 5 Addressable In The New Year, Exec West Says

Beet.TV: <http://www.beet.tv/2016/12/16ftvskywest.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=QTkeg68FSUM>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-sky-taking-viacoms_b_13633060.html

Video 12:

Headline: UK Leads The World In Addressable TV: RTL's Noëlke

Beet.TV: <http://www.beet.tv/2016/12/16ftvrtlnoelke.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=_pl0B_VCVuk

Video 13:

Headline: Liberty Global Empowers Broadcasters For Addressable TV, John Paul Says

Beet.TV: <http://www.beet.tv/2016/12/16ftvlibertypaul-2.html>

Additional Syndication:

Video 14:

Headline: Census-Level TV Data Begins To Go Global: Kantar's Swadley

Beet.TV: <http://www.beet.tv/2016/12/16ftvkantarswadley.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-census-level-tv-dat_b_13633086.html

YouTube (Beet.TV): https://www.youtube.com/watch?v=FBxYFxMyS_c

Video 15:

Headline: Mindshare's Zohrer Seeks Silver Bullet For Unified Measurement

Beet.TV: <http://www.beet.tv/2016/12/16ftvmindsharezohrer.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=L5Dal-agOxU>

LinkedIn (Mindshare UK): <https://www.linkedin.com/company/mindshare-united-kingdom>

Video 16:

Headline: 4C Insights Knows Who's Being Social, Who's Skipping Commercials

Beet.TV: <http://www.beet.tv/2016/12/josh-dreller.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=OAK_kRviEFE

4C Insights:

<http://www.4cinsights.com/resource/4c-insights-knows-whos-social-whos-skipping-commercials/>

Video 17:

Headline: SpotX's Siotis On Census-Level Data: 'Still Quite Siloed'

Beet.TV: <http://www.beet.tv/2016/12/leon-siotis.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=NSk1eYtH_Ao

Video 18:

Headline: Furious Corp.'s Swartz To Media Sellers: Do The Math With Ease, Regardless Of Currency

Beet.TV: <http://www.beet.tv/2016/12/ashley-swartz-2.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=pnlAI-VboDA>

Example Tweets and Retweets:

Retweeted 2 times



Andy Plesser @Beet_TV · 4 Dec 2016

Beet Video: INVIDI Buys @GroupMWorldwide A Place At Addressable's Table: says Irwin Gottlieb huffingtonpost.com/andy-plesser/v... via @HuffPostMedia



GroupM @GroupMWorldwide

GroupM, part of WPP, is the leading global media investment management operation serving as the parent company to Mindshare, MEC, MediaCom & Maxus.



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Communications and marketing pro; secret nerd; opinions are only my own.



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Andy Plesser @Beet_TV · 7 Dec 2016

Beet London: Half Of TV Ads Could Be Addressable, @GroupMWorldwide 's Jakob Nielsen Thinks | beet.tv/2016/12/16ftvg... #ftvads @605Data



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GroupM, part of WPP, is the leading global media investment management operation serving as the parent company to Mindshare, MEC, MediaCom & Maxus.



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(VIDEO) Canal+ Blesses FreeWheel-StickyADs.TV Combin...

LONDON - If anyone in the premium video business doubted the logic behind FreeWheel's acquisition of StickyADs.tv, French media giant Canal+ dispelled it...

huffingtonpost.com

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DISH Media Sales @DISHmediasales · 8 Dec 2016

Great article and video with [@asgaynor01](https://twitter.com/asgaynor01) by [@Beet_TV](https://twitter.com/Beet_TV) in London - DISH Networks' Three Steps On The Road To Full Programmatic. [@DISHNews](https://twitter.com/DISHNews)

Andy Plesser @Beet_TV

Beet London: [@DISHmediasales](https://twitter.com/DISHmediasales) Three Steps On The Road To Full Programmatic | beet.tv/2016/12/adam-g... [@asgaynor01](https://twitter.com/asgaynor01) explains



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Modi Media Retweeted

Andy Plessner @Beet_TV · 9 Dec 2016

Beet London: Addressable Advertising Is 'True Attribution,'
[@ModiMedia](#) Bologna [beet.tv/2016/12/mike-b...](#) [@GroupMWorldwide](#)
[@605Data](#)



Addressable Advertising Is 'True Attribution,' Say...

LONDON – The need for census-level data in the media planning process “is paramount right now,” according to Mike Bologna, President of GroupM’s Modi Media adv...

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Liberty Global Retweeted

Andy Plessner @Beet_TV · 14 Dec 2016

Beets London: [@LibertyGlobal](#) Empowers Broadcasters For
Addressable TV, John Paul Says |



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LONDON --It may own several of the leading pay-TV platforms on the continent but, in Europe, group operator LibertyGlobal says its subsidiaries are enabl...

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Mindshare Retweeted

Andy Plessner @Beet_TV · 12 Dec 2016

Beet Video: @mindshare_uk 's Zohrer Seeks Silver Bullet For Unified Measurement |



Mindshare's Zohrer Seeks Silver Bullet For Unifie...

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beet.tv



4C Retweeted

Andy Plessner @Beet_TV · 15 Dec 2016

For @4Cinsights Social media data is key link for #addressableTV
thedrum.com/news/2016/12/1... via @thedrum



Social media data is key link for addressable TV marketers tuning i...

Marketers have just begun to scratch the surface of mining the biggest behavioral data set ever amassed: social media. With more than 1.5bn s...
thedrum.com



Ashley J. Swartz Retweeted



Andy Plessner @Beet_TV · 13 Dec 2016

Beet London: @FuriousCorp Swartz To Media Sellers: Do The Math With Ease, Regardless Of Currency | beet.tv/2016/12/ashley...
@RedFuryNYC



Furious Corp.'s Swartz To Media Sellers: Do The ...

LONDON – Ashley J. Swartz's message to media owners is clear: Be agile, flexible, and get your internal act together. "There's a lot of value and insight intellig...
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Constantine Vaitsas

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Liberty Global's John Paul says UK's Virgin Media Offers Addressable VOD

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(VIDEO) UK's Virgin Media Offers Addressable VOD, Libert...

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huffingtonpost.com

6:25 AM - 6 Dec 2016