



Total Video Views Across Channels **110,107**

The Beet.TV Website
 The following metrics track engagement on the Beet.TV Website for the last thirty days. Sponsor messages are shown to visitors on both their series pages as well as across all Beet.TV inventory. Most notably, we have an extremely low bounce rate, which indicates users who visit the Beet.TV website are engaged and curious.

Pageviews	42,231
Unique Pageviews	38,656
Time on Page	4:42
Bounce Rate	11.34%
Pages / Session	1.28

BrightCove Video Analytics
 Beet.TV uses the BrightCove Video Cloud platform to serve their video across several channels including our website, Reuters Business Insider, and social media. The following metrics track engagement on the Beet.TV Website for the last thirty days. Sponsor messages are shown to visitors on both their series pages as well as across all Beet.TV inventory. Most notably, we have an extremely low bounce rate, which indicates users who visit the Beet.TV website are engaged and curious.

Video Views	26,744
Video Impressions	367,398
Viewed Hours	785

Twitter
 Twitter is Beet.TV's primary social channel and we have cultivated an elite and influential audience who are leaders in the industry and engaged with our content:

Tweets	97
Impressions	153,000
Mentions	128
Followers	10,061
Video Starts (In Stream)	91,000
Video Views	20,515
Organic Views	3,899
Promoted Views	16,616
Total Minutes Viewed	7,100

Top Twitter Followers

Username	Brand	Followers
@intel	Intel	4,876,573
@TODAYShow	Today Show	4,238,682
@Guggenheim	Guggenheim Muse	3,466,714
@Univision	Univision	2,749,235
@ForbesTech	Forbes Technology	2,738,683
@Variety	Variety	2,571,386
@RWV	ReadWrite	1,560,434
@karaswisher	Kara Swisher	1,435,085
@soledadobrien	Soledad O'Brien	1,345,037
@IBMWatsonMedia	IBM Watson Media	1,153,569
@techreview	MIT Technology Re	1,122,903

YouTube
 All of the videos from Beet.TV are also released to our YouTube Channel, which is available across all platforms and screens.

Views	18,784
Viewed Hours	529.7
Subscribers	4,046

LinkedIn
 Our strategy on LinkedIn is focused on the brand of our Founder and CEO, Andy Plesser, who engages directly with executives. Our videos are published directly to Mr. Plesser's personal profile.

Followers	4,660
Post Impressions	119,620
Reactions/Interactions	58,127
Comments	138
Avg Engagement Rate	1.99%
Top Engagement Rate	5.95%
Video Views	44,064
Search Appearances	248

Top industries	% of Visitors
Marketing and Advertising	36.26%
Entertainment	11.85%
Internet	10.59%
Information Technology and Ser	5.55%
Broadcast Media	5.51%
Computer Software	3.72%
Market Research	2.10%
Online Media	2.06%
Management Consulting	1.98%
Telecommunications	1.44%

Top job functions	% of Visitors
Business Development	24.77%
Marketing	21.23%
Sales	16.96%
Media and Communication	7.49%
Information Technology	3.87%
Operations	3.34%
Finance	3%
Product Management	2.74%
Arts and Design	2.38%
Consulting	2.14%

Top locations	% of Visitors
Greater New York City Area	43.98%
Greater Los Angeles Area	8.39%
London, United Kingdom	5.49%
Greater Chicago Area	4.54%
San Francisco Bay Area	4.40%
Greater Boston Area	2.92%
Washington D.C. Metro Area	2.26%
Greater Denver Area	1.60%
Greater Philadelphia Area	1.52%
Toronto, Canada Area	1.48%

Companies with Top Engagement on LinkedIn	
The Walt Disney Company	NBCUniversal
Nielsen	Hulu
Tubi	ESPN
The Trade Desk	FreeWheel
OMD USA	Comcast
Univision	Fox Corporation
Magnite	Adobe
ViacomCBS	PHD
Condé Nast	Amazon
Amobee	Mattel

Email List						
Beet.TV maintains two separate mailing lists: A Daily Digest List, which is open to all site visitors. Emails are sent to this list every week day and contain the latest posts as well as sponsor messaging/banners A VIP Mailing List that is curated by Beet.TV for special series and unique events.						
Daily Digest						
Subscribers	4,085					
Average Open Rate	33.35%					
Average Click Rate	3.31%					
VIP Mailing List						
Subscribers	2,168					
Average Open Rate	33.80%					
Average Click Rate	4.40%					
Top Email Domains						
comcast.com	86	xandr.com	20			
freewheel.tv	43	turner.com	19			
nbcbun.com	39	tvSquared.com	19			
nccmedia.com	38	att.com	18			
armbee.com	32	experian.com	18			
nielsen.com	28	samba.tv	18			
ampersand.tv	27	adobe.com	17			
dish.com	25	cadent.tv	17			
charter.com	24	comscore.com	16			
liveramp.com	24	fox.com	16			
wideorbit.com	23	horizonmedia.com	16			
google.com	21	roku.com	16			
innovid.com	21	groupm.com	15			
60S.tv	20	hulu.com	15			
Push Notifications						
Starting in February of 2021, Beet.TV implemented the option for users to sign up for "Push" notifications every time a new article is published.						
Total Users	1,544					
Average CTR	0.50%					
Retargeting						
BeetTV uses advanced retargeting for our series of increase sponsor exposure for already engaged audiences.						
Impressions	174,848					
Click Through Rate	0.10%					
Total Click Through	166					
BeetCast						
The BeetCast is Beet.TV's weekly podcast featuring in depth interviews with the innovators and leaders who are shaping our industry						
Total Unique Downloads 10,358						
Title	Released	Nov	Dec	Jan	All-Time	
Sir Martin Sorrell	11/09/20	2	3	2	574	
Bill Wise	02/22/21	4	3	3	372	
Andrew Conroy	07/19/21	14	6	5	365	
Terry Kawaja	01/31/21	1	5	2	360	
Nicolle Pangis	05/03/21	10	6	2	303	
Lou Paskalis	08/09/21	11	4	2	293	
Scott Hagedorn	12/20/20	2	4	1	278	
Megan Clarke	01/17/21	4	3	1	276	
Alysa Borsa	03/21/21	3	5	1	259	
Dave Morgan	11/29/20	7	3	1	249	
Doug Ray and Joanna O'Connell	12/13/20	1	3	2	239	
Lance Neuhauser	05/09/21	6	3	3	230	
Matt Spiegel	02/28/21	2	4	1	216	
Laura Desmond	08/01/21	9	5	3	210	
Raja Rajamannar	11/15/20	4	4	1	205	
John Osborn	10/04/21	14	4	9	200	
Jo Kinsella and Jonathan Steuer	09/26/21	13	9	6	199	
Gila Wilensky	04/05/21	3	3	2	191	
Matt Seiler	07/26/21	9	3	2	185	
Pooja Midha	05/16/21	4	5	6	182	
Tracey Scheppach	04/18/21	5	3	2	175	
Rishad Tobaccowala	11/22/20	1	3	1	169	
Michael Kassar	01/11/21	2	3	3	168	
Donna Speciale	11/03/21	137	16	11	164	
Doug Rozen	06/14/21	10	4	4	163	
Ashley J. Swartz	03/07/21	5	5	1	162	
Joanna O'Connell	02/14/21	1	4	2	162	
Yin Woon Rani	03/29/21	3	3	4	161	
Andre Swanston	01/06/21	3	4	1	160	
Scott Schiller	04/26/21	4	3	1	158	
Kevin Krim	04/12/21	4	4	3	156	
Jason Smith	06/21/21	13	7	1	156	
Wenda Millard	09/19/21	13	8	5	156	
Lisa Utzschneider	02/07/21	1	4	1	153	
Brian Morrissey	12/06/20	1	3	1	153	
Shane McAndrew	11/29/21	85	57	11	153	
Rishad Tobaccowala	11/01/21	131	9	10	150	
Sean Kegelman	03/15/21	3	4	1	149	
Irwin Gottlieb	07/06/21	8	4	2	146	
Advertising Week	10/23/21	22	7	4	144	
Marla Kaplowitz	05/31/21	4	4	1	143	
Kirk McDonald	05/23/21	4	3	1	136	
Louisa Wong	06/06/21	7	5	2	135	
David Cohen	01/24/21	0	3	1	132	
Sean Cunningham	07/12/21	8	4	3	125	
Voices from the Beet Retreat	11/22/21	91	19	9	119	
Doug Ray	11/14/21	96	10	8	114	
Rishad Tobaccowala	01/09/22	0	0	113	113	
Tracey Scheppach	10/18/21	13	4	3	107	
Voices from Santa Monica	12/13/21	0	80	16	96	
Raja Rajamannar	10/11/21	13	6	4	96	
Nathan Brown	01/16/22	0	0	96	96	
Andre Swanston	06/28/21	8	3	1	94	
Louisa Wong	12/06/21	0	80	11	91	
Voices from Santa Monica Part 2	12/26/21	0	47	38	85	
Voice from the Santa Monica Part 2	12/20/21	0	53	21	74	