



The Beet.TV Global Retail Media Forum at Cannes Lions, June 19

Retail Media is one of the fastest growing industry sectors. Far beyond its roots in shopper data, the consumers' transition to online commerce has provided retailers (large and small), marketers, and publishers with an exciting, emerging media environment. What's happening now and what's next will be a big topic at Cannes this year. And it will be the subject of a day-long summit produced by Beet.TV.

Hosting the event and curating the program is industry analyst and frequent Beet.TV contributor Joanna O'Connell. Also moderating will be former Wall Street Journal reporter and Beet.TV contributor Mike Shields.

The program will take place at the specular Beet.TV Villa, a 10-minute drive from la Croisette.

The program will consist of four, 90-minute tracks which include networking, a featured fireside chat, panel discussion, and an interactive segment with the audience. The four tracks will cover many of the industry's key developments and trends including:

- Retail Media Networks as essential data providers
- Retail Media Networks as sellers of inventory
- The new opportunities for brands to reach targeted audience via RMN
- The emerging opportunity of in-store media
- The opportunity for publishers and platforms to partner in the space

The program will feature sixteen speakers across the four sessions.

Keynoting the program is Megan Pagliuca, Chief Activation Officer, Omnicom Media Group; Quentin George , Partner at McKinsey & Company

Leading industry speakers are expected from:

- Walmart Connect
- Albertsons
- Kroger
- Best Buy
- Publicis
- GroupM
- IPG
- Disney
- NBCU
- Criteo

The sessions will be recorded for publication on Beet.TV and via its syndication network of YouTube, Bloomberg, Twitter and LinkedIn. Each of the panelists will all so be interviewed in the Villa studio.

More about Beet.TV's activation in Cannes and sponsorship information [can be found here](#).

Contact:
Andy Plesser
andy@beet.tv