



# The Transformation of Television: Connected, Addressable & Outcome-Based

A Beet.TV Global Summit  
at Cannes Lions, June 21

This unique leadership summit will explore the future of advanced television advertising in topics including consumer experience, monetization strategies, targeting/addressability, and the changing demands for marketers around performance.

Participants will include senior TV programmers, platform execs, tech providers, brand marketers and media buyers. The sessions will be recorded and published on Beet.TV and speakers will be interviewed at the Villa studio.

Hosting the event and curating the program is research analyst and frequent Beet.TV contributor Joanna O'Connell, and 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 the 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 day will end with a networking reception.

The four tracks will cover many of the industry's key developments and trends. They could include:

- Creativity Meets Audience Targeting at Scale
- FAST and Streaming Services: A New TV Landscape
- TV Distribution in Transition: Who Will Win
- Keeping CTV Supply Chain Safe and Ads Viewable
- Moving to a Mature Programmatic Marketplace
- The Consumer Is Defining Ad Experience

To find more about the Beet.TV week-long program at Cannes and sponsorship details, [visit this page](#).

For information about pricing of sponsorships, contact [andy@beet.tv](mailto:andy@beet.tv)