



BeetTV

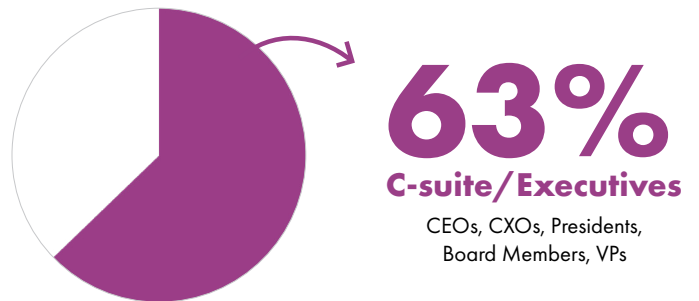
Audience Profile

Beet.TV reaches an influential global audience of advertising and media C-suite executives from industry leaders, including Amazon, Disney, Google and NBCUniversal. Beet.TV registers **400,000 monthly impressions on LinkedIn** and **200,000 on its own Beet.TV site**. Videos are also viewed on YouTube, X and 375,000 Bloomberg Terminals worldwide. Beet.TV content is promoted via email marketing, retargeting, and banner ads.

Audience Metrics and Demos

LinkedIn monthly impressions: **407,000**
Beet.TV monthly impressions: **197,333**
YouTube subscribers: **5,000**
Bloomberg Terminals worldwide: n/a
Retargeting impressions monthly average: **200,000**
Newsletter monthly email impressions: **50,000**
Newsletter open rate average: **37%**

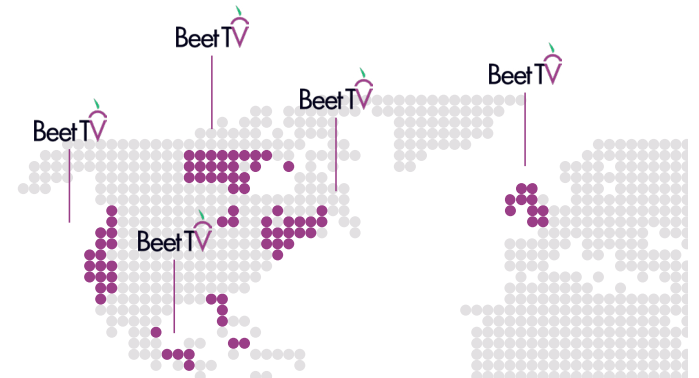
C-SUITE DOMINANT



C-SUITE FROM TOP BRANDS



GLOBAL REACH



Sources: LinkedIn, Brightcove, AdRoll, Mailchimp, YouTube