



# BeetTV

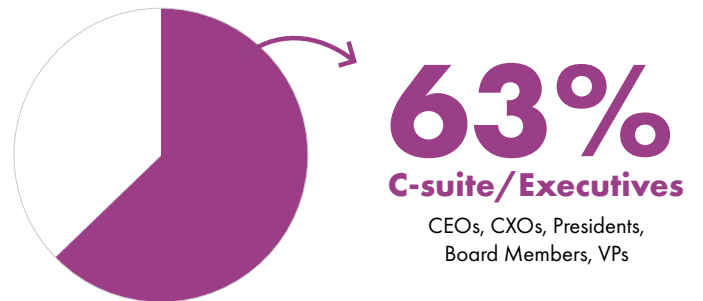
## Audience Profile

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 **321k+ 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 (organic): 321,000+  
LinkedIn monthly impressions (paid): 300,000+  
Monthly video views across channels: 75,000  
LinkedIn followers: 22,000  
Bloomberg Terminals worldwide: n/a  
YouTube subscribers: 5,410  
X followers: 10,000  
Retargeting impressions, monthly average: 300,000  
Newsletter & Daily Digest Subscribers 7,500  
Newsletter open rate, average: 45%

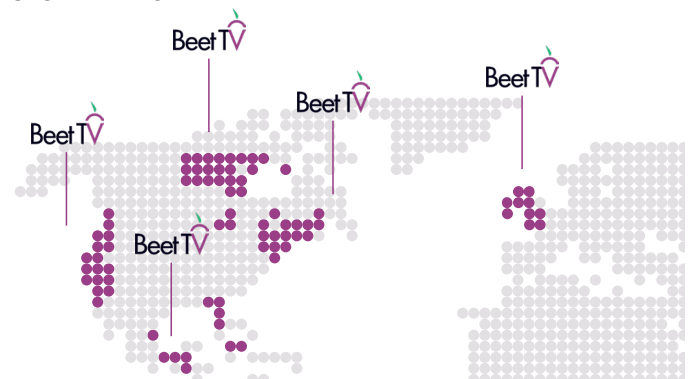
### C-SUITE DOMINANT



### C-SUITE FROM TOP BRANDS



### GLOBAL REACH



Sources: LinkedIn, Brightcove, AdRoll, Mailchimp, YouTube