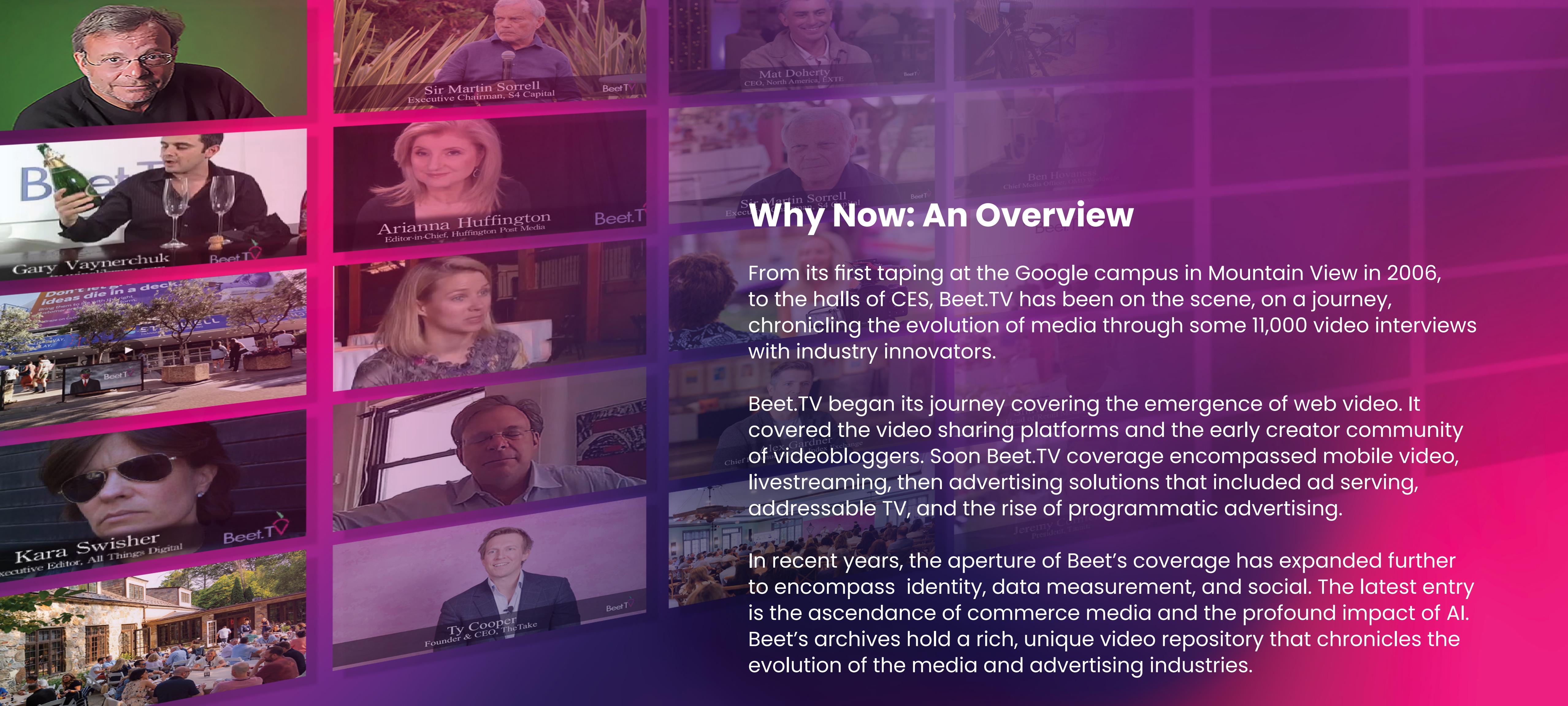


Beet@20

2006 – 2026

Celebrating 20 Years of Media Innovation and Charting What's Next



Why Now: An Overview

From its first taping at the Google campus in Mountain View in 2006, to the halls of CES, Beet.TV has been on the scene, on a journey, chronicling the evolution of media through some 11,000 video interviews with industry innovators.

Beet.TV began its journey covering the emergence of web video. It covered the video sharing platforms and the early creator community of videobloggers. Soon Beet.TV coverage encompassed mobile video, livestreaming, then advertising solutions that included ad serving, addressable TV, and the rise of programmatic advertising.

In recent years, the aperture of Beet's coverage has expanded further to encompass identity, data measurement, and social. The latest entry is the ascendance of commerce media and the profound impact of AI. Beet's archives hold a rich, unique video repository that chronicles the evolution of the media and advertising industries.

To explore the history of the industry and peek into its future, Beet.TV will produce a year-long video series and related events.

Beet.TV 20th Anniversary Video Series & Honors

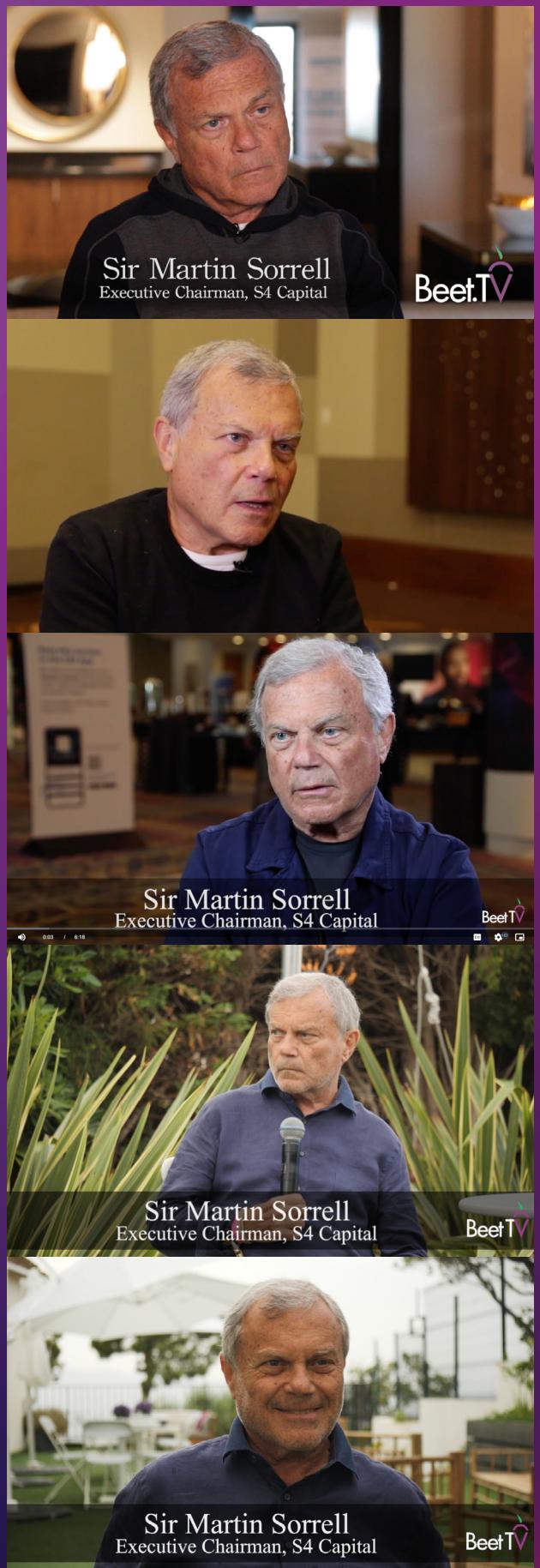
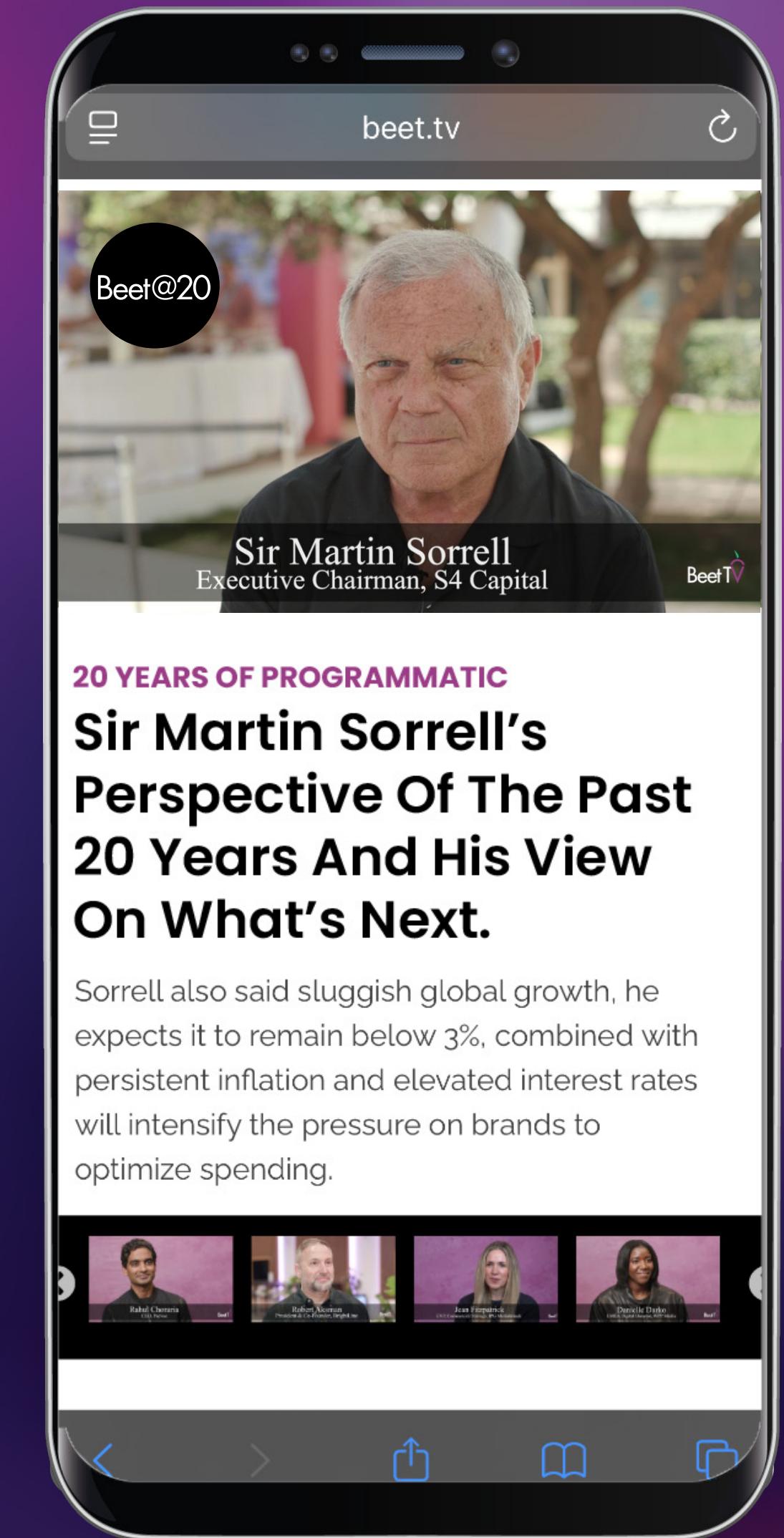
Over the course of 2026, Beet.TV will produce 20 videos featuring past speakers. The videos will pair a short clip of the original video with a new interview that will cover the interviewee's perspective of the past 20 years, and a view on what's next.

Criteria for the selection as one of the 20 will be determined by a recipient's contribution to advancing the technology and implementation of digital media. Also considered will be service to the industry in thought leadership and community service.

The videos will be published on Beet.TV and its syndication network. The videos will be repurposed as short clips for social.

The video series will begin in Q2, and run for the remainder of the year.

The Beet Award, Honoring 20 Years of Media Innovation



Beet's archives hold a rich, unique video repository.

The Platinum



Beet Award

Honoring 20 Years of Media Innovation

Celebration at Cannes Lions

The anniversary program will be highlighted during the Cannes Lions Festival of Creativity, culminating in an industry party for several hundred at the Martinez Beach Club, hosted by Yahoo. The event is scheduled for Tuesday evening, June 23 and will feature a tribute to the selected 20 as part of a short ceremony – and another celebration will take place in New York this fall.

The Cannes celebration will be heavily promoted online via social media and retargeting. At the Festival, the anniversary will be highly visible as the 100 pedestrian barriers surrounding the Palais will contain images of past celebrity speakers, and messages of congratulations from our partners.



Anniversary Partnerships

Our plan is to include a maximum of four Presenting Partners associated with the entire program, and they will be immersed in the yearlong, highly visible program.

While a majority of interviewees will be revisited from the past, others including partner executives, not previously interviewed, can also be included in the series.



Presenting Partners benefits will include

- Integration into all promotion, marketing, social and in-stream surrounding and promoting the video series.
- Domain exclusivity at the Presenting Partner level
- Featured in the series with in-stream branding along with three video interviews for Partner's executives (separate from the featured 20 honorees).
- All video assets provided as content that partners can repurpose internally and across its own channels
- Featured position at the Cannes celebration, including signage, and a toast by partner's executive
- Featured on the pedestrian barriers surrounding the Palais with a congratulatory message

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For more partnership information, please contact Phil Ardizzone at phil@beet.tv