

Beet@20

2006 – 2026

Celebrating 20 Years of Media Innovation
at Cannes Lions and Beyond

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

It has produced and shared the evolution of an exciting, dynamic industry. Its 20-year anniversary will be celebrated at an industry party at Cannes and in a video series.

Celebrating Beet.TV at Cannes Lions on June 23

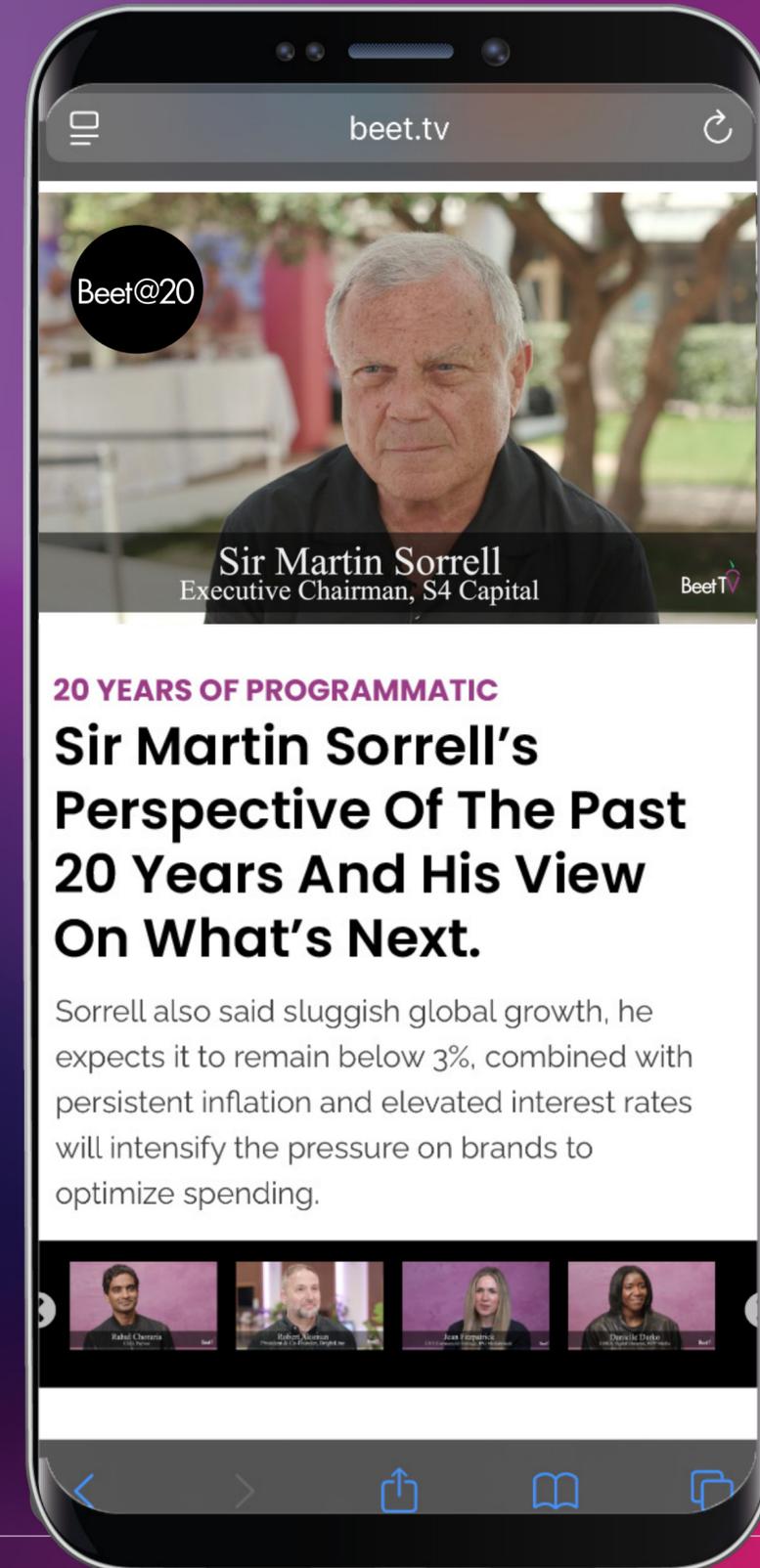
Beet.TV will convene hundreds of industry leaders at a cocktail reception and networking event on Tuesday, June 23 at the magnificent Hotel Martinez Beach where Yahoo has its activation site and Yahoo Beach Party.



The Anniversary Video Series

Over the course of 2026, Beet.TV will produce 15 videos featuring past speakers and other luminaries. The content will cover the interviewee's perspective of the past 20 years and a view on what's next.

The videos will be published on Beet.TV and its syndication network and via its influential social feeds.



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

Anniversary Partnership Opportunity

There will be four Presenting Partners associated with the Beet@20 Anniversary Video Series, and the Beet@20 celebration in Cannes at the Yahoo Beach Party. The Presenting Partners will be immersed in the year long, highly visible program.



The Presenting Partnership includes:

- Presenting Partner of Beet@20 Anniversary Video Series
- Integration into all promotion, marketing, social and in-stream messaging surrounding and promoting the video series which will run until the end of the year
- Two of your executives featured in the video series (The interviews will be captured in the Beet.TV New York studio and on-site location in Cannes.)
- Video assets shared with the partner to be repurposed as content internally and externally
- Presenting Partner of Beet@20 Celebration in Cannes at Yahoo Beach Party - Tuesday June 23 6pm-8pm
- Integration into all promotion, marketing, social and in-stream messaging surrounding and promotion of networking celebration in Cannes at Yahoo Beach Party
- Opportunity to invite your executives, clients and partners to Beet@20 Yahoo Beach Party - 100 invitations
- Prominent visibility at the Beet@20 Yahoo Beach Party in Cannes including including logo on the invitations, and onsite signage
- Acknowledgement of Partner with a shoutout during the party
- Opportunity to have a branded specialty cocktail
- Opportunity to provide branded giveaway item at the party

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