



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 **800k+ monthly impressions on LinkedIn** and **120,000 on its own Beet.TV site**. Videos are also viewed on YouTube, X and 325k+ Bloomberg Terminals worldwide. Beet.TV content is promoted via email marketing, retargeting, and banner ads.

Audience Metrics and Demos

- LinkedIn monthly impressions: 800,000+
- LinkedIn monthly engagements: 12,000
- Unique members reached monthly (LinkedIn): 230,000
- Monthly video views across channels: 75,000
- LinkedIn followers: 26,000
- Bloomberg Terminals worldwide: n/a
- YouTube subscribers: 5,620
- X followers: 10,000
- Retargeting impressions, monthly average: 300,000
- Newsletter & Daily Digest Subscribers 7,900
- Newsletter open rate, average: 41%

C-SUITE DOMINANT



68%

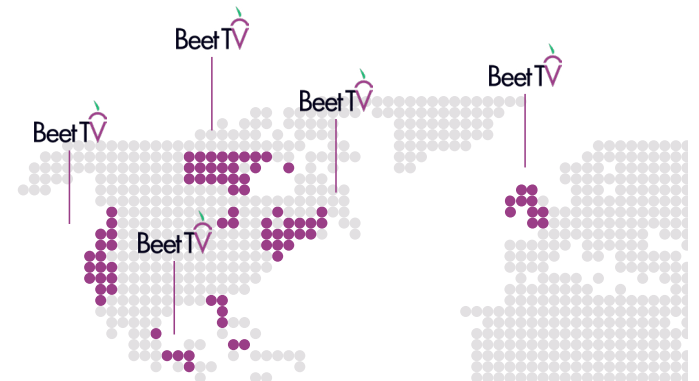
C-suite/Executives

CEOs, CXOs, Presidents,
Board Members, VPs

C-SUITE FROM TOP BRANDS



GLOBAL REACH



Sources: LinkedIn, Brightcove, AdRoll, Mailchimp, YouTube