



## **Beet.TV in Collaboration with NYSE Live**

*Strategic content collaboration brings exclusive interviews with advertising and media leaders to NYSE Live's viewers as video content pioneer celebrates 20th anniversary at Cannes*

NEW YORK, NY – June 1, 2026 – Beet.TV, the pioneering video-first B2B media platform serving the advertising and media ecosystem, today announced a strategic media collaboration with NYSE Live that will bring its exclusive industry leader interviews and programming to the NYSE's rapidly growing media network.

The collaboration launches at the 2025 Cannes Lions International Festival of Creativity, where Beet.TV returns for its 20th anniversary with four days of programming at The Hotel Majestic.

Under the content-sharing arrangement, Beet.TV will first produce a series of video interviews from its Cannes studio and stage featuring senior executives from major advertisers, agencies, and technology platforms.

These videos will be distributed across the NYSE's media platform, which now reaches millions of monthly viewers across partner platforms and has seen the volume of daily live programming grow more than 200 percent year-over-year.

Ongoing collaborations will include coverage of other events, the development of new programming produced by NYSE Live and the publication of original video series produced by Beet.TV.

“This collaboration with the New York Stock Exchange represents an important validation of Beet.TV's value to both industry leaders and the financial community,” said Andy Plesser, Founder and CEO of Beet.TV.

“For two decades, we've been documenting the transformation of advertising and media through in-depth conversations with the executives driving change. Sharing this content

through NYSE's platform extends our reach to investors, analysts, and business leaders who need to understand the forces shaping this dynamic industry."

"NYSE operates as both a collaborator to global publishers and a publisher actively scaling our media network across new creators every day. Bringing Beet.TV's Cannes Lions coverage to our audience in real time is another way to keep the NYSE community informed and connected," said Joe Benarroch, Head of Media Partnerships, Content and Distribution at NYSE.

The collaboration kicks off as Beet.TV celebrates its 20th anniversary at Cannes Lions, June 22-25, with programming addressing CTV, commerce and retail media, data, identity, measurement, search, gaming, the impact of AI, and other emerging industry sectors.

The content collaboration will continue with extensive sharing of Beet.TV video interviews, event coverage and new long-form programming produced at the Exchange.

## **Two Decades of Industry Documentation**

Since its launch in 2006, Beet.TV has established itself as the advertising and media industry's essential video-first intelligence platform, producing an archive of more than 11,000 videos that document nearly two decades of industry evolution.

It covers industry events and produces its own, high level, industry executive retreat.

The company has experienced significant growth, with revenue increasing nearly 500 percent over the past six years, defying broader challenges facing B2B media.

To commemorate its 20th anniversary, Beet.TV has launched a special video series featuring interviews with industry pioneers including S4 Capital founder and CEO Martin Sorrell; Tara Walpert Levy, Managing Director of Ads Marketing at Google & YouTube; Nielsen Chief Client Officer Peter Naylor; Horizon Media President, CEO Bill Koenigsberg; and other influential leaders who have shaped the transformation of advertising and media over the past two decades.

At the upcoming Cannes Lions Festival of Creativity, Yahoo will co-host the Beet.TV 20th year celebration on the beach at the Martinez Hotel to mark the milestone.

## **Expanded Media Distribution**

The NYSE collaboration represents Beet.TV's continued expansion of its media distribution network, which already includes Bloomberg Terminals, LinkedIn, YouTube, and the Beet.TV platform itself. The company's content generates more than 400,000 LinkedIn impressions monthly and reaches a highly engaged audience of senior executives across agencies, brands, publishers, and technology platforms.

"The NYSE has become a significant media platform in its own right, and this collaboration allows us to reach decision-makers who are evaluating the business performance and strategic direction of the companies we cover," Plesser added. "It's a natural alignment of editorial mission and audience."

## **About Beet.TV**

Beet.TV is the intelligence and networking engine fueling the community of business leaders across the advertising and media ecosystem. As the premier source of access to decision makers shaping the world of ad agencies, technology, CTV, retail media, content creation and distribution, and the future of digital communications, Beet.TV stands at the intersection of innovation and industry leadership. Since its launch in 2006, Beet.TV's editorial scope has evolved to cover the endless advances in ad-supported digital media, with expanded coverage of emerging sectors including social, programmatic, streaming, identity, commerce, artificial intelligence, media measurement, audio, out-of-home, the creator economy, and contextual advertising. For more information, visit [about Beet.TV](#)

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