



Beet.TV

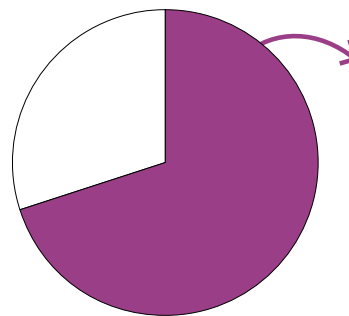
Audience Profile

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 **1M+ monthly impressions and 75,000 monthly video views across channels**. Videos are also viewed on YouTube and X, along with selected syndication across the New York Stock Exchange network. Beet.TV content is promoted via email marketing, retargeting, and banner ads.

Audience Metrics and Demos

Monthly impressions across channels: 1,000,000+
LinkedIn monthly impressions: 635,000
LinkedIn monthly engagements: 13,500
Unique members reached monthly (LinkedIn): 200,000
Monthly video views across channels: 75,000
LinkedIn followers: 27,795
YouTube subscribers: 5,640
X followers: 10,000
Retargeting monthly impressions: 100,000+
Newsletter & Daily Digest Subscribers: 8,600

C-SUITE DOMINANT



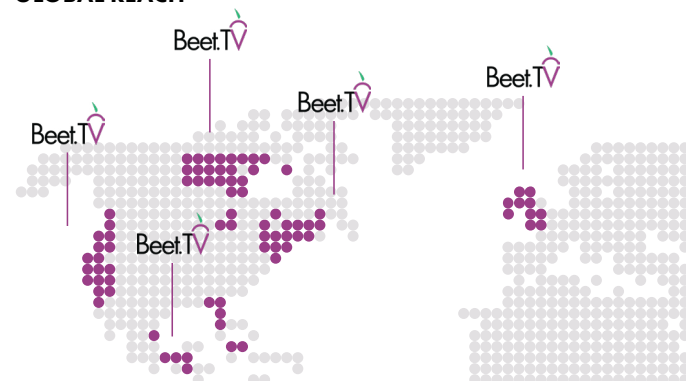
70%
C-suite/Executives

CEOs, CXOs, Presidents,
Board Members, VPs

C-SUITE FROM TOP BRANDS



GLOBAL REACH



Sources: LinkedIn, Brightcove, AdRoll, Mailchimp, YouTube