

BEET.TV

The Beet.TV Distribution Network

Audience Reach & Engagement Across LinkedIn, X, YouTube & Beet.TV

Q2 2026 SNAPSHOT • APRIL – JUNE

A Senior Advertising & Media Audience — At Scale

Combined reach across Beet.TV's owned and social distribution network, Q2 2026

3.08M

Combined Impressions

LinkedIn + X + YouTube + Beet.TV video

234,866

Video Views

YouTube + Beet.TV player + LinkedIn
(company + Andy Plesser personal)

1,273

Hours Watched

YouTube, Beet.TV & LinkedIn personal
video*

70%

of Beet.TV's LinkedIn audience holds Senior, Director,
VP, or CXO-level positions

36% Advertising Services | 34% NYC Metro

Companies reached include:

**Amazon • Google • Disney • NBCUniversal
Paramount • The Trade Desk • Roku • Comcast
Advertising • WPP Media**

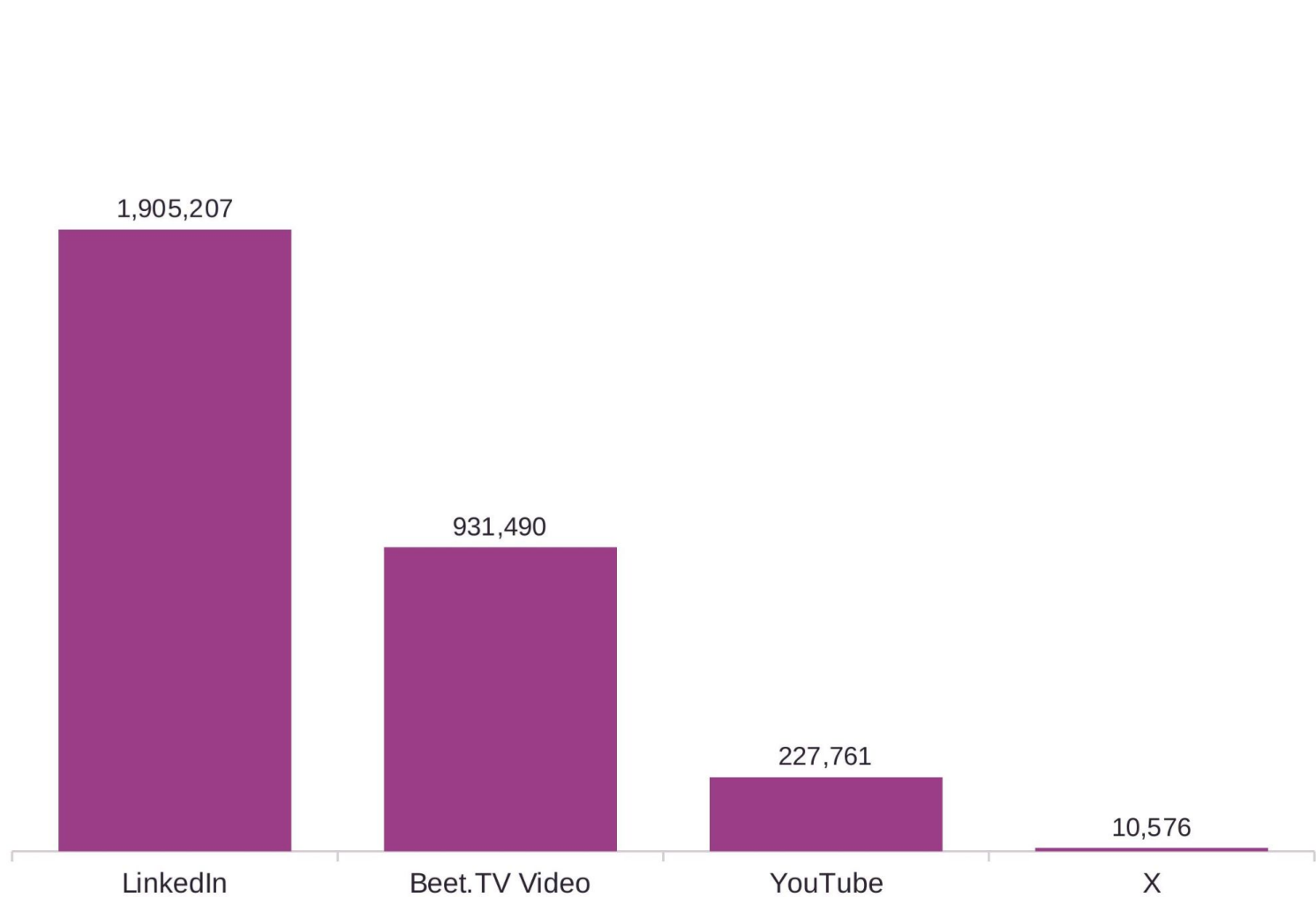
**Hours Watched excludes the Beet.TV LinkedIn company page (85,301 views) — LinkedIn does not report watch-time at the company-page level*

Source: LinkedIn Analytics, X Analytics, YouTube Studio, Brightcove, Google Analytics

Confidential — Beet.TV

Reach by Channel

Total impressions, Q2 2026 (April – June)



LinkedIn

Personal profile + company page, full Q2 (Apr–Jun)

Beet.TV Video

Brightcove player, all site-embedded video

YouTube

Channel impressions

X (@Beet_TV)

Monthly totals, Apr–Jun 13

PAID MEDIA (SUPPLEMENTARY)

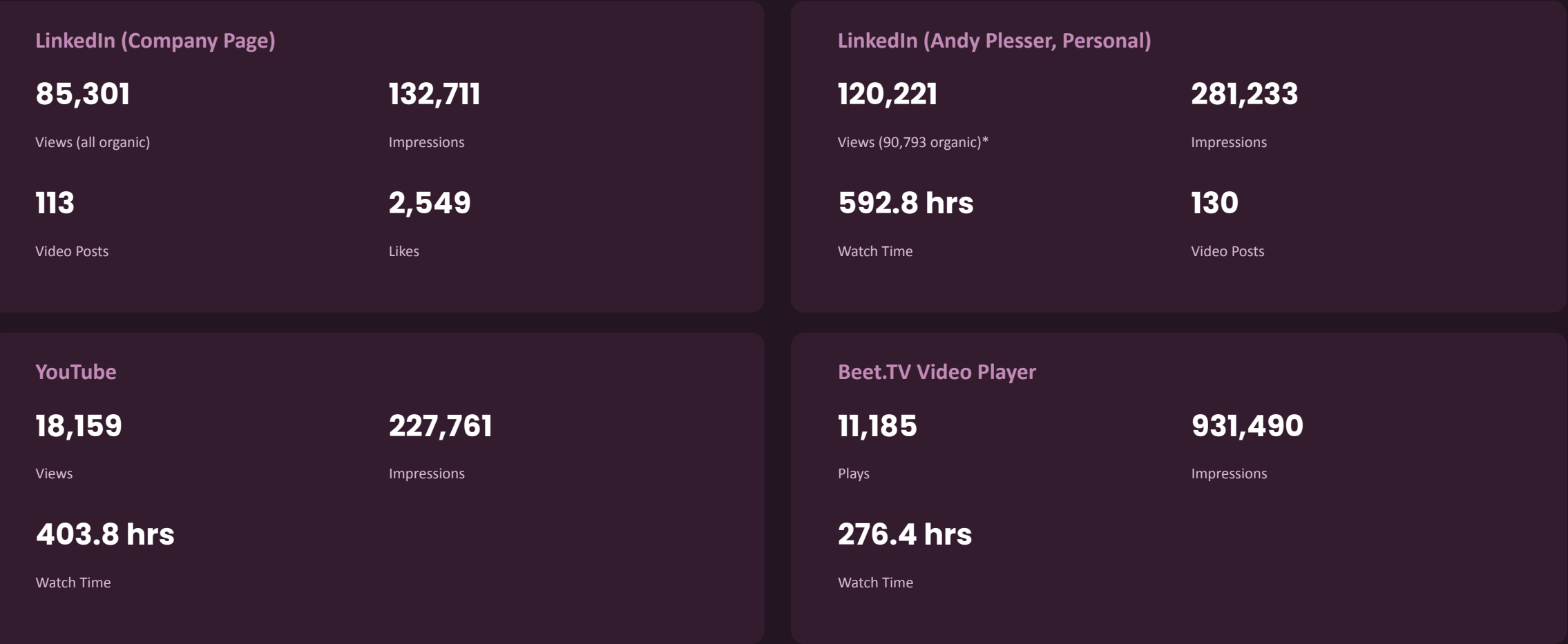
AdRoll Retargeting

328,393 impressions across 8 sponsor-series retargeting campaigns, Apr–Jun

X's smaller scale reflects the platform's overall lower usage among this account's B2B audience

Video Is Where the Audience Leans In

Video performance across YouTube, Beet.TV, and LinkedIn (Andy Plessner personal + company), Q2 2026



234,866 confirmed video views across the network

*29,428 personal-profile video views (out of 120,221) came from boosted/paid posts, unlike the fully organic company-page and YouTube totals

LinkedIn: Beet.TV's Social Anchor

Personal profile (Andy Plessner) + Beet.TV company page, full Q2 2026 (Apr–Jun)

LinkedIn: Andy Plessner Page

1,683,034	Impressions
24,438	Engagements
42.7%	Video View-Through Rate
120,221	Q2 Video Views
+1,527	New Followers

LinkedIn: Beet.TV Page

222,173	Impressions
16,055	Engagements
~7.2%	Avg. Engagement Rate
85,301	Video Views (Q2)
100%	Organic, no paid activity

Owned Audience Snapshot

Newsletter and LinkedIn following, combined demographics



Top Companies Across the Audience



Selected Distribution: The NYSE Partnership Network

NYSE's global media network, at scale — selected Beet.TV content is being distributed across the NYSE Live network; examples shown underneath

3.1M

Combined Social Followers

LinkedIn, X, Instagram, Facebook, YouTube

50M

Monthly Average Viewers

on NYSE TV / Cheddar

200M+

Video + Social Impressions

NYSE Video (Daily Update + Live Hour) + Social

150M

Potential Daily Audience

via PR Newswire placements;
avg. daily data Apr–May

Beet.TV Content Already Syndicated via NYSE Live

QUARTZ.

NYSE

AMENIA, NY

ADVERTISING LEADERS CONVENE AT BEET RETREAT BERKSHIRES

Beet.TV's Tameka Kee breaks down trending topics at Beet Retreat Berkshires

Quartz

Los Angeles Times

Top News California Sports Entertainment

Jul 30, 2026

LA Times Media Group

Produced by LA Times Studios, a member of the LATMG, featuring news, entertainment and lifestyle content.

NYSE

AMENIA, NY

ADVERTISING LEADERS CONVENE AT BEET RETREAT BERKSHIRES

LA Times Media Group

NYSE

Browse Search NYSE.com

NYSE

AMENIA, NY

ADVERTISING LEADERS CONVENE AT BEET RETREAT BERKSHIRES

NYSE Live (website & app)

NYSE

Beet.TV's Tameka Kee Breaks Down Trending Topics at Beet Retreat Berkshires

NYSE

AMENIA, NY

ADVERTISING LEADERS CONVENE AT BEET RETREAT BERKSHIRES

Yahoo Finance

“Beet.TV’s Tameka Kee Breaks Down Trending Topics at Beet Retreat Berkshires” — syndicated via NYSE Live, July 29–30, 2026

Source: NYSE Partnership Deck (Confidential), NYSE Live syndication screenshots

Confidential — Beet.TV

A Distribution Network Built for the Advertising Industry

3.08M impressions. 234,866 video views. A 70% senior, agency-and-brand-side audience — reached everywhere they already are.

LinkedIn

X

YouTube

Beet.TV

NYSE

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

Beet.TV