



Madison Avenue Meets Wall Street

*A Leadership Series produced by Beet.TV and the NYSE
Published during Advertising Week New York*

From the New York Stock Exchange trading floor studios, Beet.TV will produce a series of eight video interviews with six media agency leaders and two executives from the series partner.

The video interviews will explore some of the biggest topics to be explored during Advertising Week. Recorded on September 24, the videos will be published during Advertising Week New York, October 5-9.



The topics covered in the series will be co-curated by Beet.TV and the series partner. Topics will include agentic media buying, commerce media, streaming, the creator economy, measurement and outcomes.

The talk show-style format will be hosted by Beet.TV contributor and industry veteran and Beet.TV contributor Pooja Midha.

Series speakers will include agency investment leads from the major holding companies and large independent agencies, along with two executives from the sponsoring company.

The content will be widely shared and watched during Advertising Week. The series will be published on Beet.TV, its social channels and on the NYSE media properties, and it will be heavily promoted in advance, during, and post-publication.

To find more about the reach of Beet.TV and the NYSE, [visit this page](#).

Partnership Opportunity

Partners will be invited to welcome agency executives to the studio and spend time in the green room.

Two partner executives will be included in the series of eight interviews.

The partner will be deeply integrated into the videos, banners, and social media.

The videos files will be shared with the partner for publication on its channels.

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