

Beet.TV
MEDIA 2027
LONDON

Planning for a Transformative Year

December 7, 2026

The Soho Hotel

At Media 2027, Beet.TV will convene industry leaders in London for a full-day gathering that explores how brands, agencies, publishers, and technology platforms are navigating accelerated transformation.

As measurement evolves, commerce converges, creators reshape storytelling, and streaming redefines audience engagement, forward-thinking organizations are preparing now for the year ahead. Beet.TV's stage is where leaders discuss these most pressing questions with clarity and candor.

The day will consist of off-the-record fireside chats, panels, breakout sessions and a networking reception. While the sessions will not be taped, Beet.TV will produce a series of interviews with the event's speakers.



Beet.TV London Leadership Summit, Soho Hotel, 2023

Speakers will include:

- Media Agency Investments Leads
- Brand Marketers
- Retail Media Executives
- Streamers and Broadcasters from EMEA & US
- Industry Analysts (EMARKETER)
- Programmatic Innovators

Among the topics to be explored are:

Measurement, Contextual & Outcomes

- How AI is transforming measurement, attribution, incrementality, and marketing decision-making that move beyond increasingly obsolete media metrics to quantifiable business outcomes.
- How contextual signals, brand-safe environments, and first-party content strategies are replacing third-party data dependencies while maintaining targeting precision and campaign effectiveness.
- The evolution from traditional KPIs to accountable frameworks bolstered by new approaches to optimization, forecasting, and ROI demonstration.

Streaming TV & Premium Audience Engagement

- How publishers are delivering relevant, personalized content experiences to consumers that connect engagement to clear business outcomes
- The evolution of the CTV ad experience: balancing consumer experience, monetization, and advertiser results in an increasingly competitive market.

Commerce Media & Growth

- The convergence of retail media, commerce, CTV, and vertical industry media networks into full-funnel growth engines.
- How agentic buying, first-party data, and commerce signals are reshaping customer acquisition, media investment, and competitive positioning.

Content, Creators & Discovery

- How creators, AI-generated content, and emerging discovery platforms are reshaping the way brands spur discovery, build trust, and establish durable audience relationships in a permanently fragmented landscape.
- The strategic importance of SEO, GEO/AIO (Generative Engine Optimization/AI Optimization), and content strategies designed for both consumer audiences and AI agents.

About the Event

The main stage will be the 100-person auditorium of the Soho Hotel. Programming will begin at 9:00 am, followed by lunch and breakout sessions. The on-stage content will conclude at 5:00 pm, followed by a networking reception at the hotel.

Speaker curation will be a collaborative effort with the partners. Speakers will include senior agency leaders, brand marketers, retailers and publishers.

Event attendance will be by invitation only, largely driven by guests of the partners.

There will be extensive pre, during and post social media promotion

Partnership Opportunity

There will be four presenting partners.

Each partner will receive:

- Branding throughout: pre-event promotion, on-site, and on social and via post-event video publication
- One fireside conversation
- Executive participation in a panel discussion
- Two Beet.TV video interviews conducted on site
- 25 event guests

For availability and pricing, contact Phil Ardizzone at phil@beet.tv