



## Leadership Sessions at Cannes Lions 2025

**Beet.TV returns to Cannes with its mix of impactful networking, compelling programming, and premium video production focused on the what's new and next for media investment.**

Given all our programming is recorded, high-level conversations and takeaways will be watched and shared well beyond the festival.

Located in a central, easily accessible location on La Croisette, the Beet.TV production will take place in an event space hosted by Infillion, on the lawn of the Mondrian Hotel.

The Beet.TV stage will showcase innovative companies in front of a live, curated audience, as well as in our adjacent studio where we will produce bespoke video segments.

Over the course of four days, Beet.TV will present a series of single-sponsored "Sessions" consisting of networking, video interviews, and panels moderated by Beet.TV editors. The audience will be guests of the partners and influential members of the Beet.TV community.

The topics presented in the sessions will include CTV, Commerce and Retail Media, Data, Identity, Measurement, Search, Gaming, the impact of AI and other emerging industry sectors, and will be produced for publication on Beet.TV and its network, including YouTube, LinkedIn, and the Bloomberg Terminals. Each session will be heavily promoted via email, and social media before, during and post Cannes.





## Presenting Partnership elements include:

- The 1-hour session will include pre and post networking time, and a fireside chat and panel conversation which will feature up to two partner executives and four additional industry leaders. Content and Speakers can be jointly curated.
- Video assets will include two panels from the session plus two video interviews of partner's executive produced onsite at the Beet.TV studio.
- Physical signage featuring the partner's session will be prominently displayed on the stage and in the meeting space.
- Video series from the stage and studio will comprise a titled series, with partner pre-and post-roll banners, along with a supporting social campaign.
- Video files will be made available to partners for use on their properties and social feeds.
- Photography will be produced at the showcase. Photos will be shared on social media and made available to the partners.
- Partners can invite their executives, clients, and partners to attend their 1-hour session and network within the event space
- The full attendee list will be made available to the partners.

## Available Session Times:

Monday, Tuesday Wednesday, Thursday

- 10am - 11am
- 11am - 12pm
- 2pm - 3pm
- 3pm - 4pm

Additional partner opportunities for breakfasts, lunches, networking mixers, and private dinners can be arranged on a custom basis.

Please find the Beet.TV video coverage from Cannes 2024 [here](#).

Watch our Cannes sizzle reel [here](#).



**For partnership information,  
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