

## Overview

- Insightful and engaging Q&A format showcases innovators who are shaping the business world
- Candid, fast-paced interviews provide an easy way for executives to get the inside track on new ideas

## The Show

The internet's highest-quality talk show, [Dog and Pony](#) is produced in partnership with CNet.com and broadcast through CNet's business site, BNet.com. Being a guest on the show gives innovators a platform to promote their business and talk about unique strategy and challenges they have endured along the way.



[Dog and Pony](#) features the insights of exceptional business pioneers from fields as varied as entertainment, technology, publishing, and social media. In casual conversations, Dog and Pony's hosts hone in on what guests do, how they got there, and how their work is changing the world.

## Guests

Past guests have included [Jason Calacanis](#), Mahalo founder; [Richard Rosenblatt](#), former CEO of Intermix Media and MySpace co-founder; and [Dave Goldberg](#), Entrepreneur-in-Residence, Benchmark Capital.

## Demographic

Men and women, 28-45, affluent, tech-savvy decision makers in small business and corporate America

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