disruptTV



ENTERPRISE TECH'S LONGEST-RUNNING LIVESHOW

DISRUPTV MEDIA KIT 2027

constellation RESEARCH

DISRUPTV: ON AIR WEEKLY

ENTERPRISE TECH'S LONGEST-RUNNING LIVE SHOW

The most influential conversation in enterprise tech, live every week.

130M+	50M+	50K+	400+	1,500+
MONTHLY IMPRESSIONS	AUDIENCE REACH	WEEKLY VIEWS	EPISODES & COUNTING	UNIQUE GUESTS

DisrupTV is the longest-running, most influential live show in enterprise tech — a weekly, unscripted conversation with the CEOs, technologists, and thinkers shaping the future of business. For over 400 episodes, DisrupTV has brought the boardroom to the broadcast, hosted by R "Ray" Wang of Constellation Research and Vala Afshar of Salesforce.

GUESTS WHO'VE JOINED THE CONVERSATION

Aaron Levie CEO & Co-founder, Box	**Aneel Bhusri** CEO, Workday
Thomas Kurian CEO, Google Cloud	**Frank Slootman** Former CEO, Snowflake
Michael Saylor Chairman, Strategy (MicroStrategy)	**Vint Cerf** VP & Chief Internet Evangelist, Google
Guy Kawasaki Chief Evangelist, Canva; Former Chief Evangelist, Apple	**Scott Galloway** NYU Stern Professor & Bestselling Author
Jay Shetty Bestselling Author & Host, ON Purpose	**Tom Peters** Co-author, In Search of Excellence
Rita McGrath Professor, Columbia Business School	**Marshall Goldsmith** #1 Executive Coach & Thinkers50 Author

...and 1,500+ more CEOs, founders, and thought leaders across 400+ episodes.

WHO'S IN THE ROOM

A Global Community of Enterprise Decision-Makers

DisrupTV reaches a global community of enterprise executives, technology leaders, and innovators shaping the future of business. Its audience includes CIOs, CEOs, digital transformation leaders, AI executives, and technology decision-makers who turn emerging technologies into real-world business outcomes.

GUEST COMPOSITION, ACROSS 400+ EPISODES

1,200+ INTERVIEWS	**250+** AUTHORS	**200+** CEOS	**600+** CXOS OF FORTUNE 2000

For more than a decade, DisrupTV has documented the evolution of enterprise technology — from cloud computing and digital transformation to generative AI and the agentic enterprise. While the technology changes, the mission stays the same: bringing together the world's most influential leaders to discuss the ideas that will define the future of business.

WHAT WE COVER

- **Generative AI & the Agentic Enterprise**
- **Digital Transformation**
- **Cloud Computing & Infrastructure**
- **Leadership & Culture**
- **Customer Experience**
- **Business Model Innovation**
- **Startups & Emerging Tech**

TOP EPISODES

WATCH THE SHOW

A Few Favorites, Straight From the Archive

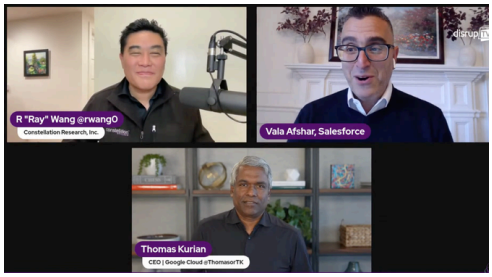
EPISODE 228
Scott Galloway on Disruption, Business & Post-Corona Strategy



EPISODE 241
Aaron Levie on the Future of Enterprise Software & AI



EPISODE 341
Thomas Kurian on Cybersecurity, Cloud Innovation & Global Threats



EPISODE 234
Aneel Bhusri on Future-Proofing the Enterprise: Digital Transformation, Growth & Leadership



EPISODE 232
Michael Saylor on Bitcoin, Treasury Strategy & Corporate Risk



EPISODE 360
Guy Kawasaki on Storytelling Meets Data Strategy



THE DISRUPTV DIFFERENCE.

Most shows chase the news cycle. DisrupTV has outlasted a decade of them.

Cloud computing. Digital transformation. The rise of SaaS. The pandemic pivot. Generative AI. The agentic enterprise. Since 2016, DisrupTV has sat at the center of every major shift in enterprise technology — not commentating from the sidelines, but hosting the people actually building it.

What hasn't changed:

Every Friday, live, unscripted. No pre-approved talking points, no PR handlers cutting in — just two hosts who've built a decade of trust with the people they're talking to, asking the questions that actually matter.

What makes it work:

- **Access most shows don't have.** Sitting CEOs of Workday, Box, and Google Cloud sharing the same guest list as the authors who wrote the books on leadership and strategy — because the show has earned the trust of both.

- **Chemistry that can't be manufactured.** Listeners don't describe DisrupTV as informative — they describe it as energy. That's ten years of two hosts who genuinely like doing this, not a format.

- **A living archive of enterprise history.** 400+ episodes means DisrupTV isn't just covering the AI era — it's the same show that covered the cloud era, the digital transformation era, and the era before that. Guests come on knowing they're joining a conversation with a decade of credibility behind it, not a startup podcast hoping to get noticed.

Other notable episodes...

- Episode 439 with Vint Cerf
- Episode 424 with Mark Levy and Whitney Johnson
- Episode 286 with Marshall Goldsmith
- Episode 202 with Alex Osterwalder
- Special Edition Episode with Tom Peters
- Episode 440 with Malcolm and Lucy Turnbull
- Episode 266 with Frank Slootman
- Episode 242 with Om Malik

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HOSTED BY

R "Ray" Wang
Founder & CEO, Constellation Research

Vala Afshar
Chief Evangelist, Salesforce

AS FEATURED IN

ZDNet • Diginomica

WATCH & LISTEN

Web: constellationr.com/video/channel/disruptv

YouTube • Apple Podcasts • Spotify

X (Twitter): @DisrupTVShow

LinkedIn: Constellation Research

Want to join the conversation?

We're always scouting bold voices in enterprise tech for upcoming episodes.

Email our producer at elle@constellationr.com

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WHAT TO EXPECT

The Guest Experience

FORMAT	AIRTIME	LENGTH	LOCATION
Live, weekly	**Fri, 11am PT**	**60 min**	**Remote (StreamYard)**

We receive over **1,000 requests** to appear on DisrupTV every year and select just **three guests per week**. You were selected because of your thought leadership and passion for the topics our community cares about most. Here's how to prepare.

BEFORE RECORDING

1. Listen to or watch at least one episode from the archives
2. Send your updated bio, title, headshot, and social handles to our producer for the event page
3. Share your discussion topics in advance for review and approval by Ray and Vala
4. Rate and review the podcast on Apple Podcasts and/or Spotify to boost discoverability of your episode
5. Sign up for the monthly newsletter to stay in the loop

WHILE RECORDING

1. Join the provided StreamYard link 10 minutes before showtime on Friday
2. Confirm a stable internet connection and wear headphones if you have them
3. Use good lighting, positioned with your head about a third of the way from the top of the screen
4. Ray opens with a brief introduction, then hands off to you with: "What will you be talking about today and where are you calling in from?"

AFTER RECORDING

1. You'll receive an email with links to use for promotion
2. Promote your episode via your personal and company social channels
3. Share it through your newsletter, blog, or other channels
4. Like, comment on, and share your episode via DisrupTV & Constellation Research's own social channels

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"The best episodes feel like two friends chatting. Relax, have fun, and be your authentic self. Congratulations and welcome to the largest global community of thought leaders."

LISTENER REVIEWS

What People Are Saying

Ray and Vala are pure energy. They bring in the best guests to shape the narrative of the future — a tour de force for any leader or organization looking for the ultimate edge. — Jon Reed, Diginomica	*Like an MBA course in an hour. I learn so much from Vala and Ray and their guests — deep information shared in a fun, easily accessible way. A must listen.* — Deb Mills-Scofield, Venture Capitalist
A great podcast with really high quality guests. Each episode features 2 or 3 guests, sometimes individually and sometimes in a group forum — always fun, informative, and full of value. — Caitlin Dos Ramos, Learnit	*Their ability to translate complex tech concepts into actionable strategies is impressive. Whether you're a C-suite executive or a startup founder, DisrupTV offers a front-row seat to the future of technology.* — Robyn Bolton, Author

ABOUT CONSTELLATION RESEARCH

DisrupTV is produced by Constellation Research, a Silicon Valley–based research and advisory firm helping CXOs make confident decisions about the future of business and technology. Constellation's analysts are former practitioners who draw on firsthand experience to advise board members, C-suite executives, and technology strategists shaping the future of their enterprises.

R "Ray" Wang
Principal Analyst & Founder, Constellation Research

Vala Afshar
Chief Evangelist, Salesforce

SPONSORSHIP OPPORTUNITIES

DisrupTV offers select sponsorship opportunities aligned with innovation, leadership, and emerging technology. For pricing and packages, contact our sales team at **sales@constellationr.com**.

GUEST INQUIRIES

Want to appear on the show, or recommend a guest? Reach our producer, Elle DeRosa, at **elle@constellationr.com**, or visit **constellationr.com/video/channel/disruptv**.