



**MEDIAVILLAGE IS THE MEDIA INDUSTRY'S
EDUCATION & DIVERSITY CENTER OF EXCELLENCE.
WE DRIVE GROWTH FOR THE WORLD'S LEADING MEDIA COMPANIES.**

MediaVillage was launched in 2010 under the direction of veteran industry strategist and trend forecaster Jack Myers. Fifteen founding media companies embraced Myers' recommendation that they transcend territorial competition to develop and implement industry-wide solutions for competing in the digital marketplace. For the past decade, MediaVillage, in collaboration with partners across the marketing ecosystem, has been pilot testing innovative strategies for generating growth. Today, more than 150 companies, organizations and industry leaders are members of the **MediaVillage Center of Excellence**.

- **MARKET RESEARCH:** Under The Myers Report brand, MediaVillage collects, analyzes and shares B2B and consumer data and insights to guide and support our members' growth priorities and marketing communications.
- **MARKET INTELLIGENCE:** MediaVillage hosts and manages the B2B marketing platforms for more than 100 member companies, industry trade associations, non-profit advocacy groups, and education providers, each published independently under the MediaVillage Knowledge Exchange. Together they represent the media industry's only unified force for growth.
- **CONTENT MARKETING:** MediaVillage.com hosts the commentaries, thought-leadership and insights of the media industry's most respected columnists, journalists and industry experts, reaching professionals across the marketing, media, entertainment and education ecosystem.
- **DIVERSE TALENT DEVELOPMENT:** MediaVillage has been a leading advocate for diversity, equality and inclusion, founding WomenAdvancing.org in 2011, 1stFive.org in 2014 and, in 2017, the Advancing Diversity Hall of Honors. Under Myers' leadership, the Advancing Diversity Council represents the media, marketing, advertising and entertainment community's commitment to advancing diversity from advocacy to activism.
- **EDUCATION & MEETING PREPARATION:** To support the on-demand knowledge needs of brand marketers, agency professionals, media industry suppliers, educators, content studios, content creators, students and diverse communities, MediaVillage has launched MeetingPrep.com, an open AI-fueled search and market intelligence platform. In addition to the most accurate and relevant vertical industry search engine, MeetingPrep incorporates Watch Listen & Learn, an audio and visual learning resource; KnowledgeExchange, a curriculum-focused online education resource; AdvancingDiversity.org, housing the industry's diversity resources; and Advancing Diversity Meet-Ups, virtually connecting talent to jobs and career advancement.

THE POWER OF MEDIAVILLAGE COMES FROM THE ENGAGEMENT AND COMMITMENT OF COMPANIES AND ORGANIZATIONS. THROUGH OUR COLLECTIVE IMPACT APPROACH TO EDUCATION AND DIVERSITY, WE LEAD THE INDUSTRY IN ADVANCING EFFECTIVE AND COST EFFICIENT B2B GROWTH SOLUTIONS.

