

MEDIAVILLAGE CENTER OF EXCELLENCE MEMBER SERVICES

- Market Intelligence
- Strategic Guidance to Identify and Fill Knowledge Gaps
- Amplifying Your Marketing Communications and Solutions
- Addressing and Removing Business Challenges
- Resources for Team and Client Education
- Learning from B2B Marketing Innovation Lab
- Talent Recruitment, Retention and Development
- Effective and Cost-Efficient B2B Marketing Capabilities

MediaVillage Center of Excellence Membership Benefits include B2B solutions, resources, support, services and initiatives. We collaborate to identify deliverables and performance measures, which are outlined in detailed final scopes of work.

MEDIAVILLAGE CENTER OF EXCELLENCE ANNUAL MEMBERSHIP LEVELS

- | | | | |
|-------------------|------------|-------------------------------|----------|
| • Market Activist | \$240,000+ | • Associate | \$30,000 |
| • Market Leader | \$120,000+ | • Advancing Diversity Council | \$35,000 |
| • Thought Leader | \$90,000+ | | |
- (15% annual discounts are available for two-year memberships)

AT MEDIAVILLAGE, WE'VE REINVENTED B2B MARKETING BASED ON BEST PRACTICES AND PRINCIPLES FOR ACHIEVING EXCELLENCE AND DRIVING GROWTH.

- We are the leader in market intelligence, effective content marketing, talent development and industry education.
- We focus on breaking down the bureaucratic inertia and resistance to change that prevent growth and competitive differentiation.
- We connect our columnists, journalists, editors, and analysts with your teams to deliver more efficient and measurable results.
- We enable and empower collaborative teams to generate measurable success and growth in a highly competitive market.

A. ADVANCED MARKET INTELLIGENCE/B2B RESEARCH

PROVIDING GUIDANCE TO FILL KNOWLEDGE GAPS

We're advancing benchmarking and tracking studies to report on industry-wide statistics and trends related to business development and growth, media brand value, technology trends, and diverse talent development.

1. THE MYERS REPORT

- a) Market intelligence and trends, economic data and forecasts, custom insights, syndicated sales organization performance reports, content brand equity valuation studies, and proprietary recommendations for growth.
- b) Strategic insights and comparative perceptions of advertiser executives and media agency professionals. Insights for B2B go-to-market strategies.
- c) Market intelligence and data reports.
- d) Strategic recommendations for growth.
- e) Syndicated quantitative and qualitative B2B research studies:
 - I. Perceptions of Media, Media Sales Organizations, and Media Value
 - II. Media Content Brand Equity Valuation
 - III. Pre- and post-Upfront Market Analysis
 - IV. Marketing, Advertising & Media Supply Chain
 - V. Advanced TV, Addressable, OTT, AVOD, SVOD, Voice
 - VI. Economic insights, Data and Forecasts 2009-2025
- f) Members provide input for questionnaire development
- g) Members-only content

B. B2B EDUCATION

REACH, ENGAGE AND INFLUENCE KEY MEDIA AND MARKETING DECISION-MAKERS

We're advancing online-learning and search-activated meeting preparation. MediaVillage is the only industry-wide intelligence and marketing collective with a focus on driving growth through knowledge and education for more than 100 member companies and organizations.

1. MEDIAVILLAGE KNOWLEDGEEXCHANGE

- a) For each full member company, MediaVillage builds and manages a dedicated destination B2B custom website at the MediaVillage KnowledgeExchange. More than 90 sites are currently active at www.MediaVillage.com.
- b) MediaVillage develop writes, publishes and distributes positive journalistic content covering the spectrum of media, advertising, marketing and entertainment, including original content for each member.
- c) MediaVillage:
 - I. Distributes MediaVillage originated content by, for and about member companies.
 - II. Reviews all content for journalistic integrity and educational relevance.
 - III. Submits relevant MediaVillage originated content prior to publication to a designated member company representative for fact-checking and accuracy,

2. MEETINGPREP.COM

In March, MediaVillage will launch MeetingPrep.com, AI-based search for media, advertising, marketing content and expertise.

3. TV/AUDIODOWNLOAD.COM

Articles, reviews, podcasts and videos focused on the leaders and decisions shaping the future of media content.

4. LEGENDS & LEADERS VIDEOS

Legends & Leaders honors those who have shaped the modern media, marketing, and advertising industries and recognizes today's emerging leaders.

5. GIIDE

Giide (MediaVillage Lab Partner) is an educational interactive multimodal audio platform available online and via a dedicated app, designed for on-the-go listeners.

6. AD LEARNING EXCHANGE - ALEX

(MediaVillage Lab Partner) is a subscription-based training curriculum for advertising and media professionals and students.

7. JACK MYERS FUTURES WORKSHOP

Jack Myers leads a custom 7-hour C-Suite workshop providing in-depth future perspective on marketing, advertising, media and entertainment.

C. COMMUNICATIONS/MARKETING

AMPLIFICATION OF MARKETING SOLUTIONS AND BRAND COMMUNICATIONS.

We build, amplify and maintain your B2B marketing and communications messaging, focused on advancing positive perceptions, brand value and marketing solutions, reaching and influencing a wide spectrum of stakeholders in your business growth.

1. CONTENT DISTRIBUTION

- a. We publish and archive your relevant company content and press releases focused on educating the marketplace.
- b. MediaVillage members have access to our journalists and columnists for specialized content services including ghost writing, white papers, presentations and financial reports.
- c. Members have access to MediaVillage teams for custom content creation.
- d. MediaVillage columnists cover a spectrum of media, marketing and entertainment topics and issues, including advanced media, influencer marketing, branding and creative, revenue innovation, research, audio, content, news, politics, ageism, Gen Z.

2. CONTENT PROMOTION & LEAD GENERATION

- a. MediaVillage promotes and drives traffic to member content.
- b. AI-powered search optimization system.
- c. Multiple optional activation capabilities, empowering registration and lead generation.
- d. Events, experiences, talent development and educational programs.
- e. Quarterly metrics on all original content published by, for and about member companies.

D. TALENT DEVELOPMENT

ADVANCING DIVERSITY FROM ADVOCACY TO ACTIVISM

Through collective action, we identify and scale successful industry-wide diversity initiatives and connect prospective and new employees with relevant and supportive mentors.

1. ADVANCINGDIVERSITY.ORG

AdvancingDiversity.org was founded in 2016 by MediaVillage Chairman Jack Myers and is the umbrella organization for the MediaVillage Advancing Diversity Hall of Honors and Council.

2. ADVANCING DIVERSITY COUNCIL

Industry CEOs and Chief Diversity Officers serve on the Advancing Diversity Council and lead the industry's advancement of diversity, equality and inclusion initiatives from advocacy to activism.

3. ADVANCING DIVERSITY HALL OF HONORS

Advancing Diversity Hall of Honors recognizes companies, organizations and individuals that have made a commitment to, established and successfully advanced initiatives that improve diversity, inclusion and equality.

4. PROGRESS THROUGH MEASUREMENT, COMPANY CULTURE, BEST PRACTICES AND PRINCIPLES

MediaVillage collaborates across the industry to provide member companies with common benchmarks and resources to achieve and measure D&I success.

5. ADVANCING A DIVERSE WORKFORCE MEETUP AND COLLEGE LOAN RELIEF

Advancing Diversity MeetUps offer potential job candidates from a wide range of backgrounds and educational levels the opportunity to speak with leaders from MediaVillage member companies.

CENTER OF EXCELLENCE MEMBERSHIP BENEFITS & FEES

✓ = INCLUDED — = Not Included

+ = OPTIONAL INCREMENTAL FEES

Member Benefits	Market Activist \$240,000+	Market Leader \$120,000+	Thought Leader \$90,000+	Associate \$30,000+
ADVANCED MARKET INTELLIGENCE/B2B RESEARCH				
Market Intelligence/Trends	✓	✓	✓	✓
Economic Data/Forecasts	✓	✓	✓	✓
Syndicated Tracking & Research	✓	✓	✓	—
Market Analyses/Reports	6	4	2	—
Proprietary Strategic Recommendations	4	2	1	—
Custom Research Studies	\$20,000 Credit	+	+	+
B2B EDUCATION				
Mediavillage Branded Site	✓	✓	✓	—
Custom Content Creation	24-48 Articles	18-24	12-18	4-6
Executive Thought Leadership	✓	✓	✓	✓
MeetingPrep.com Search Optimization	Priority	✓	✓	✓
Guide Interactive Audio/Podcasts	4	2	1	—
Legends & Leaders Video Interview	✓	—	—	—
Ad Learning Exchange Support	\$2,500 Credit	\$1,500 Credit	\$1,000 Credit	✓
Mediavillage B2b Innovation Lab	\$20,000 Credit	+	+	+
Jack Myers Futures Workshop	✓	+\$30,000	+\$30,000	+\$30,000
COMMUNICATIONS/MARKETING				
E-Mail Content Distribution 12,000 - 20,000	✓	✓	✓	✓
Inclusion of Your PR Content at Site	✓	✓	✓	—
Strategic Journalistic Reporting	✓	✓	✓	✓
White Paper Creation & Publishing	✓	—	—	—
Access to Mediavillage Columnists	Priority	✓	✓	✓
TV/Audio Download Content Coverage	✓	✓	✓	—
Content Sponsorship Opportunities	✓	✓	—	—
Organic Social Support	✓	✓	✓	✓
Paid Social Support	\$4,000 Credit	\$2,000 Credit	—	—
Search Optimization	\$10,000 Credit	\$5,000 Credit	\$3,500 Credit	—
Banner Ad Campaign	\$30,000 Credit	\$20,000 Credit	\$10,000 Credit	—
Lead Generation	✓	—	—	—
TALENT DEVELOPMENT				
ADVANCING DIVERSITY COUNCIL	INCLUDED	\$35,000	\$35,000	\$35,000
Advancingdiversity.Org				
Advancing Diversity Council				
Corporate/Industry Performance Metrics				
Advancing Diversity Hall of Honors				
Advancing Diversity Meetup				
Diversity College Loan Relief Fund				