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 and diverse communities, MediaVillage is launching MeetingPrep.com, an open AI-fueled search and market intelligence platform. In addition to the most accurate and relevant vertical industry search engine, MeetingPrep will incorporate Giide, an interactive audio learning app; Ad Learning Exchange, a curriculum-focused online education resource; and Advancing Diversity Meet-Ups, connecting talent to jobs.

THE POWER OF MEDIAVILLAGE COMES FROM THE ENGAGEMENT AND REAL-WORLD EXPERIENCE OF COMPANIES AND ORGANIZATIONS. THROUGH OUR COLLECTIVE IMPACT APPROACH, WE IMPLEMENT EFFECTIVE AND COST EFFICIENT B2B GROWTH SOLUTIONS.