

M|D|B +

CAPITAL OF THE FREE WORLD

Shaping the “reputation” of brands in our region, and beyond.



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REGIONAL MEDIA/COMMUNICATIONS INDUSTRY

“Make things happen” through
the power of influence and education
with media channels and technology
solutions
and seasoned strategic counsel

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BRAND REPUTATION

Increasingly important and complex;

The fate of brands can change overnight –

or more likely, on a single Tweet.



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A CHALLENGING ENVIRONMENT

The RATE of change (velocity)



Very unforgiving

Winners/losers happen, every day.

AND QUICKLY.

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A CHALLENGING ENVIRONMENT

- 20,000+ new products introduced (CES in Las Vegas)
- Daily evolution of technology
- Media fragmentation
- Thinner profit margins, mergers, and acquisitions
- BIG DATA
- Patent trolls
- New mobile platforms
- Click-fraud
- Scrutiny of ROI reporting *everyday* and *every way*

It's not a category for the "faint of heart".

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Pressure is intense
– and success
is not an
entitlement.

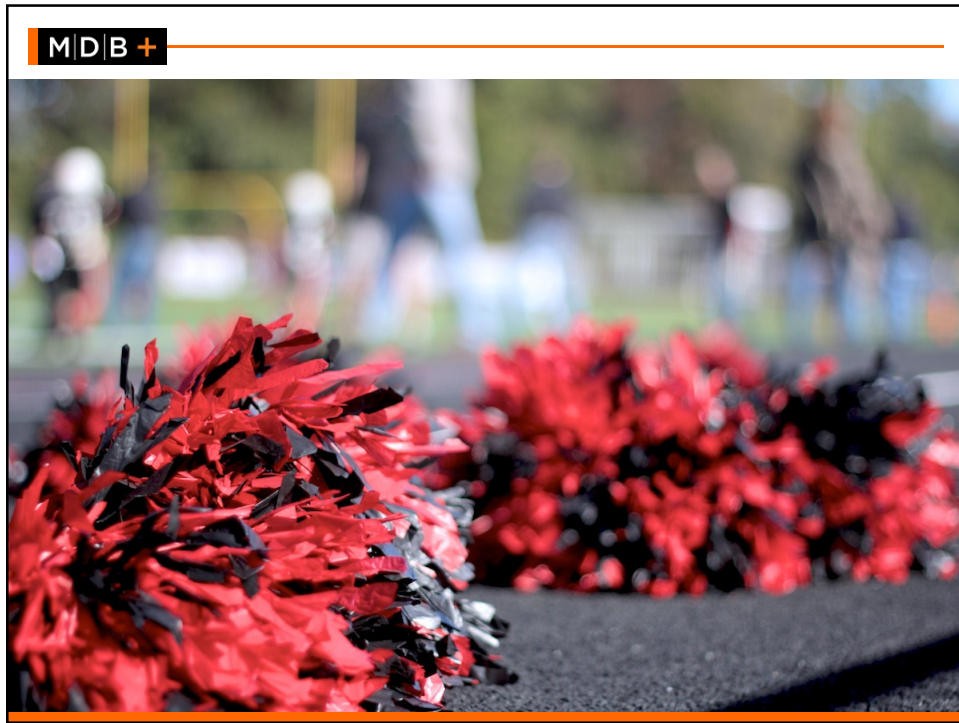


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A CHALLENGING ENVIRONMENT

COMPLICATED BY REGIONAL MATTERS

- transportation
- viable/affordable housing
- attracting “creative class” talent
- reliability and safety of metro
- jurisdictional protocols, regulations, and taxation
- emergency preparedness and safety



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Critical access to **Talent**
and **Technology**...

And an unwavering
commitment to
transformation.



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**MEDIA AND COMMUNICATIONS ARE KEENLY
CRITICAL TO BUSINESS SUCCESS.**

- Creating share of mind and share of wallet
- Brand loyalty
- Driving stock price; shareholder value
- Maintaining competitive profile and brand sustainability

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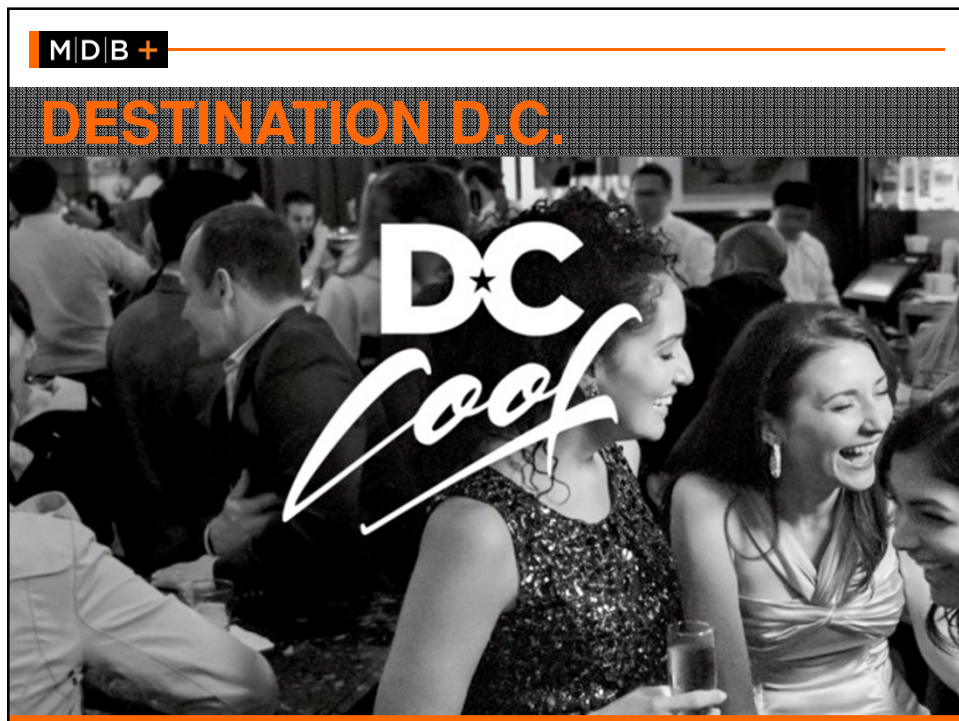
I'M OPTIMISTIC!

Our sector is **without a doubt**, necessary... to grow our economy.

- 4.5% Projected National Industry Growth
- Innovation
- Educated Workforce
- Regional Brand Leaders
- Welcome Global Brands to the US Marketplace

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NO GREATER BRAND ICON | Washington, D.C region



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SO, AS AN INDUSTRY -

Is the glass
half full or
half empty?



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IT'S TIME WE TAKE A FUTURIST OUTLOOK

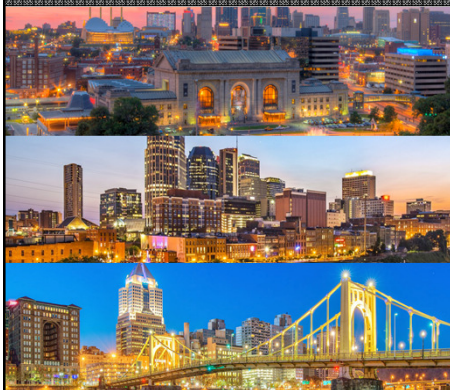
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Forbes
**AMERICA'S
FASTEST
GROWING
CITIES 2016**



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COMPETITORS



KANSAS CITY,

NASHVILLE,

PITTSBURGH,

and others are investing heavily on their ability to attract and retain talent.

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**WHAT
IF?**

