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## **PUBLIC MEDIA COMPANY ESTABLISHES A NEW BUSINESS DEVELOPMENT AND TECHNOLOGY EFFORT**

Boulder, Colo. (April 4) – Public Media Company announced today that it is creating a focused effort associated with the Public Media Venture Group to identify, develop and create new technology and business development practices. Public Media Company is hiring Tim Hanlon, Founder and CEO of The Vertere Group to work as a key advisor for the Public Media Venture Group, 24 leading public television stations jointly exploring business development, technologies and public service opportunities with the advent of Next Gen TV (aka ATSC 3.0).

As the Founder and CEO of The Vertere Group, Tim has been focused on helping today’s most forward-leaning media companies, marketers, entrepreneurs, and investors benefit from rapidly changing technological, communications, and marketing advances.

The Public Media Venture Group is a coalition of public media television stations serving over 188 million Americans. Public Media Venture Group member stations are committed to working together and investing collaboratively in “Next Generation TV” and other new technologies for the benefit of the American people.

“Public Broadcasting has a powerful role to play in the development of Next Gen TV,” said Marc Hand, CEO and Co-Founder of Public Media Company and leader of the Public Media Venture Group. “Tim Hanlon’s advice and insight will be critical as the Public Media Venture Group explores strategic partnerships to assist in its expansion of public media services to communities around the U.S.”

Previously, Tim was Founder and Managing Director of Velociter, the innovation-centric partnership and strategic investment arm of Interpublic Group’s corporate media agency division Mediabrands – where he was chiefly responsible for driving entrepreneurial innovation through proprietary relationships with more than a dozen innovative venture-backed media/marketing

startup firms, including: Mixpo (acquired by Netsertive, 2017); and Machinima (Warner Brothers, 2016).

With this new technology development effort, Tim Hanlon will focus on building connections and relationships with technology companies, commercial media groups and emerging businesses that have the potential to provide important business and community service options for public media. Tim will bring a combination of venture connections and a depth of technology company relationships to efforts to create opportunities for public media.

“Next Gen TV is an extraordinary opportunity that will unleash broad range of compelling applications and service models,” said Tim Hanlon. “I can think of no better place to explore this new way of serving communities than via my public broadcasting partners in the Public Media Venture Group.”

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#### About Public Media Company

Public Media Company is a nonprofit strategic consulting firm that fosters innovative and sustainable local media in communities across the U.S. Over the past 17 years, Public Media Company has worked with more than 300 public media organizations in 49 states, facilitating more than \$338 million in public media station acquisitions and impacting 80 million people, or 1-in-5 Americans. Public Media Company worked with a number of public television stations on the spectrum auction and launched and managed the innovative content-sharing and discovery platforms Channel X and VuHaus. The Public Media Venture Group is Public Media Company’s latest entrepreneurial effort that seeks to strengthen local public media stations and the communities they serve.

To find out more about Public Media Company, visit <http://publicmedia.co>

#### About The Vertere Group

The Vertere Group, LLC is a Chicago-based boutique investment advisory and strategic consulting firm focused on helping today’s most forward-leaning media companies, advertisers, entrepreneurs, and investors benefit from rapidly changing technological advances in marketing, media and consumer communications.

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