



DIVERSITY AND INCLUSION PRINCIPLES



TABLE OF CONTENTS

Pillars of Conduct..... 3

Our Team, By the Numbers..... 4

D&I Initiatives..... 5

Strategic D&I Alliances..... 7

Serving a Diverse Clientele..... 8

Community Service and Outreach..... 9



OUR COMPANY MUST REFLECT THE CONSTITUENTS WE SERVE, INCLUDING REPRESENTATION ACROSS THE REAL-WORLD SPECTRUM OF CONTENT CONSUMERS.



Embracement of diversity and how each of us seeks to understand others and the world makes Screen Engine/ASI distinctive in our approach. We seek to find consensus where there are commonalities, identify differences wherever they emerge, and value both.

KEVIN GOETZ, FOUNDER & CEO

THE SCREEN ENGINE/ASI PILLARS OF CONDUCT

Champion inclusion

We are proud of our inclusive hiring practices, which have resulted in a talent pool assembled from many under-represented communities.

Celebrate the differences

Implementation of the Enneagram personality system helps us understand what motivates different members of our team and to appreciate their unique capabilities.

Seek common ground

Our differences are not at the expense of collaboration. Strong teamwork is at the center of the value we bring to our clients' businesses.

Unleash the unconventional

Great ideas often come from unexpected places. We endeavor to provide a safe environment where out-of-the box ideas can be voiced without judgment and considered.

OUR TEAM, BY THE NUMBERS

263

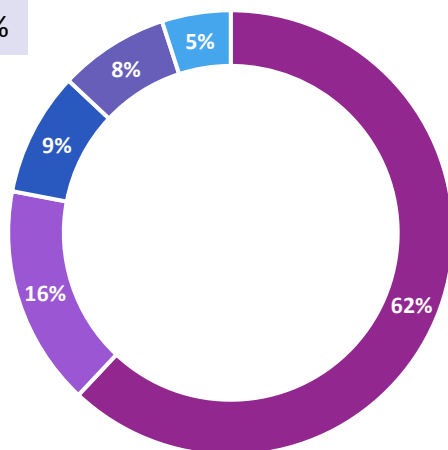
Total Employees

Males	53%
Females	47%

40

Average Age

Under Age 40	43%
Age 40 & Older	57%



■ White ■ Hispanic ■ Black ■ Asian ■ 2+ Races

Our employee ethnic/racial composition closely aligns with the U.S. Census estimates (July 2019): 60% White (non-Hispanic), 18% Hispanic, 13% Black, 6% Asian/Pacific Islander, 3% Two or More Races.

Board of Directors

6 Men
3 Women

5 Caucasians
2 Blacks
2 Hispanics

2 LGBTQ

OUR D&I INITIATIVES

1.

The establishment of a transparent, unbiased and blind hiring policy, a process that focuses on attracting minority, female and physically-challenged candidates.

2.

A zero-tolerance mandate against discrimination based on gender, age, race/ethnicity, religion, or bias of any kind.

3.

A pay equality system predicated on meritocracy. Award compensation that is commensurate with contribution and work ethic – without consideration of age, gender, or skin color – all while matching salary levels with titles on a fair and equal basis.

4.

A structured path for growth at every level of the company, with annual evaluations and a 360-review component.

5.

Internal education through the SE/ASI Learning Seminars program that encompasses sensitivity training, promotes treating co-workers with respect, and addresses unconscious bias and microaggressions.

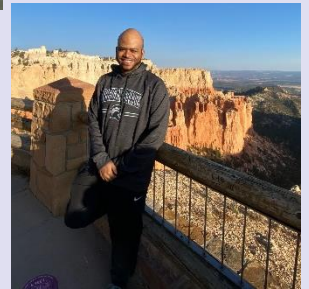
HUILING POHLO,
DATABASE &
NORMS MANAGER



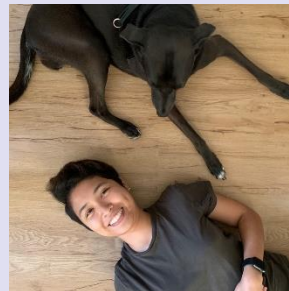
STEVE RIDGE, EVP,
TELEVISION GROUP



TERRENCE TATUM,
MANAGER OF
SCREENING EVENTS,
MOTION PICTURE
GROUP



JORENNE FLORES,
WEB DEVELOPER,
TICKETBOX®



KAREN BROWN,
ANALYST



IDAN ELBAZ,
DIRECTOR OF IT



OUR D&I INITIATIVES [CONTINUED]

6.

External education program to financially assist/subsidize employee growth and development that benefits our company's brain trust.

7.

Create the position of an Internal D&I Liaison to bridge employees and senior management. The Liaison oversees the initiatives, creates and manages forums and sub-committees and serves as the "conscience" of company-wide D&I.

8.

Include diverse representation on the company Board of Directors to give voice to employees of all races, ethnicities, ages and gender identities at the highest levels of the firm.

9.

Implement an internship program focused on attracting and recruiting minority candidates. Establish a mentorship program to guide interns as they complete their education and enter the work force.

10.

Organize outreach to high schools and colleges nationwide to inform minority students of opportunities in market research and stimulate interest in careers within our industry. Prepare appropriate curriculum to arm educational institutions in order to educate a next generation of market researchers.

JANA VAN KIRK,
MODERATOR &
PRODUCTION
MANAGER



JASON ORTENBERG,
ASSOCIATE RESEARCH
MANAGER



JANUARY KHOSHNOOD,
SVP, RESEARCH
SOLUTIONS



MICHAEL GREESON,
SVP,
THE DIFFUSION
GROUP (TDG)



REYES SOTO,
DEVELOPER,
TICKETBOX®



JULANNE SCHIFFER,
SVP, AUDIENCES &
ENGAGEMENT



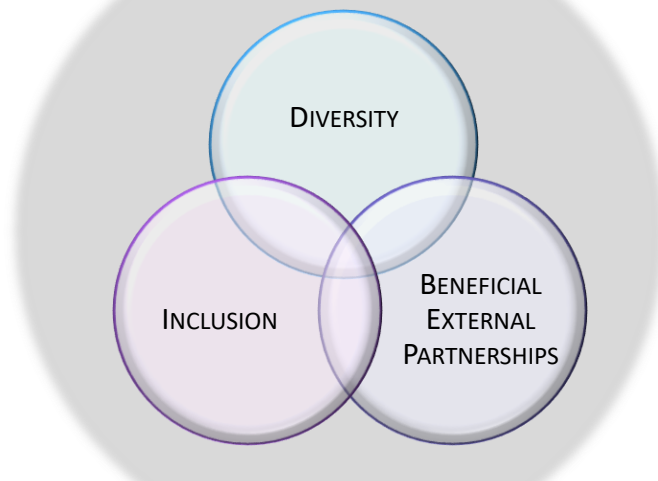
STRATEGIC D&I ALLIANCES

Screen Engine/ASI retains the services of **Dr. Tana M. Session**, a consultant and strategist specializing in workplace inclusion, diversity, equality and belonging. She has been recognized by *Forbes* as a “Top Diversity & Inclusion Business Leader” and by *Huffington Post* as a “Top Female Expert to Follow.”



As a corporate trainer and performance coach, Dr. Session conducted an SE/ASI Town Hall Listening Session, followed extensive focus groups and employee surveys to identify areas for D&I improvement. She then provided a comprehensive 2020/2021 D&I Strategy, which includes guidance for:

- Recruiting
- Interviewing techniques and hiring policies
- Training – Human Resources and Stakeholders
- Talent management and rewards
- Communication
- Metrix for measuring progress and success



Melva Benoit is a strategic advisor to Screen Engine/ASI. She is the Founder and President of The Marian Dupree Group, an innovative insights and solutions company. With Melva’s involvement, SE/ASI has committed to fostering more inclusive and representative content from the media and entertainment sector. We have made a significant investment in extensive, nationwide research and engaged Melva to facilitate an insight-driven playbook which will be shared industry-wide.

A highly regarded marketing expert, Melva has held key market research positions at Fox, NBC, MTV, Disney Channel and Comedy Central. She is currently an Executive Professor at Pepperdine University Graziadio Business School.



SERVING A DIVERSE CLIENTELE

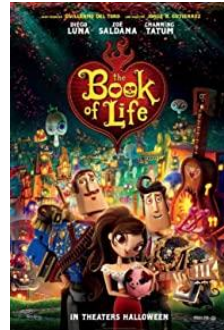
We pride ourselves on serving clients representing a broad tapestry of diversity. We have completed test screenings, pilot testing, focus group research, creative materials testing and capability studies in support of the following minority-led entertainment content.



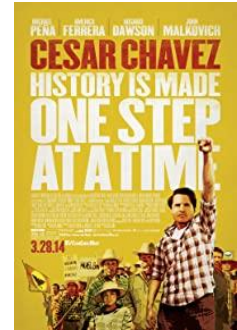
DIRECTOR: STEVE MCQUEEN
WRITER: JOHN RIDLEY



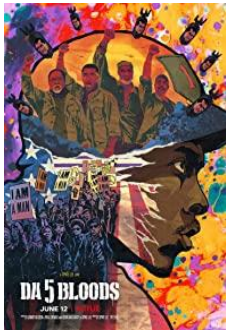
DIRECTOR/WRITER:
GERARD BUSH



DIRECTOR/WRITER:
JORGE R. GUTIÉRREZ



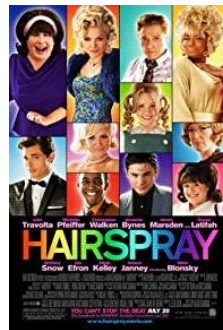
DIRECTOR:
DIEGO LUNA



DIRECTOR/WRITER:
SPIKE LEE



DIRECTOR/WRITER:
JORDAN PEELE



DIRECTOR:
ADAM SHANKMAN



DIRECTOR/WRITER:
TAIKA WAITITI



DIRECTOR: GEORGE C. WOLFE
SCREENPLAY: R. SANTIAGO-HUDSON



DIRECTOR:
MIRA NAIR



DIRECTOR/WRITER:
GUILLERMO DEL TORO



DIRECTOR:
TIM STORY



TELEMUNDO



UNIVISION

COMMUNITY SERVICE AND OUTREACH

The team at Screen Engine/ASI, serving as responsible citizens, feels strongly about giving back to both entertainment industry causes and the community at large. Our staff is dedicated to contributing our time and resources to a number of worthy organizations on a regular basis, as well as facilitating continuing education in our fields of expertise.

ORGANIZATIONS



SCHOOLS

