

Metrobeat



Metrobeat, led by visionary entrepreneur Mark Davies, started up not just a company but a generation of electronic arts and entertainment guides.

In 1995 Mark Davies founded Metrobeat, a New York arts and entertainment guide. Skillfully, he put together a team of technologists and built a platform for electronic publishing that was years ahead of its time. Essential was contracted for database and workflow, and teamed with another small company, Mediabridge, who built a web templating system called HiTs. Together, along with a cadre of enthusiastic young editors, Mark, Essential, and Mediabridge...

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