



**FOR IMMEDIATE RELEASE**

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**Artie Bulgrin to Join MediaScience**

*Renowned ESPN Media Researcher to Assist in Developing Client Studies and Strategic Insights*

AUSTIN, Texas –MediaScience® today announced that Artie Bulgrin, one of the media industry’s most respected researchers, will be joining MediaScience as Executive Vice President, Strategy and Insights effective September 2017. Bulgrin will assist in developing research projects for client studies and oversee the translation of study findings into strategic insights.

Until recently, Bulgrin served as Senior Vice President Global Fan & Media Intelligence at ESPN. He oversaw a number of strategic research initiatives for ESPN and for the larger media industry in general, pioneering efforts to measure audiences across platforms, out of home and with new research methods including biometrics, facial coding, eye tracking and more. He was the key catalyst behind the creation of the ESPN Lab and oversaw its operation across more than 300 studies over the past eight years.

“Artie’s addition to our team represents a huge step forward for MediaScience” said Dr. Duane Varan, MediaScience CEO. “No one has better command of the challenges facing the audience research community and deeper experience in pioneering its solutions.”

“I’ve worked intimately with MediaScience since its very inception and have always had the deepest respect for the high quality of its research” said Bulgrin. “I’m looking forward to the exciting new opportunities ahead.”

**About MediaScience**

MediaScience is a leading provider of lab-based audience research, incorporating a range of neuro-measures including biometrics, analysis of facial expression, eye tracking, response-latency testing and more. With state-of-the-art labs across Austin, Chicago and New York, MediaScience is creating key insights on emerging digital technology, media and consumer trends.

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