



**Mike Bloxham – Director, Insight and Research, Center for Media Design at Ball State University**

Mike Bloxham has worked in media research and consulting for nineteen years, advising multi-national corporations, media owners and government agencies on strategic marketing and communications issues on an international basis. His clients have included Microsoft, Cablevision, BSkyB, Le Monde, Procter & Gamble, MTVEurope and the British Government.

Mike has extensive attitudinal and behavioural research experience, and has worked on key projects in media consumption, iTV, interactive marketing and advertising, user segmentation, usability and media lifestyle profiling.

He has been a featured speaker at marketing, new media and research conferences internationally. He also writes regularly for *Media* magazine and MediaPost's "TV Board".

Mike became Director, Insight & Research at Ball State University's Center for Media Design – a consumer and content-oriented Digital Media R&D facility – in 2003. He is part of the team that developed the observational research method behind the ground-breaking Middletown Media Studies and other similar projects, is a leader of the Nielsen Council for Research Excellence Video Consumer Mapping Study and is a co-founder (with Jim Spaeth and Bill Moulton of Sequent Partners) of The Media Behavior Institute, which focuses on the challenges of cross-media research. Mike and is also active in advanced usability research including situational eye-tracking research, biometrics (isn't everyone these days?) and work into the increasingly important role of digital media in the provision of health and wellness-related services and information.

He also thinks Kung Fu Panda is a better movie than Wall-e, even though the latter is well worth the money.

[mbloxham@bsu.edu](mailto:mbloxham@bsu.edu) • 765.285.0127 • Center for Media Design  
Ball State University, BC214, 2000 University Avenue, Muncie, IN 47306

[Click Here to Ask Mike Bloxham a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)

