

**Toby Russell**

Chief Executive Officer, 3Vision

Toby Russell is the founder and CEO of 3Vision. He is responsible for the strategic direction of the business as well as managing the company's high level content provider relationships.

3Vision is a leading specialist content consultancy based in the UK. The company offers a range of services including Content Acquisition, Strategy Development and Marketing advice as well Recruitment services through sister company 3Vision People and TV Channel sales through 3Vision Distribution.

Prior to 3Vision Toby worked for the international TV division of Walt Disney for 10 years and represented the company on the board of HBO Central Europe as well as working for IPTV pioneer Yes TV.

3Vision clients include Telenet, TeliaSonera, SES Astra, Viasat, Microsoft XBOX, Fox International Channels and Viacom.

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