



Founder of the independent interactive media consultancy informatv, William advises organizations on convergence media strategy and implementation. Clients range from start-up companies to major corporations.

Previously, as head of interactive at BBC Broadcast, William operationally managed the successful launch and delivery of online and interactive television services for the BBC.

Prior to that, he was product manager for the Press Association new media division, subsequently acquired by Orange. He began his career as a broadcast journalist.

William has a PhD in Communications from the University of Leeds, specialising in the field of video literacy.

A regular chair and speaker at international conferences, with papers published at both IBC and NAB, William is co-author of a number of industry reports on broadband and mobile television. He is recognised as a leading commentator on media convergence and publishes the free informatv weekly newsletter which has become a regular read for over ten thousand subscribers and a trusted primary source for analysts and journalists.