



Ted Hall, Research Director, Television

Ted is a Research Director for IHS Markit's Television team. He is responsible for tracking and analysing key new trends affecting the TV industry, assessing the impact these will have on pay TV operators, broadcasters, content owners and other important players from across the value chain.

Ted has been analysing the TV industry since 2006, contributing to research – including reports, case studies, trackers and datasets – on a wide range of areas. Topics frequently covered include pay TV diversification, platform evolution, multiscreen/online video, bundling strategies and channels evolution, analysed from a cable, DTH and telco perspective. Ted is a regular speaker at industry events, having presented on topics including operator-SVoD partnerships, content strategies for cable providers and social TV.



Maria Rua Aguete, Director, Media and Service Providers

Maria Rua Aguete is Director of Media and Service Provider research at IHS Markit. She has more than 15 years' research experience covering global television markets.

Maria specialises in developing different statistical models to forecast operational growth of media companies in Europe and Latin America. She has contributed to a range of reports, including the annual European Cable Yearbook, and led many consulting projects for high-profile media and technology companies.