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Dr Hamish McPharlin is Head of Insight at BBC Global News. His research team track the health and consumption of the BBC News brand worldwide, using the latest in analysis technologies and data visualisation techniques. In addition, his audience research programme assists in optimising advertising strategy on BBC World News and BBC.com. Prior to the BBC, Hamish was Director of Research at award-winning London-based research agency Decipher for 10 years. He has a Marketing Degree and a PHD in Communications Studies from Murdoch University.