

Discovery Reports Leap In Profits For First Half Of 2010

Contributed by Discovery Group
Thursday, 23 September 2010
Last Updated Thursday, 23 September 2010

Discovery Group today announces solid results for the first half of 2010. Â

Profits at the group, which includes full service agency Discovery Research, Spectrum Viewing Facilities and the recently launched online qualitative tool, The Thinking Shed, rose by 28% year on year to Â£175,363.

The company also achieved a rise in turnover of 6.5%, taking the group's revenues to Â£1,460,333 in the first half of the year.Â These increases come after a momentous 2009 that saw the group achieve record profits.

In the first six months of 2010, Discovery added 11 new clients to its roster including big names such as Virgin Media, TalkTalk and MTV.

In addition, they continued to win loyalty from existing clients, one third of whom have worked with them for over a decade.

Discovery Group celebrated a number of other milestones in the first half of the year.Â Spectrum, the group's viewing facility arm, played host to more than 1,100 focus groups in the first six months of 2010 and its client list topped 300, making it the biggest supplier of viewing facilities in the UK with nine studios across three locations.

Investment in The Thinking Shed has continued to be a priority for Discovery Group. A new version of the interactive online tool is expected to launch in the autumn with innovative multi-lingual capabilities and a range of other new functionality.Â 32 agencies have signed up and The Thinking Shed is now being used to conduct research in 22 countries. Â

Trish Parker, Managing Director Discovery Group said, "2009 was a phenomenal year for Discovery so we take huge pleasure in reporting another rise in both revenues and profits for the first six months of this year.Â As well as working hard, we also partied hard, most notably when we celebrated our 15th birthday at Kensington Roof Gardens in the company of more than 200 clients."

About Discovery Research Group
For more information please visit www.discoveryres.co.uk

1 September 2010