

Ampere Analysis aims to disrupt the traditional media & tech research sector with its Big Data play

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With an impressive group of investors and a highly experienced management team, newly launched Ampere Analysis is a new breed of analyst firm.

The company has secured significant investment from an experienced team including:

- William Reeve, co-founder of LoveFilm, co-CEO of Hubbub.co.uk and investor behind Zoopla, Graze and Secret Escapes.
 - Neil Bradford, currently COO of Argus Media and formerly CEO of WGSN. Early in his career he and William Reeve founded Fletcher Research which they sold to Forrester Research in 1999
 - John Sanderson of Whetstone Group. John provides strategy and enterprise support to digital and creative businesses. He has masses of experience as a non-exec, currently including Somethin'™ Else and Audio Network.
- The founding team includes previous Screen Digest employees Guy Bisson, Richard Broughton, Ben Colbeck, and Dan Stevenson. Initially focusing on pay and multi-screen TV and video content distribution, they aim to revolutionise the information sector through new methodologies and emerging research techniques utilising big data analytics.

Dan Stevenson, Ampere Analysis founder and Managing Director explains: "We've put together a formidable team of analysts and investors, enabling us to build a fantastic research product rooted in high quality data and analysis. The media and technology research sector has been slow to utilise the huge swathes of Big Data available in the digital world and we aim to capitalise on this. Our research will feed off Big Data as opposed to the traditional analyst-led market modelling that still dominates the industry."

Neil Bradford, Chairman says: "As an admirer of Screen Digest since the 1990s, I was thrilled to be asked to invest and chair Ampere Analysis. The team brings unrivalled experience but also a new approach, based on Big Data and new analytical techniques. Every technology generation needs its own research firm, and Ampere is the research firm for the Netflix generation."