

Ampere Analysis opens US office in LA to meet the growing demand for broadcast industry data, analysis, and expertise

London, 8th August 2022: Ampere Analysis has opened its first office in North America, in Culver City, Los Angeles. With its movie-making past, it's the ideal location for serving the firm's growing roster of broadcast and media clients including major film studios, streaming players, telecoms and pay TV operators, TV channel groups, and technology companies. Led by Executive Director Guy Bisson, the team of four includes:

Ben French, Analyst. Ben has an MBA from Pepperdine University in entertainment, media, and sports management as well as a BA in Economics and Accounting from UC Santa Barbara.

Christen Tamisin, Analyst graduated UC Davis with Honours in B.S. Psychology and A.B. Philosophy. She then completed a professional certificate in Data Science at UCLA.

Director of Business Development, Jordan Lucoff is responsible for new business and account management. She brings more than 15 years of experience in leading business development in North America and Canada with an emphasis on marketing, growth, and awareness strategies. Before joining Ampere she led client growth for Maru, Kantar, WPP's JWT INSIDE, Interpublic's McCann Erickson and Dailey. Jordan has a BA in Film Studies from UCSB and a Master of Arts and C. Phil. from UCLA's School of Theater, Film and Television.

With a track record of more than 25 years as a leading industry analyst, **Guy Bisson, Executive Director** is a well-respected figure in the global TV industry. With a reputation for spotting trends and strategic inflection points first, his opinions are sought by broadcasters and the press. He is a regular speaker and panellist on the TV industry conference circuit, presenting views on key trends across content production, distribution, the impact of streaming, and the evolving role of traditional media groups and players.

Dan Stevenson, Managing Director of Ampere Analysis says: "We're incredibly proud to have opened our first international office just seven years after establishing the business. Ampere has a global client base with a significant number based in Los Angeles – our US clients will benefit from having a team close at hand to help with strategic and tactical challenges. I'm confident Ben, Christen, Jordan, and Guy will provide data, insight, support, and consultancy for our growing list of US-based clients. We plan to grow the LA team rapidly over the next 18 months."

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com