



## **Discovery announces record revenues and plans for expansion in 2010**

**23rd March London:** In their 15th year of trading, Discovery Research Limited today announced that revenues for 2009 rose 10% on the previous year. Despite the challenging economic environment, the company is celebrating a profit increase of 40 per cent year-on-year with turnover at £2,831,966 last year. In 2009 the team added a number of new clients including DSGi, Kenwood and Barclaycard and increased its headcount to 31.

Throughout 2009 Discovery continued to make strategic investments in the business, most notably with the development of The Thinking Shed. Launched in April 2009, this exciting innovation provides online tools that enable qualitative researchers to engage participants in projects before and after research. The Thinking Shed has gained widespread adoption and brand recognition and is now used by 25 agencies, both in the UK and internationally.

2010 is expected to be a big year for the group as it celebrates 15 years of trading. In particular, Discovery Research founders Ken and Trish Parker are bringing the company's three businesses together under one brand for the first time. Andrew Therkelsen and Alan Hathaway will lead Discovery, the group's research company, while Spectrum, the company's viewing facilities arm, will be led by Donal Kelly and Ben Parker. The Thinking Shed will continue to be an area of significant focus for Ken and Trish as they continue to develop the offering. As part of this move, the company will relocate its headquarters to central London in the Spring, where it will have capacity to expand as the business grows.

Ken Parker said "2010 is set to be a very exciting year for everyone at Discovery as we integrate our businesses and our team into one. We enjoyed tremendous success in 2009 and now's the time to make that investment work for us. We're confident that our clients will see this as a positive step and that Discovery will continue to be synonymous with excellent qualitative research and an expert, dedicated team.

With an outstanding team of qualitative and quantitative researchers, nine state of the art viewing facilities and an innovative online tool that has won widespread acclaim from within

the industry, we are confident that Discovery will be one to watch in 2010” concludes Trish Parker.

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**About Discovery Research Group**

Founded in 1995 by experienced researchers Ken and Trish Parker, Discovery built and maintains its reputation by delivering ground-breaking, inspiring qualitative research. The company has grown into a group with three businesses: Discovery Research ([www.discoveryres.co.uk](http://www.discoveryres.co.uk)), the research company; Spectrum ([www.spectrumview.co.uk](http://www.spectrumview.co.uk)), the viewing facilities offering with custom-designed locations in Southgate, central London and Leeds and, most recently, The Thinking Shed ([www.thethinkingshed.com](http://www.thethinkingshed.com)), a tool designed by qualitative researchers to maximise the web to enhance and improve the respondent-researcher experience. The company prides itself on its stimulating environment, where creativity is infused with the energy of a passionate, talented team to deliver high-quality research. For this reason, Discovery still works with clients who began working with them 15 years ago.