
AMPERE

ANALYSIS



Guy Bisson is a **Research Director** and board member of **Ampere Analysis** where he has helped to re-imagine and re-invent the market for business information. With a specialization in the global TV business, Guy has more than 25 years' experience as a leading industry analyst. He has been a thought leader for the cable TV industry for the past two decades and has frequently picked out trends and strategic inflection points years before anyone else. A regular industry commentator, Guy's opinions are sought by broadcasters and national and international 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.