Virgin media
BUSINESS

> “I DON’T WANT GREATER MANCHESTER TO BE JUST A SMART CITY – I WANT IT TO BE THE SMARTEST CITY.”
>
> —ANDY BURNHAM,
> MAYOR OF GREATER MANCHESTER

Greater Manchester is thriving!

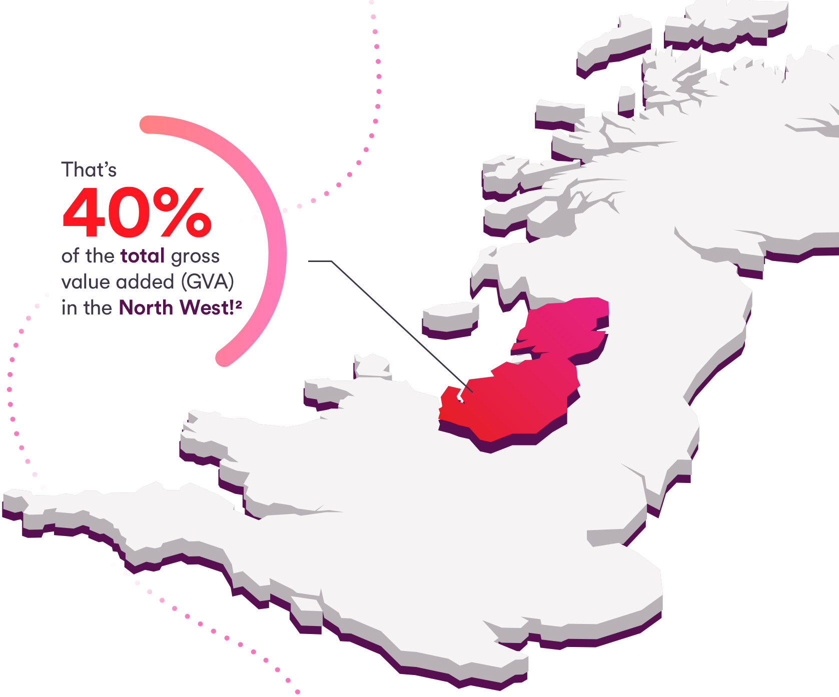
£

The economy produces almost
£60 billion
worth of goods and services.[1]

That’s

40%

of the **total** gross value added (GVA) in the **North West!**[2]



2.8 million people proudly call it home[3]

1.4 million

of whom are working[4]

with

82,300

in the digital sector...

...a sector with annual economic growth of more than

£4 billion![5]

We’ve seen Manchester in the digital age

It could look a little like this...

By 2025

80% of businesses
are expected to have
Fibre to the Premises.

5G enabled
infrastructure
across the city.

And the people of
Manchester are aiming
for connectivity hitting
1Gbps!

We’re already supporting your smart cities strategy

Connecting

117,000

premises across Manchester city centre.

Supporting **more than**

38,000

customers.

OUR AIM: TO MAKE GREATER MANCHESTER EVEN SMARTER

Together, we can help Greater Manchester break into the top 5 digital cities in Europe by 2020![6]

We'd love to hear what you're doing in Manchester and support your digital strategy.

Request a call back at virginmediabusiness.co.uk/request-callback.

The Studios
MediaCityUK
itv

Virgin media BUSINESS

Sources

[1] GMCA, "Annual Statement of Accounts March 2018", https://www.greatermanchester-ca.gov.uk/media/1623/gmca_audited_statement_of_accounts_2017_18.pdf.

[2] New Economy, "Manchester Key Facts", http://www.neweconomymanchester.com/media/1474/ne-key-facts-dec-15-web.pdf.

[3] Ibid.

[4] Ibid.

[5] "The Greater Manchester Digital Strategy 2018–2020", https://www.greatermanchester-ca.gov.uk/media/1090/digital-strategy-2018-2020.pdf.

[6] Ibid.