

UK Digital Innovation

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**MAD
LAB**



UK innovation and digital strategy

TECH NATION 2017 IN NUMBERS

From
TECH CITY

£170BN*

**DIGITAL TECH INDUSTRIES
TURNOVER**



£6.8BN
in 2016

**TECH INVESTMENT
IN THE UK**

X2

**HIGHER THAN ANY OTHER
EUROPEAN COUNTRY**

£51K

**AVERAGE DIGITAL
SALARY IN THE UK**



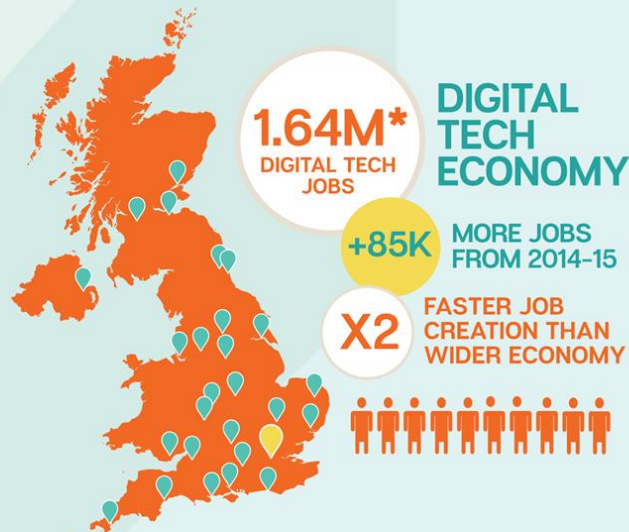
+44%

**HIGHER THAN THE
NATIONAL AVERAGE**

£97BN*

**DIGITAL TECH INDUSTRIES
CONTRIBUTION TO UK ECONOMY**

*Business Structure Database (2015)



TOTAL DIGITAL TURNOVER (£BN)	DIGITAL TURNOVER GROWTH (2011-15)	HIGH GROWTH BUSINESSES*
LONDON £56bn	DUNDEE 171%	BOURNEMOUTH & POOLE 26%
READING £12.5bn	LONDON 106%	NEWCASTLE 22%
BRISTOL & BATH £8.1bn	SUNDERLAND 101%	LONDON 20%
MANCHESTER £2.9bn	BRISTOL & BATH 87%	GLASGOW 19%
CAMBRIDGE £2.1bn	EDINBURGH 85%	BRIGHTON 18%

*Business Structure Database (2015)

“Britain is genuinely at the forefront of a technological revolution... not just in our universities and research institutes, but in the commercial development labs of our great companies”

– Philip Hammond, UK Chancellor of the Exchequer





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