

LONDON IS A
BREEDING GROUND

FOR

NEW
IDEAS



NEARLY

400,000

PEOPLE WORK
IN LONDON'S
CREATIVE INDUSTRIES



LONDON
ATTRACTS
MORE
INTERNATIONAL
COMPANIES

FROM
CREATIVE
INDUSTRIES
THAN ANY
OTHER CITY



LONDON GIVES YOU



ACCESS
TO A



12
MILLION
CONSUMER BASE



INCLUDING

WEALTHY

EARLY ADOPTERS

ALL EAGER TO TEST AND BUY
NEW PRODUCTS AND SERVICES

LONDON
HAS THE



HIGHEST
NUMBER OF PATENTS
REGISTERED

AMONG LEADING
EUROPEAN CITIES



LONDON
DOMINATES
THE EUROPEAN
ADVERTISING SECTOR



HOME TO

2/3
TWO-THIRDS
OF INTERNATIONAL
AGENCIES

INWARD
INVESTMENT

FROM
INTERNATIONAL
FILMMAKERS
BROUGHT

£1 BILLION
INTO THE UK
ECONOMY
— IN 2011 —

LONDON

IS THE
3RD/BUSIEST

FILM PRODUCTION
CITY

IN THE
WORLD



WITH AN
AVERAGE
OF
35 CREWS
ON THE
STREETS
EVERY DAY



OF ENGLAND'S TV
INDUSTRY WORKFORCE
IS
BASED IN LONDON



LONDON HAS
THE
HIGHEST
CONCENTRATION



OF
LEGAL
EXPERTS

IN
IP
PROTECTION

