The capital's digital infrastructure is lagging

Digital London's survey provides a way to share the knowledge which will allow us to reclaim London's position as a first tier Digital City, explains Adam Malik

With technology continuing to shape our futures, talking to major technology organisations such as Microsoft, Adobe, Juniper, Cisco and BroadVision at Digital London highlighted the importance they continue to place on quality digital infrastructure. With London set to host the Olympics this summer has there been enough focus on how we will cope as a city in terms of connectivity, both for this year and in the future?

As part of the Digital London event we felt it was important to find out what the public perception was of London as a digitally connected city by commissioning a poll of technology experts. The poll, conducted by Aurora Research, put London in fourth place behind Tokyo, Hong Kong and New York in terms of overall digital infrastructure. It shows that 54% of respondents believe digital infrastructure is very important in attracting new business to a city and 48% as very important to retaining that business.
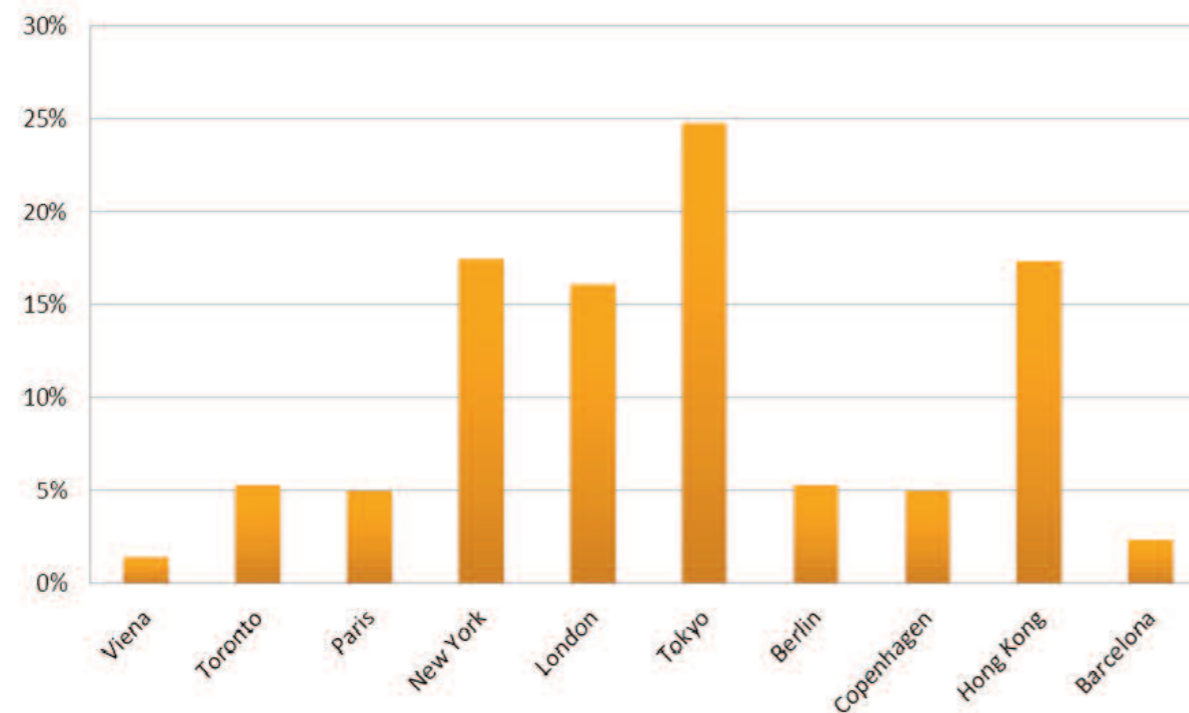
At Digital London, which took place on the 13th and 14th of March, we highlighted the economic benefits of an improved digital infrastructure and how that will contribute to growth.

The event, which saw over 20 CEOs present on the subject, included Kulveer Ranger the Mayor's Director of Environment and Digital London. Ranger focused on the importance of building design, technology and sustainability and the effects these will have on the future of London. His announcement at the event, that Virgin Media will provide Wi-Fi access to 80 London Underground stations before 2012, highlighted the growing need for both public and private investment.

Despite the disappointing overall survey ratings for London compared to other cities, there are a few reasons to be optimistic. London scored well in sub-categories such as buildings, technology and industry. However if London is really going to act as the catalyst for future UK growth, it is imperative that we convince the world of our capital's readiness to deliver.

The smart buildings, intelligent transportation and sustainable businesses which are critical for this have yet to be built and Digital London provided a way to share the knowledge which will allow us to reclaim London's position as a first tier Digital City. ■

Adam Malik is founder of Maven Cast

Which of the following cities do you consider to be leading the way on digital infrastructure?

Vienna – 1.43%
Toronto – 5.35%
Paris – 4.99%
New York – 17.47%
London – 16.04%
Tokyo – 24.78%
Berlin – 5.35%
Copenhagen – 4.99%
Hong Kong – 17.29%
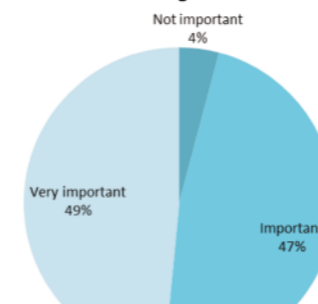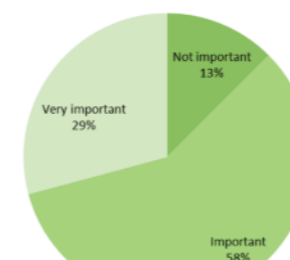Barcelona – 2.32%

How important do you consider digital infrastructure to be in terms of attracting business to a city?
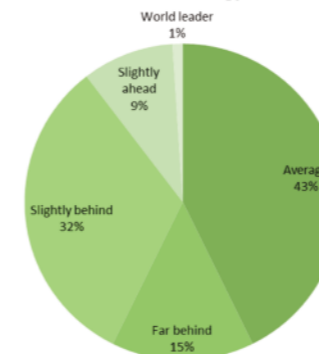
How important do you consider digital infrastructure to be in terms of retaining business in a city?
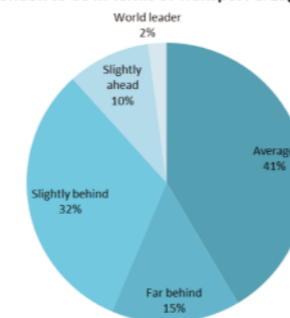
How important do you consider digital infrastructure to be in terms of attracting people to live in a city?
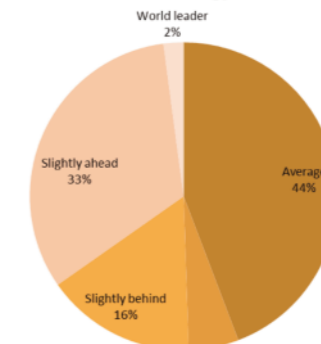
In relation to other digital cities how advanced do you consider London to be in terms of Energy & Environment?
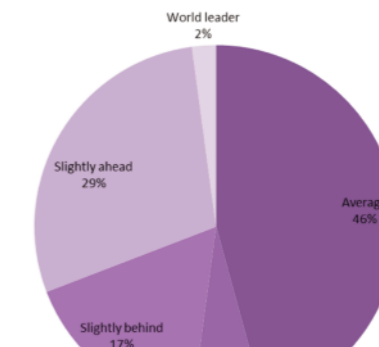
In relation to other digital cities how advanced do you consider London to be in terms of Transport & Logistics?

In relation to other digital cities how advanced do you consider London to be in terms of Technology & Telecommunications?
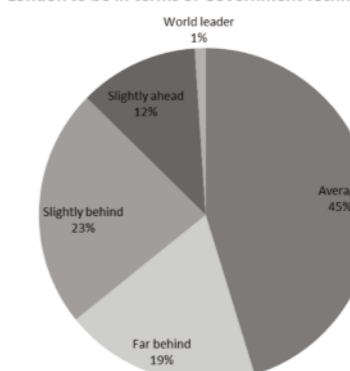
In relation to other digital cities how advanced do you consider London to be in terms of Buildings?

In relation to other digital cities how advanced do you consider London to be in terms of Industry?

In relation to other digital cities how advanced do you consider London to be in terms of Government Technology?

Research conducted February 2012 among 97 IT decision makers by Aurora Research and SurveyMonkey (on behalf of Digital London)