

# Creative & Digital Industries

Manchester is the original 'tech city' - ever since the computer was invented here!

Europe's largest purpose-built media location is in Greater Manchester!

## KEY FACTS

Greater Manchester has the largest creative and digital clusters in the UK, with an even split of 28,100 jobs in Digital Industries and 26,100 jobs in Creative Industries

Employment is expected to continue to increase over the next 20 years - with 18,700 more jobs!

Google, Boohoo.com, Virgin Media and UKFast are just some of the significant businesses that call Greater Manchester their home.



## SKILLS

Whilst digital skills cut across every sector, the Creative & Digital Industries are vast and include: Animation, Publishing, Visual Effects, Photo Imaging, Advertising & Marketing, Television and Gaming.

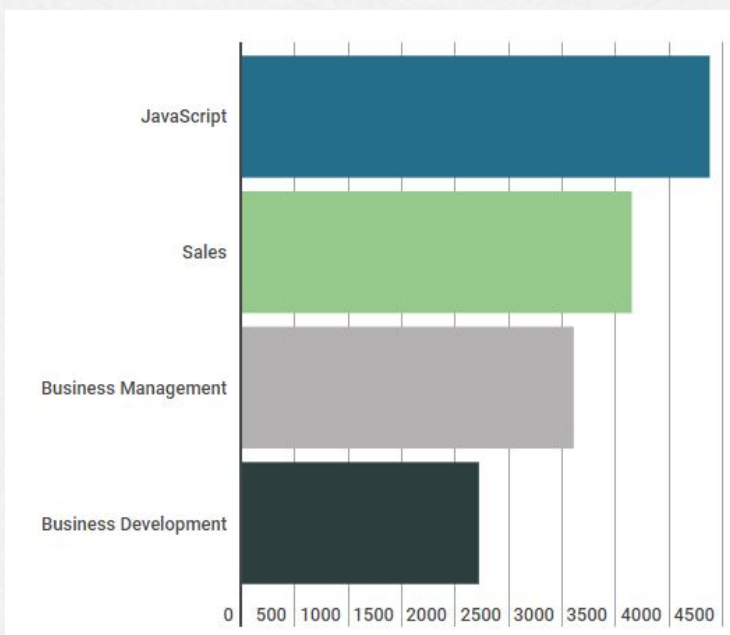
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Employers in Greater Manchester are saying that IT, sales and business skills are the most in demand specialist skills



There are skills gaps across creative and digital industries in understanding different technology platforms and intellectual property rights



If you are good at art and design have you considered a career as a games designer or animator?



Do you have an eye for detail? Could you work in publishing, copy write for a web agenc, script edit for film, TV or radio?



What companies and big names can you identify around MediaCity UK and Manchester City Centre?