



Business

O2 MOTION DATA AND INSIGHTS

G-Cloud 15: **Pricing Document**

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O2 Motion Data and Insights

There are two pricing options for the O2 Motion Data and Insight products:

- One-off projects
- Annual or quarterly subscription-based products

O2 Motion Data and Insight project costs are dependent on the scale of geographical coverage, for example the number of areas the analysis covers and whether outputs are required for national, regional or local analysis.

Costs will also vary depending on the periods of time data is required to cover, for example, some one-off projects will only require one or two months of data, whilst others might require weekly or monthly on-going data feeds (provided under subscription).

Note:

- Projects begin with an optional free discovery workshop to explore requirements and the feasibility of proposed use cases.
- Costs are inclusive of data and professional services.
- All prices are excluding VAT.
- A minimum contract of £10,000 (excluding VAT) applies.
- A valid discount voucher may be applicable and can be included in the Call-Off Order Form at the time of purchase.

Price Schedule:

One-Off Projects

1. Origin Destination matrices

- For a single study area with all available additional options - £100,000

Subscription Products

1. Real Time Location Insights

- Subscription via Application Programming Interface (API) - £650,000 per year for UK-wide data.

2. Micro Location Insights

- Providing building and street-scale profile-at-location insights. Data refreshed daily.
- Subscription - £10,000 per year per cell (several cells required per site).



3. Movement Insights

- Direct data supply of rolling weekly population, dwells & journey movements, and trip ends.
- Historical data available.
- Subscription - £212,000 per quarter (UK-wide data) for all the data insight outputs. Should a Buyer have reduced geographic or temporal coverage requirements, other solutions are available depending on the requirements.



Company Statement

All information contained in this proposal is subject to contract and, unless expressly stated to the contrary, to Virgin Media Business Limited's standard terms and conditions.

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Registered office: 500 Brook Drive, Reading, RG2 6UU, United Kingdom

Brand Statement

Buyers entering into a Call-Off Contract will be contracting with Virgin Media Business Limited ("The Supplier").

On the 1st August 2025 Virgin Media O2 Business and Daisy Group merged to create a new B2B telecoms powerhouse – O2 Daisy.

O2 Daisy is fully consolidated by Virgin Media O2 with a 70/30 ownership structure with Daisy Group. The corporate brands Virgin Media O2 Business, Virgin Media Business and O2 Business remain.

For contracting purposes, customers of these brands contract with Virgin Media Business Ltd. Depending on the services to be provided, affiliate companies may act as billing and collection agents, such as Telefonica UK.



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