



Business

O2 MOTION DATA AND INSIGHTS

G-Cloud 15: **Service Definition Document**

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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.

1.0 Overview

Over the last 10 years, the Supplier has invested heavily into developing its AI & Data team and product, known as “O2 Motion”. A significant amount of information can be derived from the movement of the phone (and its user) and in a privacy compliant way. Our O2 Motion products provide Buyers with insights on the movement, demography, mobility patterns and behaviour of millions of people, covering 35% of the UK population.

This is a big data solution that provides an unrivalled evidence base for smart cities, transport, operational divisions, environment, economic, housing and planning projects at all scales from national down to street and building level, helping the Public Sector to make the right operational and investment decisions, as well as evaluating their impact over time.

2.0 Service Definition

Our mobility and demographic insights reveal journey to work patterns, the catchment of employment centres, changing travel patterns over time, end to end journeys, travel mode, route choice, journey purpose and how public transport services are used by citizens. The insights can also be used in conjunction with transport models to replace traditional survey methods and enhance air pollution models by providing an understanding of exposure to local populations.

This level of insight is delivered via anonymous, aggregated data that is generated from over 25 million of our customers. The data is available from 2019 to support trend and impact analysis.

Our rigorous processes ensure Buyer privacy is maintained, and we are continually audited by regulators and external experts in data privacy and security to ensure compliance with all data protection and privacy laws including GDPR (General Data Protection Regulations).

3.0 What's Included

3.1 Real Time Location Insight

Real Time Location Insight uses the O2 mobile network data so Buyers can see the number and profile of people in real-time in a geographical location across the UK, at either MSOA or hexagon level.

The data is refreshed every five minutes. It can be used, for example, to:

- Estimate the number of people impacted by a crisis and the required level of response
- Estimate attendance at a demonstration or event
- Spot unusual volumes of people
- Understand and act on dispersion behaviours following a planned or unplanned event
- Improve demand and traffic prediction models.

Hexagon granularity corresponds to a 200m radius and is available UK wide. Socio-demographic insights are available in real-time at both MSOA and hexagon level (age, gender, socio-economic grade, home/work location, resident/worker/visitor status).

3.2 Origin Destination Insights

O2 Motion's Origin Destination matrices are anonymised and aggregated outputs of trips made from definable origins to destinations. There are derived from billions of daily network events generated by O2's

customer base of 25 million. In addition to trip volumes, O2 Motion can further segment the outputs by mode (rail, road, EV, HGV, Tube, etc.), demography (such as age, gender, spending power) and journey purpose (such as work, home, commuting), trip chains, all split by time of day and day of week. These trip matrix outputs are used by models at all scales.

3.3 Micro Location Insights

Micro Location Insights is a service that gives Buyer's insights into visitors at a localised area, such as a street, shop, or venue. Using this information, Buyers can build up a rich picture of behaviours at an individual site level so you can understand visitor volume trends, visit frequency, or dwell time and improve location organisation decisions.

The data required for many business location activities such as retail and leisure needs insights to be significantly more granular than that provided by the macro cell towers, so we created a Micro Location solution to provide granular street and store level insights updated daily.

Micro Location Insights provide the unique ability to gain actionable insights from a deep understanding of customers and visitors to specific locations. The Micro Location Insights small cell devices work on the basis that they can detect the presence of an O2 mobile device within a given 2–50 metre radius. The devices are therefore ideal to assist with the understanding of types and frequency of visitors, football numbers as well as catchment and battleground areas.

The real power is then in matching these devices to the wider (macro) network data for combined crowd level insights. The insights are fed into a front-end dashboard and provide several powerful visualisations that can support a variety of use cases such as volume and profile of people at location, dwell time etc. The data behind the dashboard can also be provided as an API. We have a wide range of customers across both the public and private sector.

3.4 Movement Insights

Movement Insights enables unique and timely insights across the UK to support Public Sector planning decisions by delivering an understanding of UK population and international visitors mobility trends and behaviour over time. This enables data driven adaptations of supply and demand and monitoring the impact of changes.

The data is available down to Local Authority Districts (LAD), Middle Layer Super Output Areas (MSOAs), and Output Areas (OAs) so Buyers can understand visitor volume trends, profile, dwell time, journey origin-destination, journey mode and purpose, duration, and distance. This covers both UK residents' movement and home location in the UK and their international travel and international visitors to the UK. Buyers in the public sector cover a wide range of government departments and other public organisations.

4.0 Discovery Workshop

Projects can begin with a free discovery workshop if requirements are unclear to ensure the suitability of the O2 Motion data and insights products against the proposed use cases.

5.0 Features & Benefits

5.1 Features

- Origin Destination (OD) transport and mobility data. OD Matrices commonly used to develop transport and planning models at all scales. Replaces need for manual surveys.

- Building & Street Scale Profile at Location. Understand the catchment of sites of interest and the patterns of use over time.
- Real time movement data. Supports operational transport and crowd safety use cases
- Understand UK population and movement across the UK to enhance models with information on demographic segmentation and Catchment & Travel Behaviour Analysis.
- Provides evidence base for local and regional strategies, major development, and evaluation projects.
- A range of latencies, from near-real-time to historical via rolling weekly or monthly datasets
- Rolling weekly reporting on population and journey movements and trip ends analysis.

5.2 Benefits

- Large sample of UK population represented in the O2 Motion dataset (c.35%), providing statistically significant data. Unlike other data providers, we can expand to the entire population with good accuracy since we know our market penetration by postcode.
- Datasets fully validated by Office for National Statistics (ONS), Department of Transport and Highways England.
- Provides a ready to use and cost-effective dataset replacing the need to undertake manual surveys.
- 48+ months of data available to support pre and post intervention studies, trend analysis and predictive models.
- Data insights provided at any scale supporting studies at national, regional, county, authority, district, neighbourhood, street and building level.
- Location and demographic insights enable a view of the profile and volume of people using a service.
- Fully anonymised and aggregated insights ensure compliance with data privacy legislation.
- Managed service allows customisation of support, outputs and use cases.
- Insights provided for visual impact, enabling communication of complex information to non-technical stakeholders.
- Output latency: 5 minutes latency on real-time data outputs enables prompt action. Rolling weekly outputs on all the other products for a timely understanding of population movement and journeys.



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

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