The
Digital
City
Index
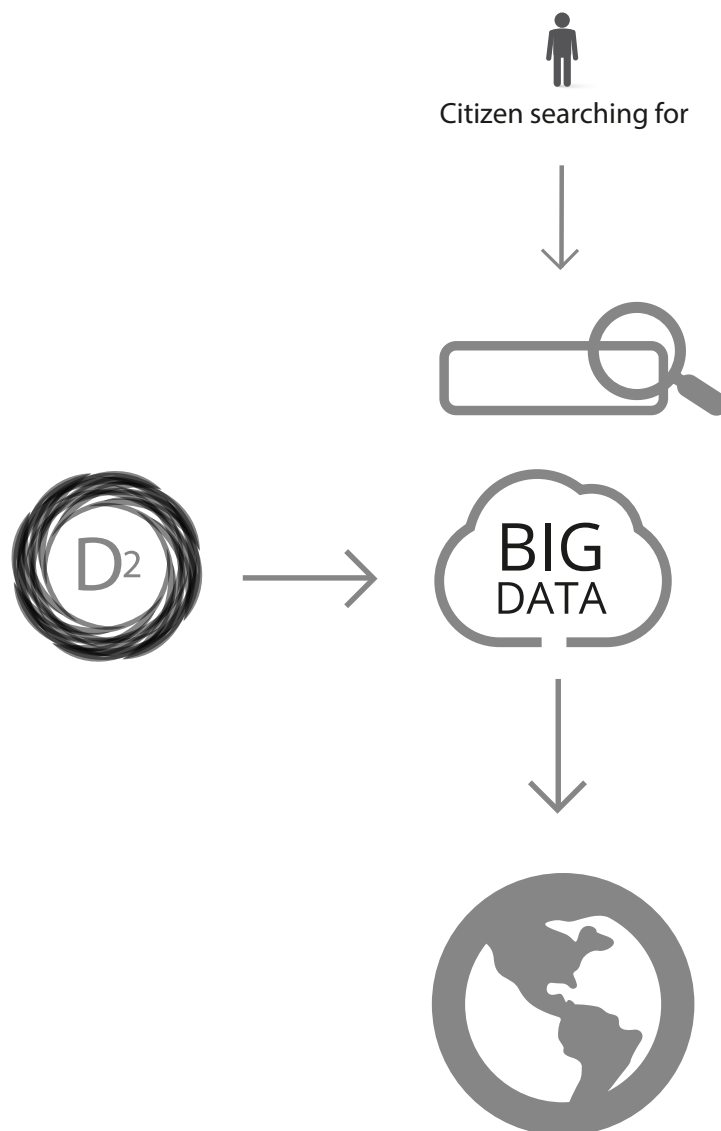
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The
Digital City Index

⚙ Methodology

The objective of this Index is to provide the least subjective results possible. Therefore, the position of each City is solely determined by their search volume in each of the 3 Dimensions.
Social Media is excluded from the analysis, as this Index measures the "consequence", not the "cause" of what has triggered the proactive interest towards any given City.

The Methodology (how the Index is compiled)

The Digital City Index compiles the measurement of the total amount of searches performed by all worldwide citizens toward any given City. All thanks to a proprietary software called Digital Demand - D2©.
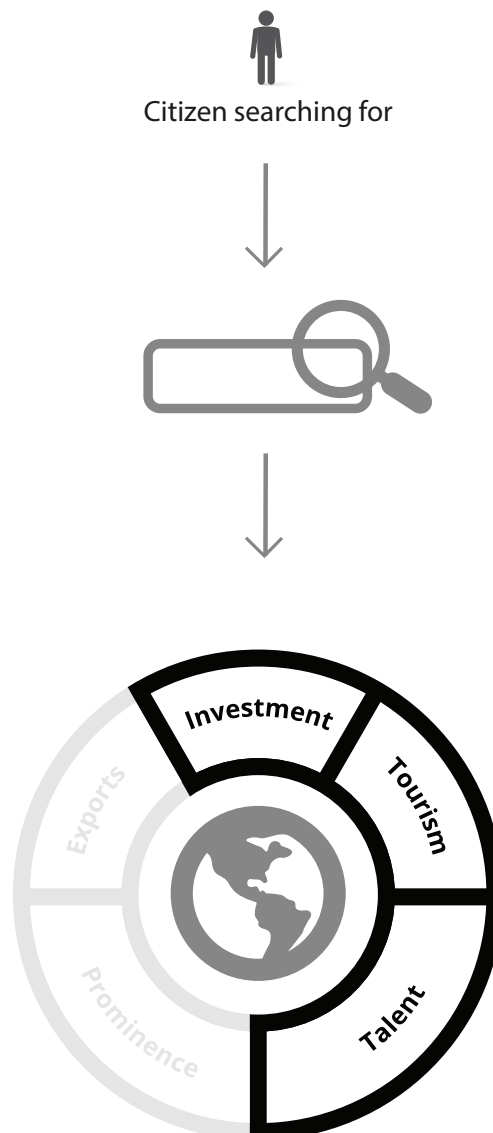
Citizen searching for

D2 → BIG DATA

The
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The Methodology (how the Index is compiled)

Every search is collected and categorized in different Dimensions. For the Digital City Index, the Dimensions covered are: Tourism, Investment and Talent.

Citizen searching for

The **DigitalCity**Index
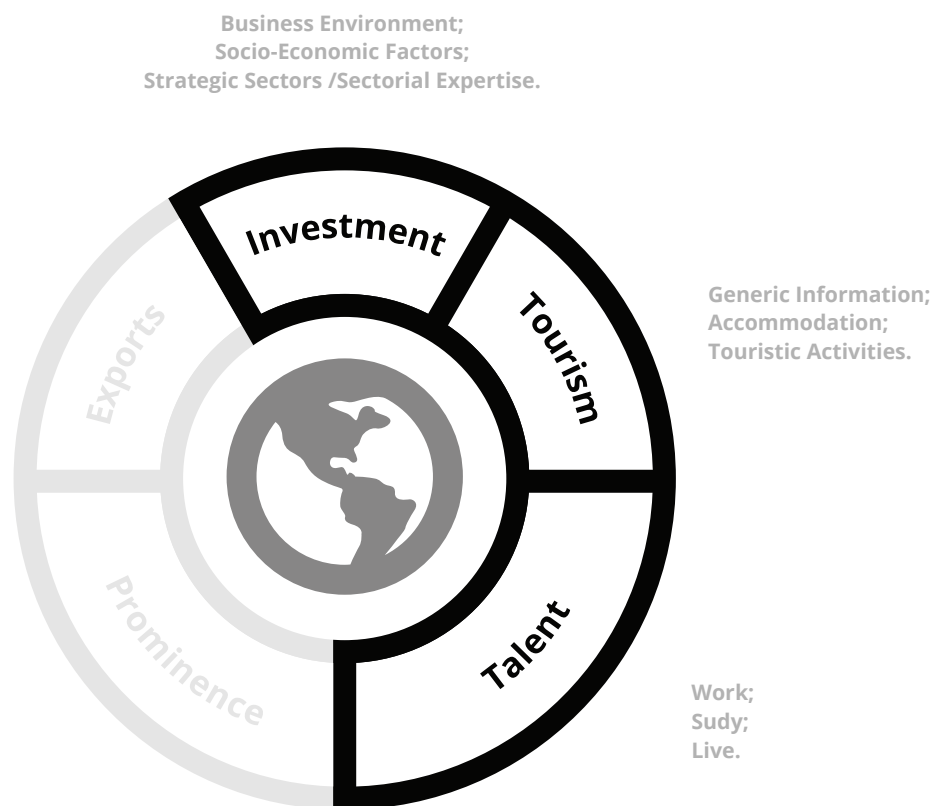

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As displayed below, each Dimension is comprised of 3 macro clusters of information called "Brandtag families" - (Total 9 for all Dimensions).

Inside of each "Brandtag family" there are around 112 "Brandtags" comprised of nearly 140 million keyword combinations, which result in approximately 260 million valid search results.

**Business Environment;
Socio-Economic Factors;
Strategic Sectors /Sectorial Expertise.**

**Generic Information;
Accommodation;
Touristic Activities.**

**Work;
Sudy;
Live.**

The **DigitalCity**Index

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The Methodology (how the Index is compiled)

The position of each City is determined by the total number of searches performed within each Dimension.

However, using the Digital Demand - D2© software, Bloom Consulting incorporates a qualitative input into the data by attributing equal weight to each of the three Dimensions (33% to each Dimension). Therefore if City "A" has five times more searches in the "Tourism Dimension" than City "B", but ten times less searches in the "Talent Dimension", City "A" will not score higher in the Index.

For all three Dimensions, a positive criterion is applied, meaning that a high number of searches performed towards a City will increase their position within the respective Dimension.

The
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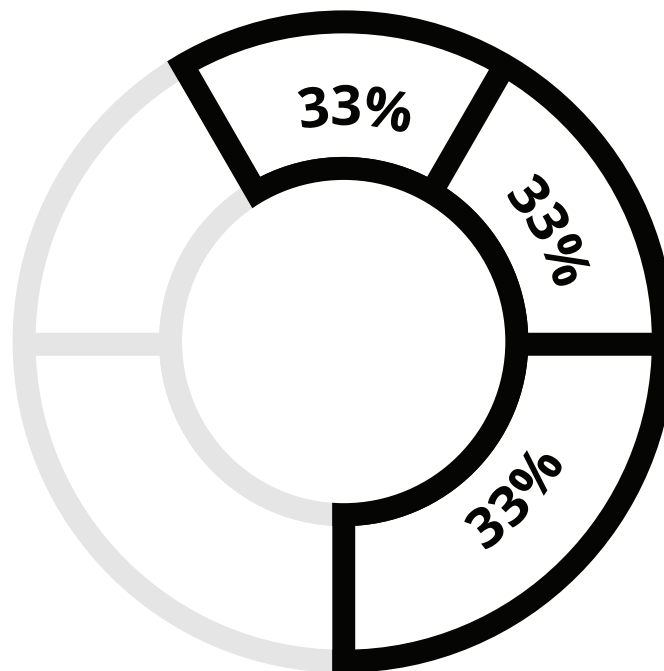
More about #DigitalCity and the Digital City Index

The Digital City is a City that has triggered proactive interest from Global Citizens (tourists, investors and general citizens) towards that City in the Digital World. This definition was presented by Bloom Consulting in 2015 after determining through its own research and multiple other sources – including Google Intelligence - that when someone searches for information about a City in the context of Tourism, Investment and Talent, one of the primary sources used today is a "search engine".

This act of "searching" can be triggered by something one may have read in a newspaper, heard in a conversation or simply out of curiosity. "Searches" represent the true level of interest in a City or a Place and therefore demonstrate a City's genuine appeal. If measured, "searches" can also highlight the interests one may have with regard to any specific Country Region or City.

With this data, Cities can measure if their Actions Activities and Policies are causing any effect on their Brand appeal and on their overall perception.

The Digital City Index measures the performance of the #DigitalCity

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Would you like to know more?

If you work for a national, regional or city agency or any other Government organization, please contact

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Thank you!