

## London Tech City Must Connect With Firms, Says Entrepreneur

Thursday 13 March, 2014

Anthony Rushton, who is the CEO of the world's leading online video advertising auditing firm, has said that the Silicon Roundabout movement in the UK is massively over-hyped.

Mr Rushton told BBC Radio 4's Today Programme on Thursday (13th March 2014):

"Our London office is approximately three miles from Tech City and not once have we been approached by any of their representatives, or have been approached to go and visit them."

"My only connection with Tech City was a previous interview I gave alongside their previous CEO [Eric van der Kleij] when we were discussing whether Tech City was a valid proposition, and I asked him at the time if this is the real case of nurturing technology, or a PR stunt and you could debate that for quite some time."

-ENDS-

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