

London 2012 Games sector briefing

ICT

December 2008

Advantage West Midlands

London 2012 Games

ICT Sector Briefing – December 2008

Key Statistics

2012 Olympic Games: 27 July – 12 August 2012

2012 Paralympic Games: 29 August - 9 September 2012

26 Olympic sports in 34 venues

20 Paralympic sports in 21 venues

10,500 Olympic athletes and 4,200 Paralympic athletes

20,000 press and media

Over 9 million tickets

4 Billion television audience

Key Organisations

LOCOG: London Organising Committee of the Olympic and Paralympic Games

ODA: Olympics Delivery Authority

LDA: London Development Agency

IOC: International Olympic Committee

2012 Update

News and Comment:

23-12-08 Interpol is to work with Scotland Yard to help in tightening security for the 2010 Commonwealth Games in New Delhi following the terrorist attack in Mumbai. Interpol has offered India its state-of-the-art border control system, which will enable immigration officials to carry out direct screening of passports and identity documents on a real-time basis, against Interpol's global database of more than 16 million stolen and lost travel documents. The Indian Home Ministry has sanctioned Rs 78.26 million (£1.1 million) to the Delhi Police to procure additional security equipment and vehicles to be required during the Games. It will be used to buy equipment like X-Ray scanners, door frame metal detectors, hand held metal detectors, vehicles and communication equipment.

19-12-08 After a successful two year agreement, the English Institute of Sport (EIS) and Quintic Consultancy will extend their innovative partnership which sees Quintic as Preferred Supplier of Biomechanical Performance Analysis Software to EIS up to 2010. Stafford Murray, EIS National Lead for Performance Analysis said "We have used their analysis tools in most sports around the EIS network, completing particularly innovative and successful interventions in performance level cycling, squash and athletics – highlighting the level to which this software is being used by our practitioners. This kind of analysis is now making day to day differences to our elite athletes' performances, which is essentially what we are measured on"

19-12-08 Communications agency Steak has been hired by Visit London to manage search engine optimisation for the tourism body. Steak will handle off-site activity to drive traffic to Visit London's website and help market the capital to leisure and business visitors. Visit London works in partnership with the Mayor of London, the London Development Agency, London councils and the tourism industry. Alongside Visit London, Steak also works for EnjoyEngland, the domestic marketing arm of national tourist office VisitBritain.

19-12-08 LOCOG's New Media team is currently recruiting for a junior producer to assist the production of www.london2012.com and the planning, production and delivery of new applications. Specific projects include:

- Operate and manage map (relaunching January 2009) including writing copy for map and daily updates to map interface as well as answering queries.
- Operate and manage existing and new social network relationships (currently we have presence on Youtube and Flickr).
- Operate and manage **a sports activation product launching with adidas** in 2009.

- Assist in the delivery of amends to main website following usability reviews.
- Operate and manage new media analytics and value models.
- Operate and manage data updates and data email inbox.

16-12-08 A major conference in Madrid promoting tourism through the Internet has provided a showcase for Madrid's bid for the 2016 Summer Olympic Games. Antonio Fernandez Arimany, Managing Director of the bid, told the TravelThink conference that the city would be the perfect Olympic host for the visitors from around the world. Madrid's tourist office has teamed up with Internet search engine Google to promote what the city has to offer to travel operators and professionals.

16-12-08 The International Cricket Council (ICC) announced that it has issued a request for proposals (RFP) to companies interested in providing specialist audio-visual archive management services. The successful company will work closely with the ICC to market and manage footage from various cricket events, including the ICC Cricket World Cup, the ICC Champions Trophy and the ICC World Twenty20. Although the ICC will retain the function of licensing match footage from its events, the successful applicant will be required to provide expert technical support to the ICC by logging, storing, editing and distributing the ICC match footage to various B2B users.

12-12-08 The organisers of the Volvo Ocean Race have revealed a new initiative that harnesses the power of Google Earth to display the rich multimedia content, which is sent from the boats as they race around the world. With the teams carrying an embedded media crew member for the first time in the 35 year history of the race, more content is being shot, recorded and written than ever before. Much of this is currently available on the official race websites, www.volvoceanrace.org and www.volvoceanrace.tv. In addition, the mobile portal, www.m.volvoceanrace.org means you need never leave the race – all the information is as close as your mobile phone. Now, using the power of Google Earth, you can see, hear and read what the embedded media crew members and their team mates are experiencing as it's posted in Google Earth.

12-12-08 Amscreen, Sir Alan Sugar's digital signage company, has signed a five year advertising deal with football centre operator Powerleague. The agreement will see Amscreen's screens installed in the reception areas of Powerleague's forty-four centres around the UK. The agreement allows Amscreen exclusive digital advertising sales rights, as well as space for Powerleague's customer information messages and anchor advertisers, which include Xbox, Nivea For Men, Nike, Lucozade and Carling.

11-12-08 In South Africa, to ensure that spectators miss none of the Confederations Cup and 2010 Fifa World Cup action, the 35,000 seat Orlando Stadium has been fitted with

two 30 square metre screens. The Orlando Stadium auditorium has been equipped with a motorised screen, LCD monitors and projector. The design ensures that optimal viewing conditions are achieved for all spectators, so that high brightness is achieved even at extreme viewing angles.

04-12-08 Coventry and Warwickshire has launched a new website to showcase its involvement in London 2012. Dave Moorcroft, the former 5,000 metres world record holder, helped launch the site: www.cswp.org.uk/london2012. Tom Clift, the region's 2012 opportunities co-ordinator, said: "The website also provides a very effective way of keeping people up to date with activities that are going on in the area and providing users with information on how they can be involved and have their own Olympic experience."

03-12-08 As London welcomed the hosts of the Beijing Olympic and Paralympic Games (BOCOG) and the IOC recently, to debrief the 2008 Games, the organisations' technology departments have seized the opportunity to transfer knowledge, share ideas and plan for future Games. BOCOG and their partners provided a vast amount of detailed information on their efforts as well as candid analysis of areas where they succeeded and areas where they could have made improvements.

02-12-08 STATS LLC has acquired SportVU, a specialist innovator in automated ID and motion capture technology. STATS will integrate SportVU technology into its portfolio of sports content solutions, to offer dynamic in-game presentations, comprehensive statistics, game analysis and tactical coaching tools for its worldwide client network of media companies, professional sports leagues and teams. SportVU's technology collects positioning data of ball and participants (players and referees) within the playing field in real time. Complex algorithms are employed to analyse the accumulated data streams and compile meaningful information and insights. All aspects of the data collection process are designed to be non-intrusive to game action.

Current Supplier Listings – CompeteFor Registrations

As at 1st January there are 287 West Midlands companies (an increase of 32 companies since our last report), covering various areas of the ICT sector, listed and fully published on the CompeteFor System. The system-wide total is 4,597, an increase of 420 companies.

If you are experiencing any difficulties in achieving full publication on CompeteFor please contact Business Link on 0845 600 2012.

Contracts and Tenders

ODA tenders issued during December:

None

LOCOG tenders issued during December:

None

Tenders (2012-specific and selection of collateral project requirements) issued by other parties during December:

CompeteFor also carries sector-applicable opportunities for non-2012 projects. Suppliers should register on CompeteFor to receive details of all opportunities.

Publication Date	Title	Client
15/12/2008	Training services required - Construction ICT and Business Support short courses - Host Boroughs	Host Boroughs Unit
11/12/2008	Website Development	Commercial Doctor Ltd
10/12/2008	Web marketing partners - Solent area	Topsail Events & Charters Limited
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Contracts awarded during December:

None

Updated Forecast Requirements - ODA

Contract title	Category	Procurement Start Date
New Utilities - Wireless Telecommunications Network	Works	Q2 2009
Stadium Legacy Transformation Designer	Works	Q3 2009

Recruitment

ODA recruitment advertising during December:

19/12/2008	IT Capability Manager
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LOCOG recruitment advertising during December:

23/12/2008	Telecommunications Commercial Manager
23/12/2008	Systems Analyst
23/12/2008	Technology Training and Communications Manager
23/12/2008	Venue Technology Manager
23/12/2008	Technology Equipment Asset Manager
23/12/2008	Games Management System (GMS) Specialist
19/12/2008	Junior Web Producer
18/12/2008	PA to Chief Information Officer
18/12/2008	Head of Logistics

18/12/2008	Head of Venue Management
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Conclusions:

December 2008 has seen an upsurge in LOCOG's recruitment activity, including several positions which are likely to be influential in specifying and procuring ICT products and services. The LOCOG technology team is also highly active, learning lessons from the Beijing 2008 Olympics organizers and seeking to develop a distinctive approach to technology deployment for London 2012.

For companies which are looking to win contracts to supply the 2012 Games, it is becoming ever more important to register and publish your details on the CompeteFor portal. The system has now become the default method of releasing tender opportunities, not only by the Olympics authorities, but increasingly by supply-chain contractors, and is also being used for many non-2012 opportunities.

The URL for the system is: www.competefor.com/london2012business

Companies operating in the construction sector and which are looking to supply the Lend Lease Athletes Village programme, have an additional opportunity source – the 'Village Supply Chain' portal. This operates separately from the CompeteFor system.

The URL for the system is: www.villagesupplychain.com

Prepared for Advantage West Midlands by Commercial Doctor Ltd

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