

2012 Olympics Business: ICT Sector Briefing November 2008

Prepared for Advantage West Midlands
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www.advantagewm.co.uk

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

2012 Update

News and Comment:

(27-11-08) Atos Origin, the international IT services company and worldwide TOP technology partner to the International Olympic and Paralympic Committees, has announced the appointment of Michèle Hyron as chief integrator for the 2012 London Olympics. Hyron will be responsible for leading the consortium of IT partners to design, build and operate the massive, mission critical IT infrastructure and solutions that will support the London 2012 Games. The IT systems provided will process the accreditation badges for the 250,000 members of the Olympic Family; manage staffing rotas as well as delivering the results to the world in less than a second.

(24-11-08) The USA National Football League will broadcast a Dec. 4 game between San Diego and Oakland in 3-D, in theatres in Los Angeles, New York and Boston, a possible preliminary step to regular three-dimensional telecasts, the Wall Street Journal reported. Guests at the three participating theatres will include representatives from the league's broadcasting partners and consumer electronics companies. "We want to demonstrate this and let people get excited about it and see what the future holds," NFL senior vice president of broadcasting and media operations Howard Katz told the Wall Street Journal. Special cameras will be used to shoot the game and images will be transmitted to a satellite and sent to each theatre via a digital downlink.

(21-11-08) Britain's first sports stadium to introduce a fully-integrated cashless payment system has reported a substantial increase in revenues and a substantial fall in queuing times for supporters. German company payment solution AG installed the first UK cashless payment system into the Ricoh Arena in Coventry at the end of last season. Now the stadium has reported that half-time queues for supporters at Coventry City Football League fixtures are a thing of the past and that match-day transactions have risen by 17 per cent. The number of transactions completed as a percentage of the crowd has also risen from 47 per cent to 55 per cent.

(17-11-08) Sports information company, STATS LLC has agreed a partnership with online search engine Google, to provide STATS' global sports information through Google's search and sports gadgets. Gadgets are mini-applications that support rich markup language (XML, Flash) and enable a wide array of visual effects and animation. Under the partnership, STATS will provide Google with real-time scoring, schedules, standings and results across all major sports worldwide. In addition, STATS will deepen its coverage to include 111 new sports, including billiards, camogie and sumo.

(11-11-08) Groups that regulate sports betting are calling for an international agency to coordinate the fight against illegal gambling and match-fixing, to be set up before the London 2012 Olympics. A recent sports betting conference in Switzerland was hosted by Early Warning System (EWS), a Zurich-based firm that monitors suspicious gambling on the World Cup and the Summer Olympics, and which shares information with more than 400 betting operators worldwide. EWS was asked by the IOC to track betting patterns during the Beijing Games - these are currently being analysed to predict how gambling might affect the 2012 London Games. EWS head of strategy Wolfgang Feldner said online gambling, an industry that took an estimated \$20 billion (£12.8 billion) in bets in 2008, coupled with new types of wagers in betting exchanges, have made betting faster and tougher to track. He said: "A potential cheater knows he can bring lot of money into the market in a short time."

(11-11-08) Cisco Systems Inc., the world's largest maker of networking equipment, will team with the New York Yankees to incorporate fan-friendly technologies in the Major League Baseball club's new \$1.3 billion stadium, which will be open for play at the start of the 2009 major-league season. Cisco has discussed transforming sports and entertainment on its Web site, including a "connected" stadium that features one network to control everything from building automation, HD video screens and surveillance, voice communications, broadband access, ticketing and retail sales.

(08-11-08) Computer games are planning to launch a campaign to gain Olympic recognition and earn a place in the Games, a leading figure in the industry has revealed. Ray Mia, the acting chief executive of United Kingdom eSports Association (UKeSA), the official governing body for the UK's electronic sports community, reportedly said that it was their long-term plan to be included as part of the Olympics. He said: "Has eSport been elevated to an International Olympic Federation [sic] recognised sport? It has already happened in Asia with the official Asian Indoor Games, which is an International Olympic Committee (IOC) endorsed tournament, and eSports is on the roster. We want to create a European Indoor Games, and have eSports on there recognised by the IOC."

Current Supplier Listings – CompeteFor Registrations

As at 1st December there are 255 West Midlands companies and organisations (an increase of 22 since our last report), covering various areas of the ICT sector, listed and fully published on the CompeteFor System. The system-wide total for this sector is 4,177, an increase of 398 companies and organisations.

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 November:

Publication Date	Title	Client
28/11/2008	Environment and Sustainability Performance Reporting Tool	ODA
27/11/2008	Digital Video Survey	ODA

LOCOG tenders issued during November:

Publication Date	Title	Client
20/11/2008	London 2012 Ticketing Services	LOCOG
14/11/2008	Audio Visual consultancy and study	LOCOG
10/11/2008	Digital Imaging Services	LOCOG

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

Publication Date	Title	Client
20/11/2008	Victoria Coach Station Ltd (part of TfL), CCTV and PA service and maintenance	Transport for London

Contracts awarded during November:

Title	Client	Date	Winner
CCTV Consultancy Services	ODA	12/11/2008	Morse Security Consultants

Updated Forecast Requirements - ODA

Contract title	Category	Procurement Start Date
New Utilities Wireless Telecommunications Network	Services	Q4 2008
Building Services	Services	Q4 2008
Site Office Setup	Services	Q4 2008
Design Services Framework	Services	Q4 2008
Fit Out	Works	Q1 2009

Recruitment

ODA recruitment advertising during November:

14/11/2008	Information Security Risk Manager
14/11/2008	Information Security Operations Manager
10/11/2008	IT Capability Manager (Information Security)

LOCOG recruitment advertising during November:

25/11/2008	Procurement Systems Maintenance Analyst
14/11/2008	Venue Cluster Manager
12/11/2008	Applications Project Manager
06/11/2008	Test Event Programme Manager

Conclusions:

Atos Origin's announcement of the appointment of their chief integrator for the 2012 London Olympics, is a major development for the ICT sector. Atos is a central player, providing the IT infrastructure which underpins the Games' operations. However, Atos historically operates by relying on a relatively small core team, which builds a large network of trusted ICT contractors around itself. With the Beijing Games now successfully concluded, Atos can now focus on Vancouver 2010 and London 2012, providing real opportunities for the ICT sector to engage,

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 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