2012 Olympics Business: ICT Sector Briefing October 2008

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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:

(23-10-08) The BBC aims to "mobilise every outside broadcast truck in Northern Europe" to ensure that they will be able to show every minute of every event during London 2012. The BBC Sport head of interactive Ben Gallop said the corporation aimed to provide live coverage of every Olympic event - something it has never been able to do before. The BBC aims to set up more than 60 big screens showing the Olympics in city centres across the UK by 2012, and is also exploring using video-on-demand, user-generated content, embedded video on web pages and mobile coverage to ensure every event is broadcast in some form. Gallop said: "By the end of this we hope that we can use 2012 to do for digital media what the [Queen's] Coronation did more than 50 years ago for television."

(21-10-08) IMG Media, a division of global sports and entertainment company IMG Worldwide, has announced the relaunch of www.imgprogramming.com, the industry's most comprehensive programming catalogue website. With more than 18,000 hours available annually, IMG Media already sources world-class programming to TV, mobile, broadband, IPTV, in-flight and ship-at-sea channels.

(20-10-08) The ODA has awarded a contract to Logica, for monitoring and tracking vehicles travelling to and within the Olympic Park. The Delivery Management System Vehicle Tracking Module will be crucial in improving security for deliveries and reducing congestion in and around Stratford, Hackney and Leyton by tracking

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and regulating vehicles travelling to and within the Olympic Park. The new system will also collate information, and allow the ODA to forecast future demand.

(17-10-08) Stephen Carter, the first Minister for Communications, Technology and Broadcasting, has announced an action plan to secure the UK's place at the forefront of innovation, investment and quality in the digital and communications industries. Drawing on expertise from across Government, regulators and industry, Lord Carter's report 'Digital Britain' will be a comprehensive analysis of our digital economy and will bring forward proposals for both Government and industry to support the development of these critical sectors.

(16-10-08) Sony Ericsson has unveiled the Mobile Event Guide, a free mobile application that fans at sports events can download onto their mobile phones and which provides tournament information, schedules, results as well as video clips and pictures of matches. Player information and analysis will also be available. The application was launched for the first time at the Sony Ericsson Championships in Doha.

(07-10-08) Jacques Rogge, the IOC President, has said that he wants to use next year's Congress in Copenhagen as an opportunity to discuss how to get more youngsters involved in sport and how to harness the digital revolution. The Congress, only the 13th in the history of the 115-year IOC, will be held in conjunction with the Session next October in the Danish capital which will choose which city will follow London and host the 2016 Olympics. The Session will also pick which sports will make up the programme for 2016, for which Chicago, Madrid, Rio de Janeiro and Tokyo are bidding.

(03-10-08) Larry Probst, chairman of Electronic Arts (EA), a world leading developer and publisher of interactive entertainment, has been unanimously elected as the U.S. Olympic Committee's new chairman. Outgoing USOC Chairman Peter Ueberroth said that "as digital technology and advanced media increasingly shape the manner by which sport is marketed and consumed, we are extremely fortunate to welcome as our new Chairman someone with the expertise and perspective that Larry brings".

(02-10-08) VisitBritain is approaching digital agencies with a brief to build and refresh more than 50 websites around the globe in the run-up to London 2012. The move is being made as VisitBritain continues to invest heavily in digital in a bid to bring more advertisers and tourists to the UK market in the face of funding cuts enforced by the Department for Culture, Media and Sport.

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(02-10-08) OneSeason.com, a day-trading website where sports fans, traders and gamblers can invest real money in stocks representing U.S. athletes, teams, leagues and other sports personalities, has launched. The San Francisco-based company, which employs 14 people, was founded in June 2007. Testing on the website started in January 2008. OneSeason's market research suggests early adopters will be men aged 18-34, with an account size in the range of $100. However, as the fantasy sports industry has an older, wealthier demographic, the company expects those figures to get respectively older and larger as the website matures.

Current Supplier Listings – CompeteFor Registrations

As at 1st November there are 233 West Midlands companies and organisation (an increase of 33 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 3,779, an increase of 567 companies and organisations.

Contracts and Tenders

ODA tenders issued during October:

Publication Date	Title	Client
31/10/2008	ODA Call Centre Support Services	ODA
15/10/2008	CCTV Consultancy Services	ODA

LOCOG tenders issued during October:

Publication Date	Title	Client
01/10/2008	Data Centre Space	LOCOG

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

CompeteFor also carries sector-applicable opportunities for non-2012 projects. It is recommended that sector suppliers should register on CompeteFor to receive details of all opportunities.

Publication Date	**Title**	**Client**
29/10/2008	Supply London website re-design	Pera
29/10/2008	CCTV Unit	McNicholas Construction Services Ltd
24/10/2008	Supplier of various IT services	Ductwork Wolverhampton Limited
16/10/2008	Aquatics Centre - UPS	Balfour Beatty Group Ltd
15/10/2008	Aquatics Centre - Lighting Control	Balfour Beatty Group Ltd
15/10/2008	Aquatics Centre - Fire Alarms	Balfour Beatty Group Ltd
15/10/2008	Aquatics Centre - security / cctv	Balfour Beatty Group Ltd
15/10/2008	Aquatics Centre - AV Installation	Balfour Beatty Group Ltd
15/10/2008	Aquatics Centre - IT structured Cabling	Balfour Beatty Group Ltd
15/10/2008	Aquatics Centre - Public Address Systems	Balfour Beatty Group Ltd

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Contracts awarded during October:

Title	Client	Date	Winner
Interim Radio System	ODA	31/10/2008	Airwave Solutions Ltd
Aquatics Centre - Telephone System for Site Offices	Balfour Beatty	24/10/2008	Next Systems
Internal Software Application - Development and Support	LOCOG	01/10/2008	Trinity Expert Systems Ltd

Updated Forecast Requirements - ODA

Contract title	Category	Procurement Start Date
New Utilities Wireless Telecommunications Network	Services	Q4 2008

Recruitment

ODA recruitment advertising during October: None

LOCOG recruitment advertising during October:

31/10/2008	Venues Project Manager
27/10/2008	Head of Broadcast
24/10/2008	Head of Accreditation
20/10/2008	Manager, Games Management Systems

Conclusions:

ICT requirements for the London 2012 project continue to appear in good numbers, both directly with the ODA and LOCOG, as well as through supply chain contractors such as Balfour Beatty. The Olympics organisers, as well as the major broadcasters such as the BBC, have also been setting out their plans for leveraging television and

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new media platforms, in order to engage with young people and create compelling mass-participation events surrounding the Games.

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

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