2012 Olympics Business: ICT Sector Briefing September 2008

Prepared for Advantage West Midlands
1st October 2008

The regional leader for developing economic prosperity

Copyright Commercial Doctor Ltd 2008

www.commercialdoctor.com

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:

(25-09-08) As students across the country return to university, UK Sport is encouraging final year and masters students to consider the Ideas 4 Innovation: New Researchers Award 2009 when deciding on their project titles. As part of the programme, the New Researchers Award has been established to both harness and reward outstanding student research that may have the potential to impact on performance in Olympic and Paralympic sport.

(25-09-08) In the USA, fantasy sports, where fans select real athletes for make-believe teams, are exploding onto new platforms like smart phones and social networking sites, grabbing the attention of advertisers, wireless carriers and software companies. Among companies benefiting from this growth is 4Info, which alerts its users to things like sports scores and celebrity gossip via text message, with its revenue coming from advertisers. “Of the half a billion text messages that 4Info expects to send this year, as many as 15 percent will be to people seeking sports results to feed into their fantasy sports teams” said CEO Zaw Thet.

(24-09-08) Mayor Boris Johnson has said he wants London to become "a wi-fi city", where the internet was available anywhere. "Let's do it, beginning in Stratford in this fantastic area of opportunity," he told BBC London 94.9, referring to the location of the main 2012 Olympic site.

(22-09-08) Octopus Media Technology’s messaging site, in association with the London Development Agency (LDA), was the number one site out of several million

Copyright Commercial Doctor Ltd 2008

hits on Google worldwide both for 'Olympic Messages' and 'Olympic Video Messages, throughout the 2008 Beijing Olympic Games. The site, www.L2B2008.com , encouraged the public to support over 300 athletes representing Great Britain at the Games by recording and video messages for a favourite athlete, sport or a general message to cheer on Team GB.

(19-09-08) The London 2012 'Get Set' education programme has launched, featuring a new interactive website: http://getset.london2012.com. The programme encourages children and young people across the UK to learn about the Games and explore the Paralympic Values of inspiration, determination and equality, as well as the Olympic Values of respect, excellence and friendship. Highlights include free, flexible resources targeted at specific age groups between 3-19 years old. They include inspirational videos, interactive games, fact sheets and news articles.

(19-09-08) Tokyo, one of the four shortlisted contenders for the 2016 Summer Olympics, has welcomed new research from Oxford University's Saïd Business School, which found Japan's broadband internet connectivity is the best on the planet. The study underlines Tokyo 2016's commitment to place Japan's impressive technological infrastructure at the heart of its Olympic and Paralympic Games vision.

(17-09-08) The Vancouver 2010 organisers (VANOC) have unveiled the new graphic identity which will be used leading up to and during the 2010 Winter Games. VANOC has also launched a refreshed website designed to offer an enhanced, in-depth and interactive experience for virtual visitors worldwide.

(17-09-08) The UK is actively seeking to supply high-tech security and surveillance equipment to South Africa in time for Fifa's 2010 Soccer World Cup, either on its own or in collaboration with South African firms. The UK's trade, industry, defence and security organisation (UKTI) is reported to have said the UK was aware that SA was looking all over the world for defence and security equipment and that the UK, which has already run a successful European championship as well as having been awarded the 2012 Olympics, had a role to play.

(12-09-08) London 2012 has recruited Garry Pennell from the Co-op to be the new chief information officer for the Olympics and Paralympics. Pennell is currently the executive director of business transformation and shared services at The Co-operative Financial Services. He will join London 2012 in November to be responsible for the design, procurement and operation of the technology programme before and during the Games. Pennell's role will include the core delivery areas of telecommunications, venue technology services, results technology services and business technology services, all of which will be vital to the smooth running of the Olympics.

Copyright Commercial Doctor Ltd 2008

(12-09-08) FIFA has joined presenting partners EA SPORTS™ and PlayStation® in unveiling the new season's calendar for the fifth FIFA Interactive World Cup (FIWC). From October 2008 to May 2009, thousands of players from all over the world will compete against each other in EA SPORTS™ FIFA 09 on PlayStation®3 for one of the 32 spots in the Grand Final in May 2009.

(11-09-08) Africa's first international e-tourism conference has been held in Johannesburg. More than 250 delegates attended the E-Tourism Southern Africa conference and training seminars, including delegates from South Africa, Botswana, Namibia, Swaziland and Lesotho. Anthony Rawlins from UK based company - Digital Visitor, said the conference had been a great event: "I would really encourage UK companies to take Africa seriously. Tourism numbers to Africa are rising and broadband speeds are increasing across the continent, so we see many opportunities for new business. An increasing number of tourism players in the African market will move to online marketing in a much bigger way".

(10-09-08) An entrepreneur who has developed tourist information guides for mobile phones is hoping that the 2012 Olympics will help his idea really take off. Pocket Places, which has already launched guides covering London and Barcelona, is looking to increase its portfolio, and plans to use the 2012 Olympics as an opportunity to expand its coverage across Southern and Eastern England. The city guides - which contain content including video, audio, photographs, maps and text - can be accessed live over mobile networks or wi-fi connections.

(10-09-08) Locog is to hold a pitch for the next phase of its marketing communications business. The core part of the brief will be to develop Locog's strategy for the marketing of tickets for the 2012 Games. The appointment of an agency will come at the end of March 2009 when the current one-year contract with Chime Communications expires.

(04-09-08) Beijing Olympic Broadcasting Co, Ltd (BOB), the host broadcaster of the Paralympic Games, provided live signals of twelve Paralympic sports on ParalympicSport.TV. Coverage was available on the main channel at www.ParalympicSport.TV, as well as on the YouTube Channel of ParalympicSport.TV at www.youtube.com/paralympicsporttv. British company Narrowstep Ltd provided the broadcast platform and technology for the coverage on ParalympicSport.TV. The company also supported the Paralympic Winter Games in Turin 2006, streaming nearly 100 hours of live content.

Copyright Commercial Doctor Ltd 2008

Contracts and Tenders

Relevant ODA tenders issued during September:

Publication Date	Title	Client
30/09/2008	SharePoint Consultancy (ref 1261776)	ODA
24/09/2008	Security Consultancy Framework	ODA
18/09/2008	On-Line Business Information Reporting Tool	ODA
05/09/2008	IT requirement - Quick Test Professional Licence (Ref 1055264)	ODA

Relevant LOCOG tenders issued during September:
NONE

Relevant tenders issued by other parties during September:

Publication Date	Title	Client
24/09/2008	Cabling Tender	BiP Solutions Limited (BiP)
24/09/2008	UPS/Generator	BiP Solutions Limited (BiP)
16/09/2008	Fully Managed Hosted Exchange Solution	BiP Solutions Limited
15/09/2008	Building Management Systems, Controls	Balfour Balfour Beatty Group Limited

Relevant Contracts awarded during September:

Title	Client	Date	Winner
IT requirement - Quick Test Professional Licence (Ref 1055264)	ODA	19/09/2008	Hewlett Packard Ltd
Managed Internet Access Bandwith Upgrade	BiP Solutions Limited (BiP)	08/09/2008	NTL

Copyright Commercial Doctor Ltd 2008

Router Upgrade	BiP Solutions Limited (BiP)	08/09/2008	NTL
Visitor Management and Pass Production System	ODA	02/09/2008	Welcome Gate
IT hardware for the ODA - servers (ref 846343)	ODA	02/09/2008	EBM Office Centre Limited
IT hardware for the ODA (ref 845611)	ODA	01/09/2008	LANZ Ltd

Current Supplier Listings – CompeteFor Registrations

As at 1st October there are 200 West Midlands companies (an increase of 19 companies 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 3,212, an increase of 605 companies.

Updated Relevant Forecast Requirements - ODA

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

Conclusions:

The range and scale of opportunities for the ICT sector, arising from the London 2012 Games, continues to be quite staggering. From the secure, ultra-dependable IT and telecoms infrastructures underpinning the organisation of the Games events, through to the growing array of new media, enabling multi-platform reporting, video and interactivity for Games participants, fans and sponsors.

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

Copyright Commercial Doctor Ltd 2008

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

Copyright Commercial Doctor Ltd 2008