

2012 Olympics Business: ICT Sector Briefing April 2008

Prepared for Advantage West Midlands
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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:

(29-04-08) Beijing Olympic officials said there will be no repeat of the computer crash that marred the domestic ticket launch when the final batch goes on sale May 5. Games organizers have expanded the ticketing system's capacity, upgraded software and added anti-hacking features. The organizing committee has already sold 4.5 million tickets, or 66 percent of the total. Thirty-five percent went during the first and second phases of domestic sales and about 30 percent were booked by national Olympic committees, sponsors and the International Olympic Committee.

(28-04-08) CompeteFor - the online portal which enables companies to compete for business opportunities linked to the 2012 Games, has been recognised at the Government Computing Award for Innovation. Developed by the London Development Agency with the support of Serco and consultants Hedra, CompeteFor finished runner up in the 'Best Project - government to business' category.

(22-04-08) When the Beijing Olympic Games begin in August, many viewers will be able to watch live High Definition (HD) broadcasts of the games on their laptops, thanks to an initiative between Legend Silicon and Intel. Many mobile consumer electronic devices have been designed for HDTV, including a small USB Dongle DTTB receiver, designed by Legend Silicon and China's Aigo that allows viewers to watch HDTV on their laptops, anywhere at any time.

(17-04-08) A Blackpool company is celebrating after winning a major contract designed to help communications easier for those working on the Olympic Park.

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Fylde Micro have rolled out a digitally controlled, instant access two way radio communication network, and are offering voice and data service to construction companies, security workers, health and safety officers, logistics and transportation companies as well as to the five Host Olympic Boroughs that will all require “joined up” communications during the construction phase and beyond the legacy phase to 2018.

(11-04-08) Metropolitan Police Assistant Commissioner Tarique Ghaffur, who heads up London's Olympic security directorate says lessons have been learned from the actions of pro-Tibet protestors as the torch made its way through the capital. These lessons will all help Assistant Commissioner Ghaffur as he enhances his security plan for the London games. As head of up the Olympic security directorate, he has a staff of 7,000 and will oversee a £600m security operation covering 60 days around the games.

The plans illustrate the number of opportunities that will be available for manufacturers of security equipment and high-tech ticketing and passes, as well as for private security firms. "Technology has to be a major tool, particularly CCTV," says Assistant Commissioner Ghaffur. "We are installing a technological footprint across London as our first line of security.

Contracts and Tenders

Relevant ODA Tenders issued during April:

- 07/04/2008 Interim Site Radio System

Locog Tenders issued during April:

- 23/04/2008 Provision of map content
- 04/04/2008 Education Database for London 2012 On-line education programme

Relevant Contracts awarded:

- 29/04/2008 Utilities Networks
Winner - McNicholas
- 17/04/2008 Interim Radio System
Winner - Fylde Micro

Current Supplier Listings – CompeteFor Registrations

As at 30-04-08 there are 64 West Midlands companies (an increase of 19 companies since our last report), covering various areas of the ICT sector listed on the CompeteFor System. The system-wide total for this sector is 1,073 companies.

Updated ICT Forecast Requirements – ODA

- Security Barriers & Perimeter Systems Works Q2 2008
- New Utilities - Fixed Telecommunications Network Works Q2 2008
- Command Control & Integration - Security Systems Services Q2 2008
- CCTV/Lighting Supplies Q2 2008
- New Utilities Wireless Telecommunications Network Services Q4 2008

Recruitment

- 28/04/2008 Technical Manager LOCOG
- 16/04/2008 Technology Team Assistant LOCOG
- 16/04/2008 Telecoms Programme Analyst LOCOG
- 08/04/2008 Information Solutions Manager LOCOG

Sponsor Activity

(25-04-08) Sponsors and their guests are expected to outnumber athletes by more than two-to-one at London 2012. Organisers expect 31,400 "marketing partners" to attend the event, compared with 14,500 athletes. *Comment: This shows the value of targeting this premium business sector!*

(18-04-08) BT Plc, London 2012's Domestic Partner for Telecommunications and Sustainability, has agreed a deal to use Catch Sport's online athlete database to search for athletes to sponsor in the run up to the Olympics in 2012.

(18-04-08) Coca-Cola has launched a Facebook application that allows users to track the Olympic torch via Google Maps and participate in Olympic-themed games.

(18-04-08) The British Olympic Association's 'SupportGB' initiative launched a new website giving information on forthcoming events, such as the Atos Origin Golf Series, as well as the Beijing 2008 Olympic Appeal. Link: www.teamgb.com/supportus

Conclusions:

The ICT sector is both dynamic and diverse, and the opportunities available from the 2012 project are very attractive. The West Midlands enjoys deep expertise in a number of ICT fields and an experienced and well qualified supply chain, as well as close proximity to London. All these factors add up to a real opportunity to gain business from 2012 and to develop platforms for business growth and innovation.