

2012 Olympics Business: ICT Sector Briefing June 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:

(30-06-08) June has seen a rush of ICT hardware and software opportunities from the ODA. Despite some very short lead-times for bidders to respond, it has been clear that West Midlands companies have responded well to the challenge, with several regional bidders shortlisted - and a winner.

(25-06-08) Information Technology is throwing a lifeline to stadium owners who are under pressure to turn these vast, usually plainly functional, constructions into revenue generators. “The 2010 FIFA World Cup is going to be a great South African showcase – not only for football – but for demonstrating the efficiency that IT, based on structured cabling systems for all services, brings to the profitability of building complexes such as stadia,” says Bradley Hemphill, CEO of Electrical Engineering Solutions

(16-06-08) Satellite service provider Intelsat, which has provided coverage of every Olympic Games since 1968 has announced that the European Broadcasting Union (EBU) has signed a multi-transponder deal for the video carriage of the 2008 Summer Games to Europe. The EBU will use C-/Ku-band cross-strap capacity on the Intelsat 706 satellite, located at 50.2 degrees East, to distribute the all high-definition (HD) event to its members.

(16-06-08) Sochi 2014 plans to create a Second Life model of the city of Sochi and all its Olympic venues which will allow people from across the world to visit the venues of Russia's first Winter Games in virtual reality. Here they will be able to play

sports and interact with other users from across the globe. The system will be part of a cutting-edge Converged Multi-Media Platform (CMMP) which will include 3D Winter Sports computer games, mobile gaming and a social network.

(11-06-08) Red Bee Media, the former BBC Broadcast unit, has been selected as the production partner for Chinese state television's coverage of this summer's Beijing Olympics. The contract, worth an estimated £1m, will see the company design the title sequences and information graphics for an event that will be seen by almost all of the country's 1.3bn-strong population.

(10-06-08) China Central Television (CCTV), China's largest television network, has roped in DataDirect Networks to support broadcast production of the 2008 Beijing Olympic Games across China. CCTV will use DataDirect's Silicon Storage Architecture (S2A) platforms for this purpose. CCTV is expecting a viewership of 1.3 billion during the 2008 Beijing Olympics this summer on its multiple channels. CCTV will also provide feeds to various foreign broadcasters.

(06-06-08) In a recent speech, South Africa's communications minister Ivy Masepe-Casaburri said that telecoms infrastructure provision for the 2010 World Cup will involve the upgrade of Telkom's core network to meet FIFA's requirements. Telkom will also boost network access from its exchanges into stadiums. Following the World Cup, ownership of the access network will be transferred to the host cities and this should enhance their capacity to provide broadband services.

(06-06-08) Eurosport has launched an innovative Facebook application which is aimed at the global Facebook community and is available in five languages: English, French, German, Spanish and Italian. Arnaud Maillard, Eurosport's Internet Director, said: "We are excited to increase our presence on the world's largest social networking portal. The Eurosport online team focuses on exchange and interactivity between the Eurosport platform and sports fans all over the world."

(04-06-08) A Smartcard ticketing system enabling passengers to ride trains, buses and ferries throughout Scotland with one integrated card will be introduced in time for the 2014 Commonwealth Games in Glasgow. Stewart Stevenson, Minister for Transport, said the cashless ticketing would ensure Scotland had one of the most sophisticated public transport systems in Europe.

Contracts and Tenders

Relevant ODA tenders issued during June:

Publication Date	Title	Client
19/06/2008	IT hardware for ODA - Desktops and Monitors	ODA
19/06/2008	IT hardware for ODA	ODA
18/06/2008	IT hardware for ODA - headphones	ODA
12/06/2008	IT hardware for ODA - Notebooks	ODA

Relevant Contracts awarded during June:

Title	Client	Date	Winner
IT hardware for ODA - Desktops and Monitors	ODA	27/06/2008	Quadnet Ltd
IT hardware for ODA - Notebooks	ODA	27/06/2008	Aecsys
IT - Network Equipment	ODA	19/06/2008	Icomm Technologies
Ticketing Services	LOCOG	17/06/2008	Ticketmaster UK Ltd
HP Servers - IT Hardware	ODA	11/06/2008	Eurodata Systems
IT hardware for ODA - Servers	ODA	11/06/2008	Eurodata Systems

Current Supplier Listings – CompeteFor Registrations

As at 30-06-08 there are 94 West Midlands companies (an increase of 5 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 1,415, an increase of 28 companies.

Updated Relevant Forecast Requirements - ODA

Geospatial (GIS) Solution for Transport	Services	Q2 2008
IT Frameworks for Hardware and Software (Catalogue)	Supplies	Q2 2008
CPSS-CCTV/Lighting/ANPR/IDS/C3i Security Command & Control	Works	Q3 2008
New Utilities Wireless Telecommunications Network	Services	Q4 2008

Sponsor Activity

(01-06-08) More than 20,000 pieces of Lenovo equipment have been put to the test in more than one year of “Good Luck Beijing” athletic competitions, including Olympic sports ranging from archery and diving to synchronized swimming and taekwondo. As a worldwide Olympic partner and the exclusive computing equipment provider, Lenovo is providing the Beijing Organizing Committee (BOCOG) with more than 30,000 pieces of equipment including desktop and notebook PCs, monitors and servers. During the Good Luck Beijing events, much of this equipment underwent extensive testing and fine-tuning, providing invaluable hands-on experience for many of the 580 Lenovo engineers who will be working on-site in August.

Conclusions:

The ICT sector is winning business with the 2012 Authorities and also with sponsors and supply chain contractors. It is also clear that West Midlands companies have been among those shortlisted, and have won ICT contracts during June.

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 for the Olympics authorities, but increasingly for supply-chain contractors.

The ICT sector in particular seems to be prone to the problem of very short deadlines for expressions of interest. It is certainly worth getting the CompeteFor registration process completed and out of the way, to avoid a last-minute rush.

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