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Editor, *Sport and Technology***

***Technology and sport:
Threats and Opportunities***

Play The Game Congress,

1 November 2007



About *Sport and Technology*:

- Sport and Technology – monthly ezine launched in 2003
- Over 8,000 subscribers in the sports industry globally
- Covers developments in all technology relating to sport; from new media through to technology at live events
- Sold to SportBusiness Group in February 2007, along with parent company, ArkSports.
- Sign up free at www.sportandtechnology.com (sponsor-funded)
- S&T: The Conference/Sport and Technology Executive Club

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The monthly e-newsletter covering the impact of technology on the business of sport

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Sport and Technology

The monthly e-newsletter covering the impact of technology on the business of sport

Every month, *Sport and Technology* delivers news, data, comment and expert analysis on crucial developments within:

- traditional and interactive broadcasting
- production and facilities
- broadband internet
- wireless and third generation telephony
- enhanced/interactive advertising and sponsorship
- new media rights
- gaming and interactive gambling.

Sport and Technology explains why rights holders, broadcasters and sponsors cannot afford to be left behind developments in technology. It explores why partnerships between sports industry players and technology companies are integral to the development of sport and explains how they will provide new and lucrative revenue streams for all parties involved. *Sport and Technology* examines these issues as well as providing informed and objective commentary, including in-depth analysis of important sports technology matters.

Every issue, *Sport and Technology* features breaking international news, exclusive data, case studies, guest features from industry specialists and expert editorial comment.

Concise, timely and delivered free directly to over 4,500 leading sports executives by e-mail, *Sport and Technology* confronts the business issues behind technology and how they impact on sport as well as providing an invaluable outlook on this fast-moving industry.

[Read Sport and Technology here](#)

Brought to you by ArkSports Ltd

Sports research and consulting business ArkSports Limited specialises in the areas of new media, broadcasting and sponsorship. Its services include: forecasting, strategy creation, rights valuations, marketing sizing, workshops, competitor analysis; custom reports, and sports territory/sector profiling.

The company's clients include broadcasters, wireless providers, sponsors, sports properties, finance companies and bookmakers as well as high profile sports internet companies.

Latest poll

Who will make the most money from digital sports offerings?

- Sports properties
- Broadcasters
- Technology companies
- Mobile operators

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Sport and Technology - Case Study: Atos Origin and the 2004 Athens Olympics - May 2004 - Microsoft Internet Explorer

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Case Study: Atos Origin and the 2004 Athens Olympics - May 2004

Atos Origin acquired the IT business activities of SchlumbergerSema in early 2004, and with it the latter's status as Worldwide IT partner and TOP sponsor of the Olympic Games. Sport and Technology spoke to Jean Chevallier, vice president for the Olympic Games Programme at Atos Origin, about the company's plans for the 2004 Summer Olympic Games in Athens.



SchlumbergerSema began its Olympic sponsorship at the Salt Lake City 2002 Winter Olympic Games, having signed the largest ever sports Information Technology (IT) related contract with the IOC in December 1998. SchlumbergerSema's sponsorship was due to cover the Olympic Games over the course of eight years: Salt Lake City, USA in 2002; Athens, Greece in 2004; Turin, Italy in 2006 and Beijing, China in 2008. But when French IT company Atos Origin - which has annual revenues of over \$5bn and 47,000 employees in 50 countries - took over SchlumbergerSema in 2004, it assumed the role of Worldwide IT Partner for the next three Olympic Games. So, did the Olympic sponsorship have to be renegotiated when Atos Origin acquired SchlumbergerSema? No, says Chevallier. It may have been a problem if SchlumbergerSema had been bought by a company that could have conflicted with another TOP sponsor, but because Atos Origin didn't conflict then the takeover wasn't a problem and the transition was a smooth one. Chevallier has in fact witnessed the transition from initial Olympic Games operations contract to full sponsorship through his previous role at Schlumberger. He now sees Atos Origin taking the sponsorship to a new level. 'This sponsorship is all about achieving excellence,' says Chevallier. 'There are no second chances with an IT sponsorship at an Olympic Games. There is no room for failure because the consequences would be drastic.'

Design, build and operate

Atos Origin's responsibility as IT partner for the Olympics is to integrate, manage and secure the extensive IT system that relays results, events and athlete information to spectators and media around the world. For the next three Olympic Games, Atos Origin is aiming to make each event better than the last through its full-service, 'design, build and operate' approach to integrating people, processes, products and technologies. The company is leading a consortium of over 15 contractors in designing and operating the IT systems.

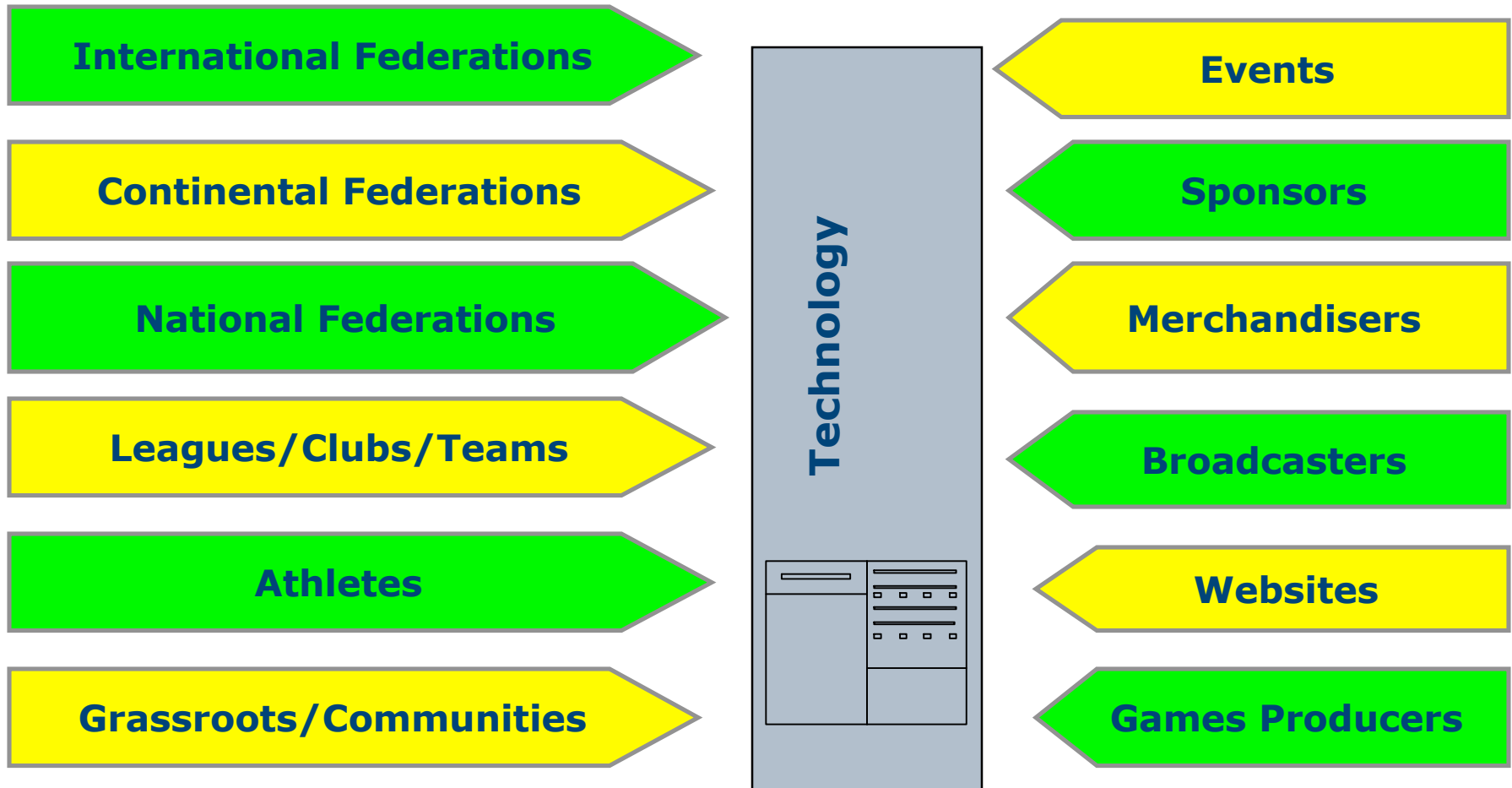


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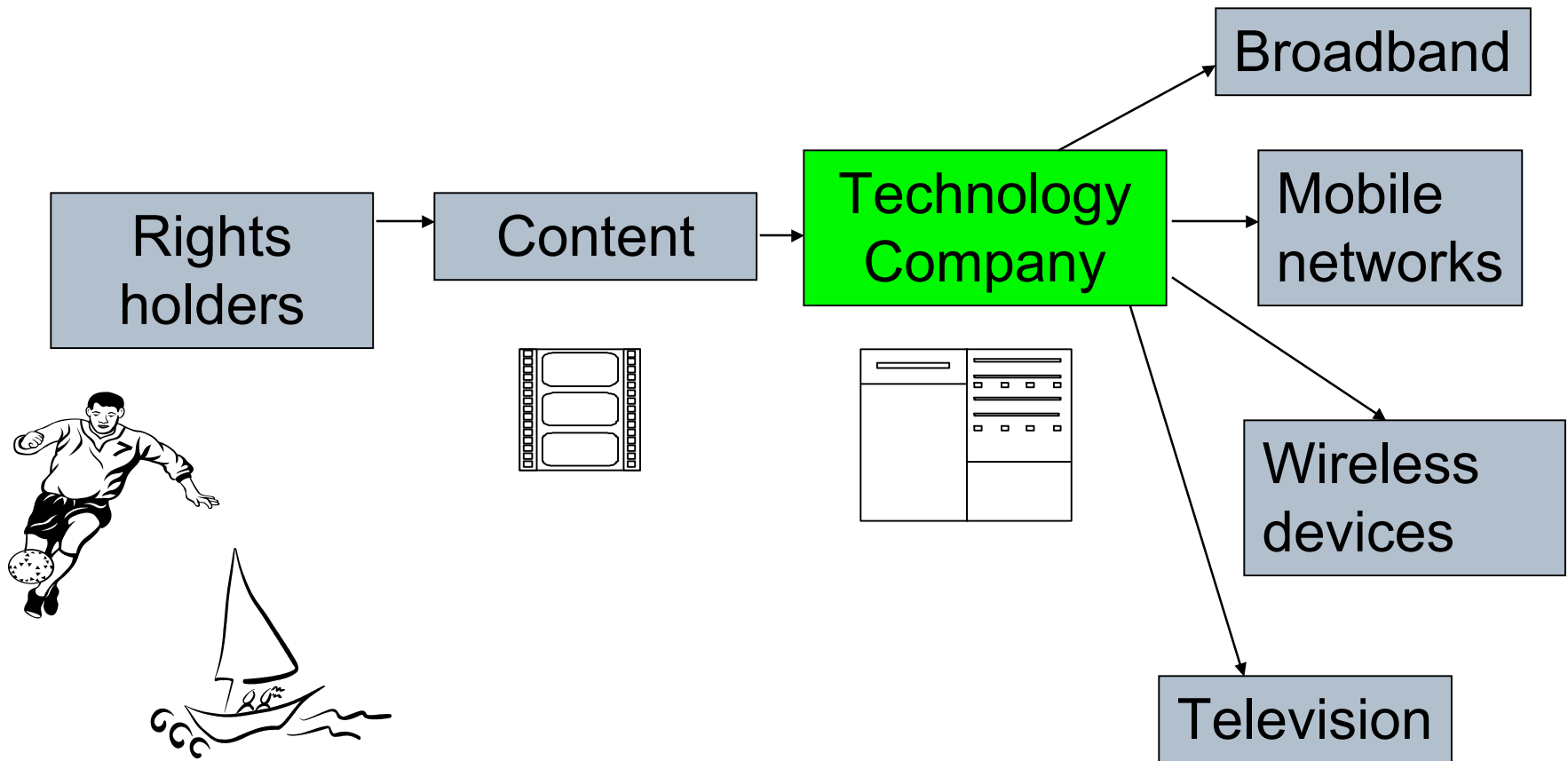
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Technology impacts on every possible area of sport....



...and reaches fans through multiple platforms



Technology at live events



THE STADIUM/VENUE SERVICES

Scoreboard / Videoboard
 Permanent installations v Temp systems
 PA
 Monitors / TV sets
 CATV
 Cabling
 Power

COMMUNICATIONS

Telecommunications
 Radio / Walkie-talkie / Pagers
 Mobile
 Fixed
 Hosting
 Networks and cabling
 Security
 Redundancy

OFFICE IT

For LOC offices and temporary installations for federations, broadcasters etc

EVENT ORGANISER

HOST BROADCASTER

TECHNOLOGY IN SPORT

BROADCASTING OF THE SPORT

HB requirements
 IBC
 Satellite

FEDERATION

EVENT ORGANISATION

Accreditation
 Logistics
 Accommodation
 Transportation
 Volunteer management
 Etc

RUNNING AND MANAGEMENT OF THE SPORT

Timing
 Measurement
 Entries, seeding, results
 Dynamic Data
 On-screen graphics
 Event scoreboards and displays

MEDIA INFORMATION SYSTEMS

Commentators/Written Press
 Internet
 Intranet/Extranet
 Live results
 Historical results/profiles/ database
 Multi-media information
 Logistics Information
 Print v Electronic
 Printers
 Photocopiers
 Network
 Info-kiosks/PCs





Spectators and viewers



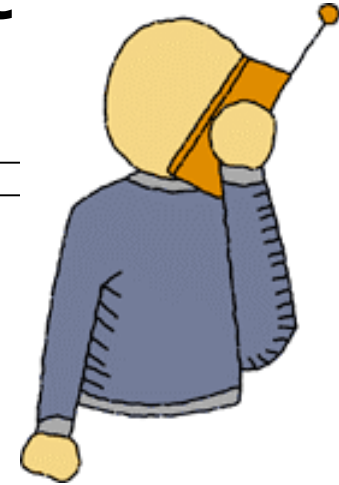
- Today's sporting spectators and viewers are sophisticated consumers requiring more than just cold seats, visual information, a hot dog and crowd noise.
- They expect similar levels of commentary and information to those sitting at home watching television. SMART SEATS (Tampa Bay).
- WiFi/Kangaroo TV
- Stadium = television studio (AFL; NBA/NFL/MLB)
- Technology v referees - Tennis and cricket/Hawkeye; Rugby League
- FIFA next? (FIFA Club World Cup, 7-16 Dec)

Spectators and viewers



- At home, viewers expect coverage of sports that aren't necessarily shown on traditional television.
- Experiences of high quality. Often consume several types of media simultaneously.
- + PLACESHIFTING.
- Viewing experiences no longer passive. Interaction growing.....
- What's next. 3D? (Hard to pirate)

Digital/new media sport



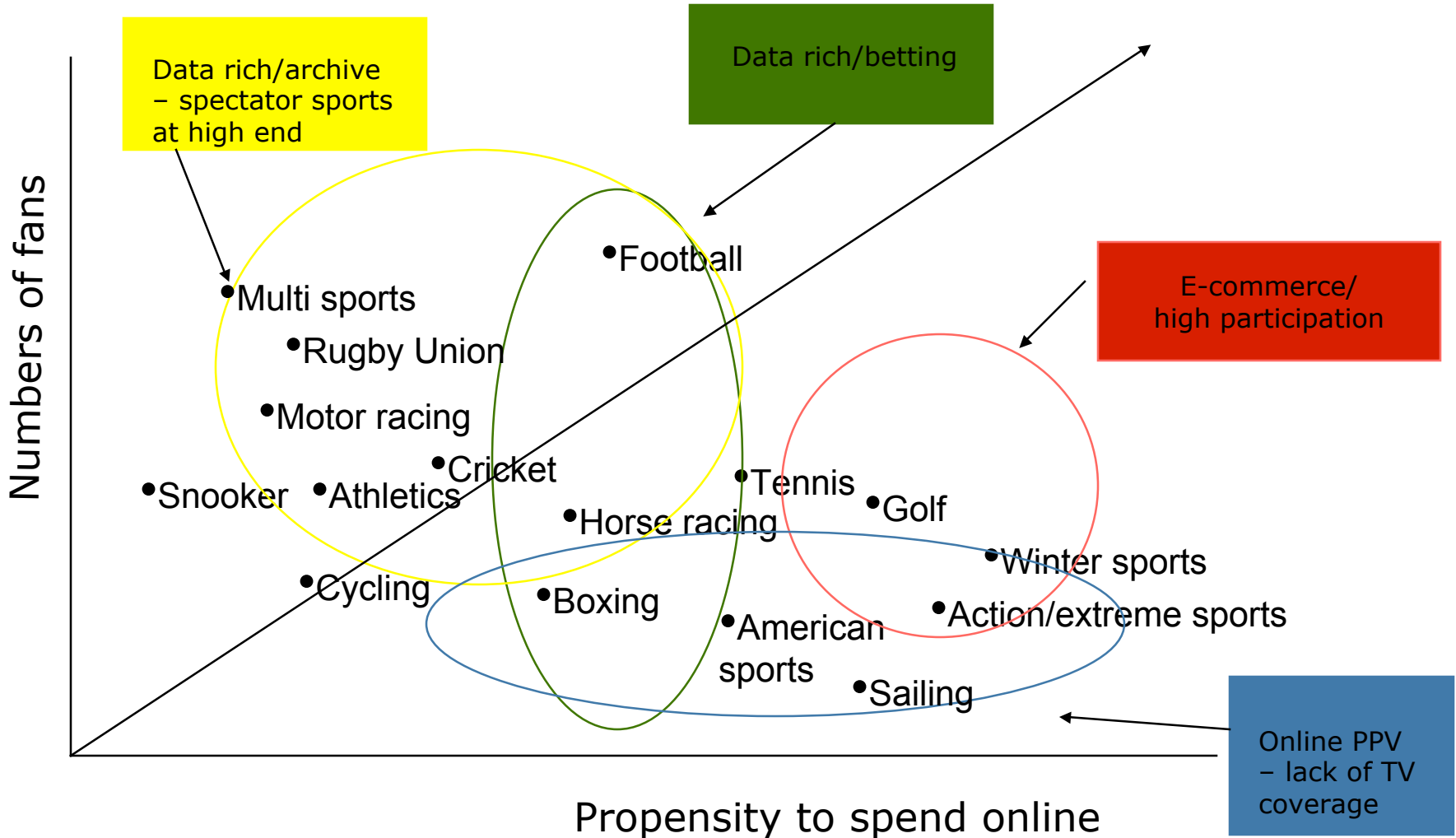
- Broadband
- Mobile/Wireless/PDAs etc
- Interactive Television

- EPL segment rights by window of time.
- UEFA – requirement that new media rights are exploited.
- Industry feeling growing that internet = complimentary rather than competitive.

Broadband sport

- Broadband – allows faster delivery of larger amounts of information = i.e. enabling video and audio delivery.
- Up to 10 times cheaper to produce than traditional television.
- Measurable – allowing targeted advertising and sponsorship as well as ticketing
- Reaches territories and communities not served by traditional television.

Popularity of sports in the UK vs propensity to spend online



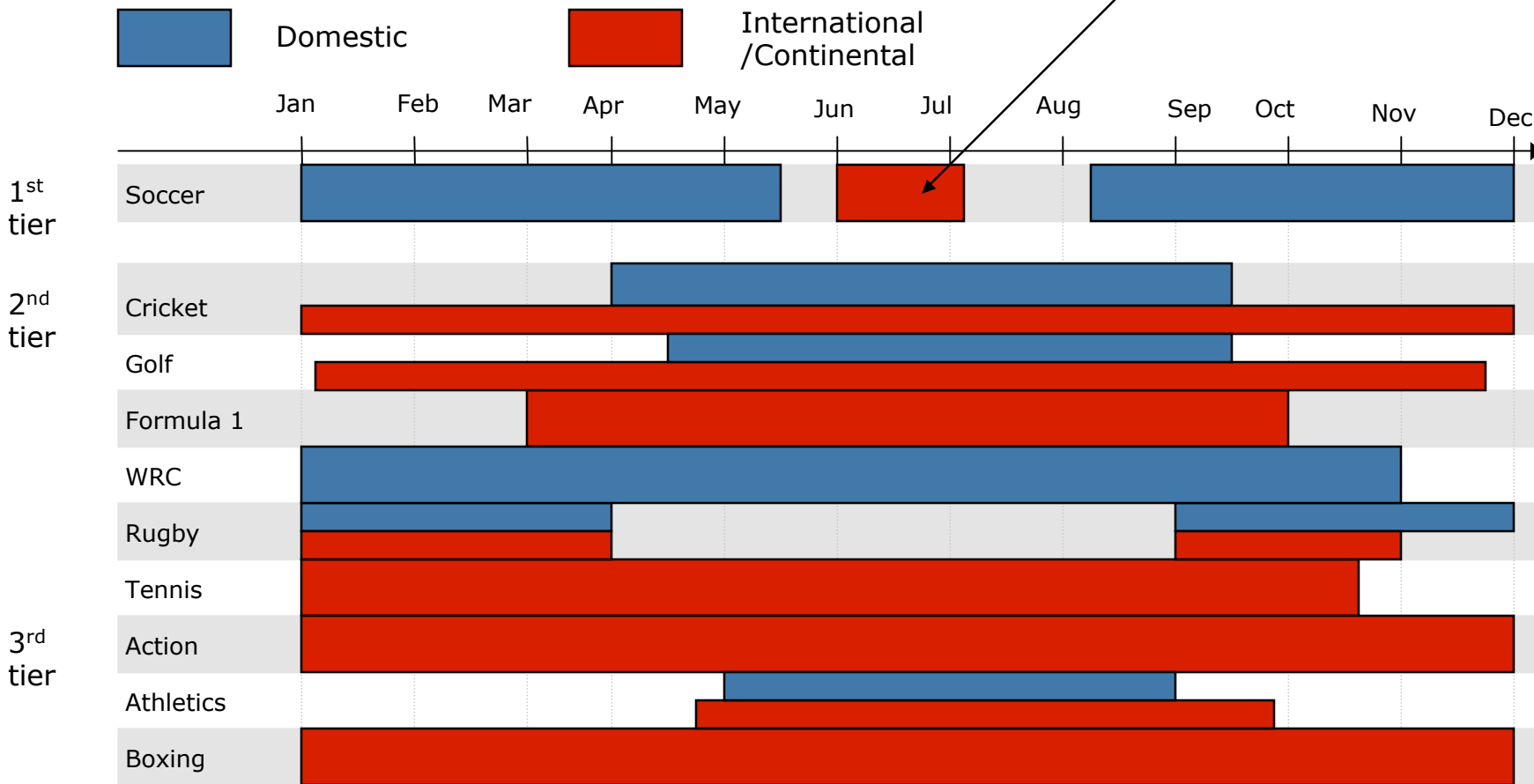
Why sport?

- Sport is a key driver for interactivity:
 - loyal fan base
 - in-depth editorial content
 - opportunities to participate
 - personalisation of viewing experiences
 - forums for discussion/blogs
 - betting and purchasing opportunities
 - crowded sports calendar – plenty of content.

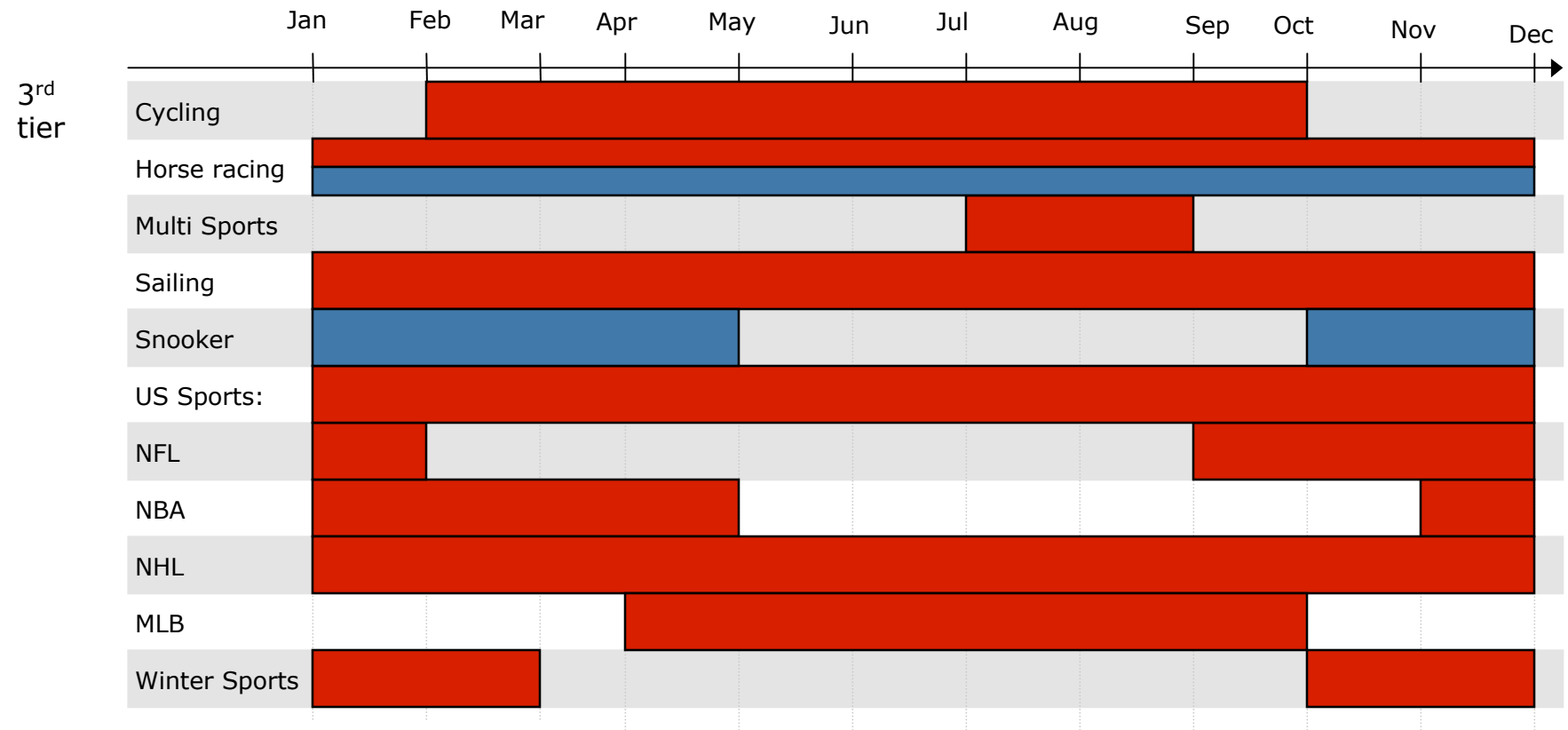
Calendar of selected sports followed in the UK

Calendar of major sports events by activity

Every 2 years



Calendar of selected sports followed in the UK



Threats

- Piracy – P2P.
- YouTube/social networking/user generated content sites:
 - 254m by 2011, up from 128m in 2006
- English Premier League/SecondsOut.com etc suing (yet NHL, NBA, Chelsea, Barcelona, BBC etc have YouTube partnerships)
- YouTube Anti Piracy initiative – not enough.
- Too much content out there?
- Standing out from the crowd?
- Will fans pay to watch content on the internet?
- Do fans want to watch sports footage on mobile phones?
- Younger fans distracted by other forms of entertainment, such as consoles/social networking sites.

Survey Results 2006

- 4% of S&T readers used mobile phones for watching sports video coverage.
- 26% of S&T readers used broadband internet for watching sports video coverage.
- 58% of S&T readers used mobile phones for results.
- 26% of S&T readers used broadband internet for results.

Opportunities



- Larger sports properties – use content not shown on television (PGA Tour for example, 40 hrs per week).
- Premium content/PPV etc (all additional revenue streams)
- Bet and watch (horseracing)/gaming (such as fantasy)
- Personalisation for fans and building communities (Skinkers etc/UEFA.com and Euro 2008).
- Smaller sports properties – chance to grow their sport – leads to growth in revenues.
- Conference.tv; Sailing and Rowing
- Social networking/user generated sites – building of communities (Sportingo/SportingPulse/London 2012 etc)

Opportunities



- SECOND LIFE (Alcatel-Lucent – PortAmericasCupAnywhere. Virtual regatta)
- Infront Empire of Sports – Sportopia. 10m players can exist simultaneously.
- Opps for non-traditional broadcasters to become rights owners (e.g. a YouTube type) or federations themselves to become broadcasters.
- Shift away from traditional broadcasting model.

Biggest threat for
rights owners?



User Generated
websites



Biggest opportunity
for rights owners?



User Generated
websites!



Thank you

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