



Technology and Sport

The Official Web Site of the Games



Presenter : John Davidson
1999 World Trotting Conference

© Copyright, by IBM 1998

Agenda

- Overview
- The Official Web Site
- Learning from other Sports and Events
- Questions

Overview

- Our challenges are very similar
- Client
 - More interact with us at a distance than ever attend the event
 - Competing for loyalty and revenues - many choices
 - Content (Product) is key
 - Technology changes the way we get do business
- Need sponsors and advertisers

IBM and Event Sites

- **Atlanta and Nagano Olympic sites**
- **Grand Slam Tennis events**
- **US PGA, Majors and Ryder Cup**
- **NHL and NBA (results and store)**
- **Deep Blue**
- **Grammy's and more**

Official Web Site

- **The Games are BIG**
- **The Web Site is BIG**
 - 34,000 pages
 - 22,000 photographs
 - 700 multimedia items
 - 100 applets
- **and complex...**
 - 100 personnel at Games time

Official Web Site

- **Joint development between:**
 - **SOCOG - Leads Content**
 - **IBM - Leads Technology**
- **Vision:**
 - **Best, most popular and most profitable web site ever created for a sports event**
 - **Extend the spirit of the Olympic movement across the globe through the most far reaching and celebrated website**

What's Coming to the Site?

- **Comprehensive, Real-time Results incl. consoles - at Games time.**
- **Many other areas incl.**
 - **Olympics & SOCOG & French**
 - **Sports & Athlete bio's**
 - **Kids & Games**
 - **Paralympics**
 - **Web cams & Chat & Community**
 - **Electronic Store & Ticketing & Auctions**
 - **Fanmail**
 - **Olympics News**

Explosive Growth

- **Atlanta Summer Games**
 - 20 million page views
- **Nagano Winter Games**
 - 165 million page views
- **Sydney Summer Games**
 - over 1 billion page views
- **IBM event sites 300-700% per yr.**

What is hot in Sports Technology?

- **Property owned and controlled web sites & Sports portals**
- **Multiple technologies eg: WAP**
- **Real time results and deep, unique stats & Fantasy leagues**
- **Archived and streaming video**
- **Real time audio**
- **Members only & premium sections**
- **Internet is complementing TV and Press**
- **E-business & Web only merchandise**

Revenue Generation

- **Revenue raising**
 - **Sponsorships**
 - **Advertising**
 - **Content licensing**
 - **e-business**
 - **The Olympic Store Online**
 - **Ticket ballot and live ticket sales**
 - **Strategic alliances**
 - **Sales Agents**
 - **Real business model**

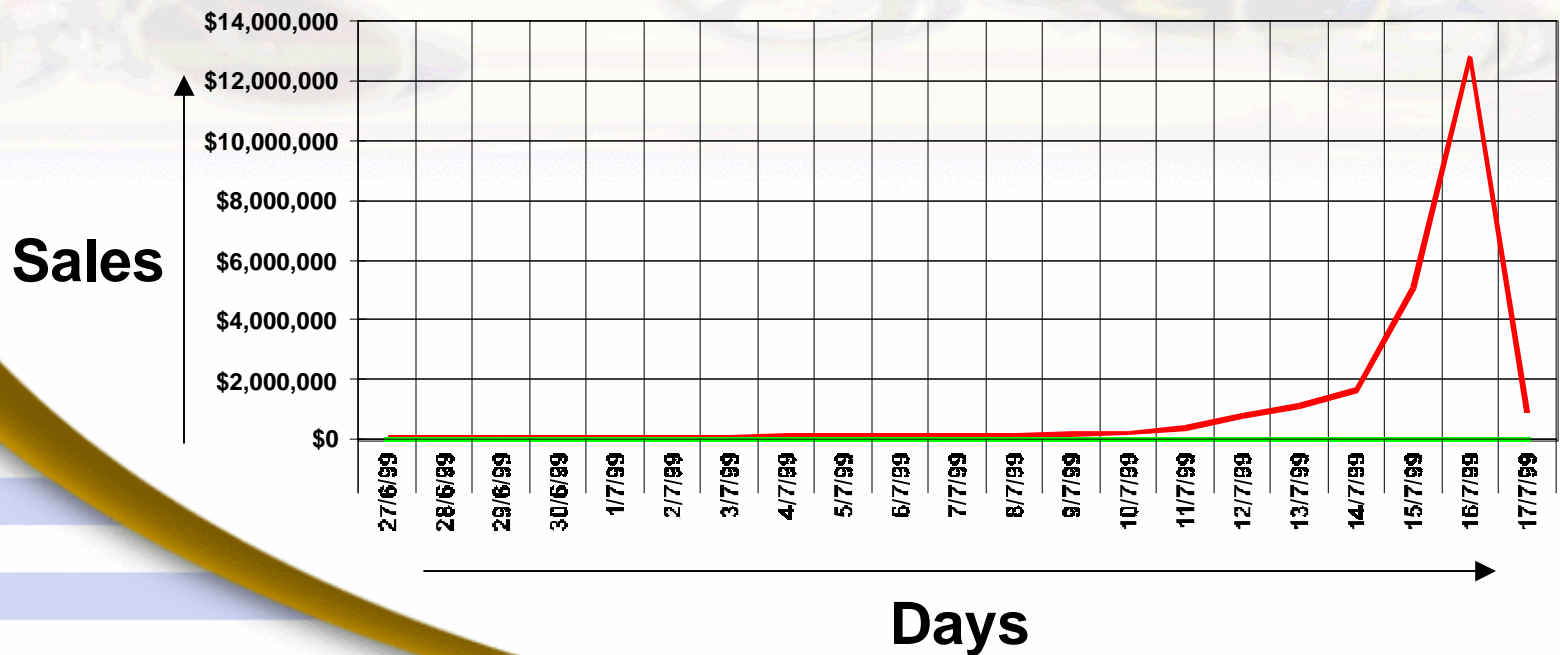


The Olympic Store Online (Opened 27/6/99)

- **Offers apparel, collectibles, gifts & souvenirs, and homewares. Thousands of items.**
- **Shopping Cart methodology**
- **Standard and HotMedia rotating Images**
- **Continued increases in quantities sold**
- **VR shopping in 2000**

Observations - Ticketing

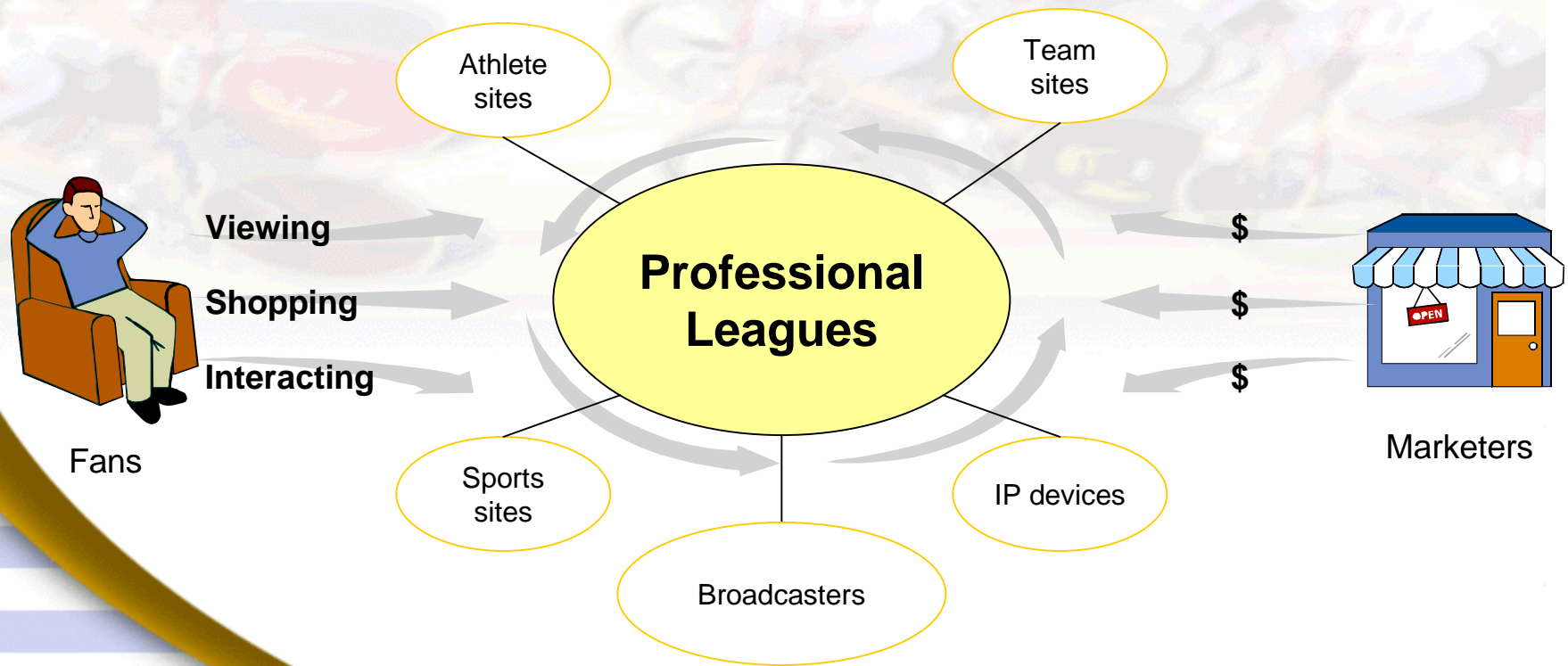
- As always, people left it to the last moment....



Observations - Ticketing

- **Round 1: allowed Australians to register in ballot for round one tickets (closed 16Jul99).**
- **Approx. 25,000 orders accepted via site for 213,000 + tickets.**
- **Approx. value > \$18m in tickets.**
- **High level of comfort in purchasing**

The Future: Leagues Stand At The Center of Fans & Marketers



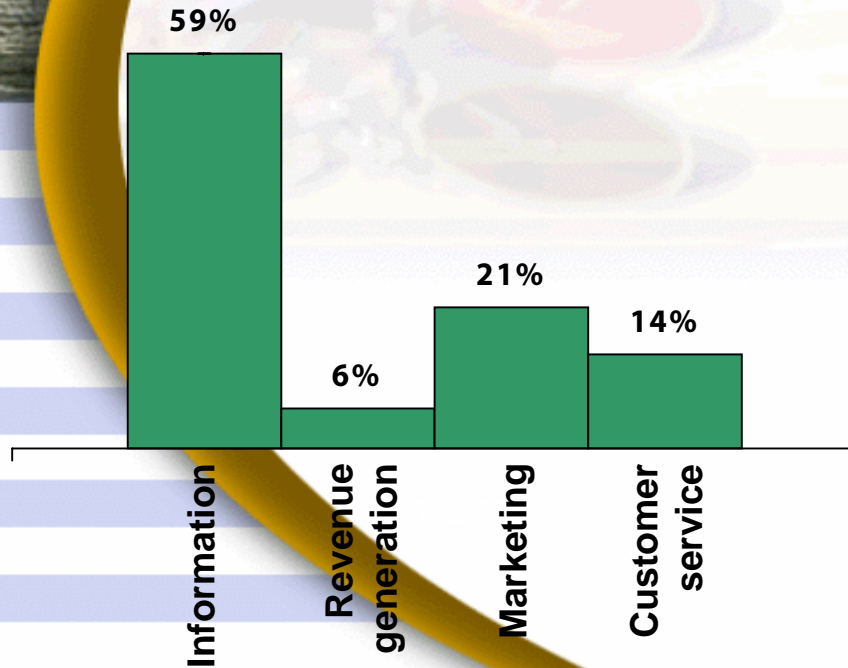
Forrester Report - November 1999

Sports Team Sites Move Beyond Information

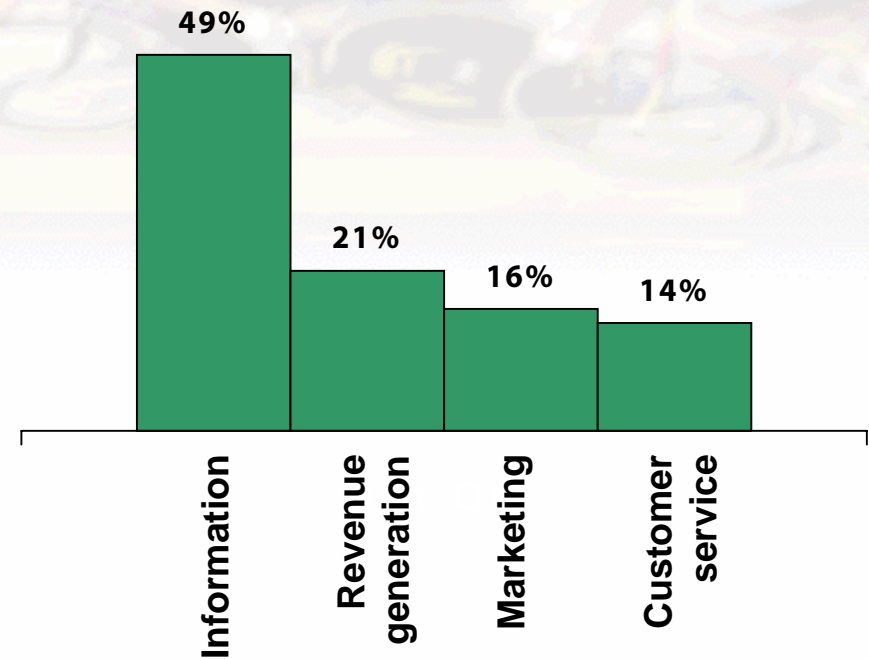


"What is the primary purpose of your site?"

TODAY



2004



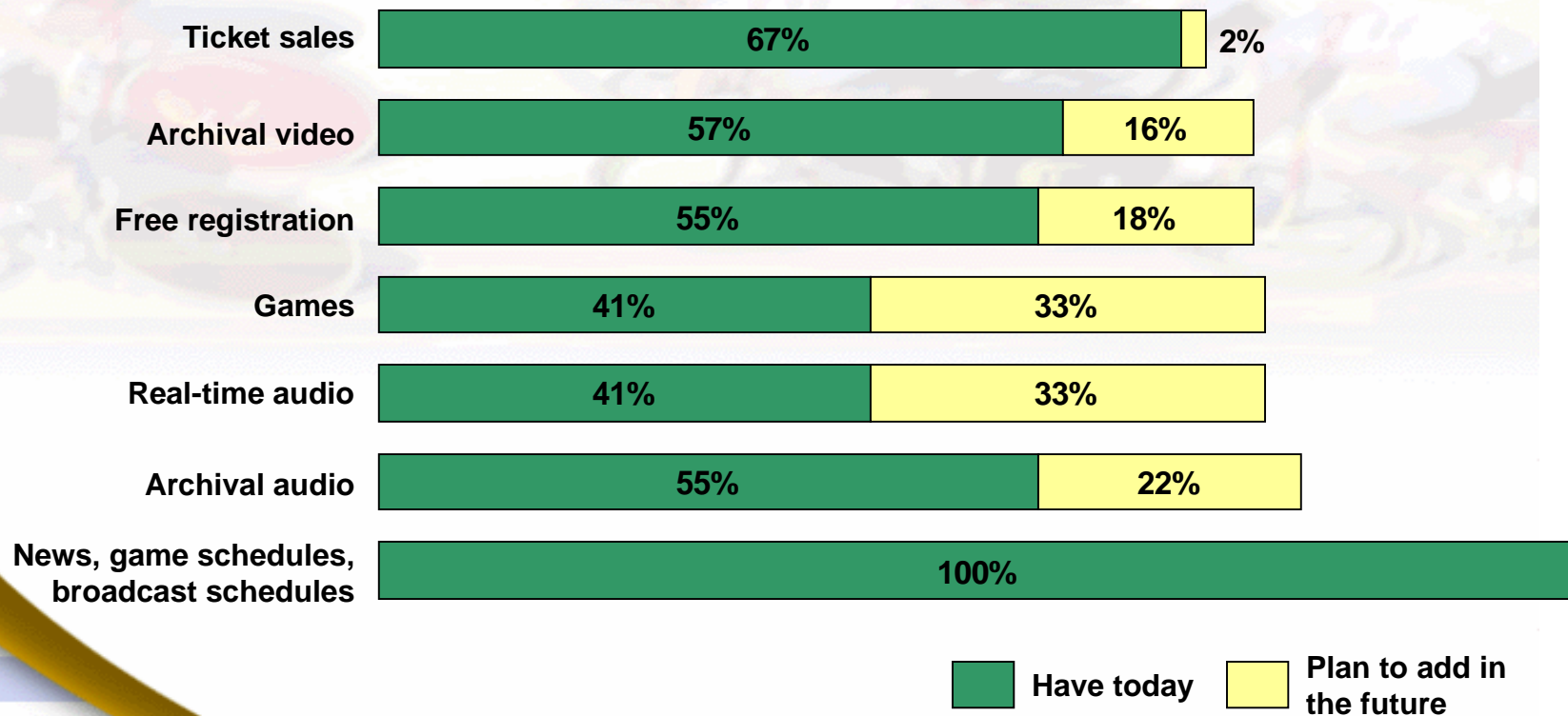
Percentages represent share of 49 teams responding

Forrester Report - November 1999



Sport Team Sites Move Beyond Information

"What features do you offer on your site?"



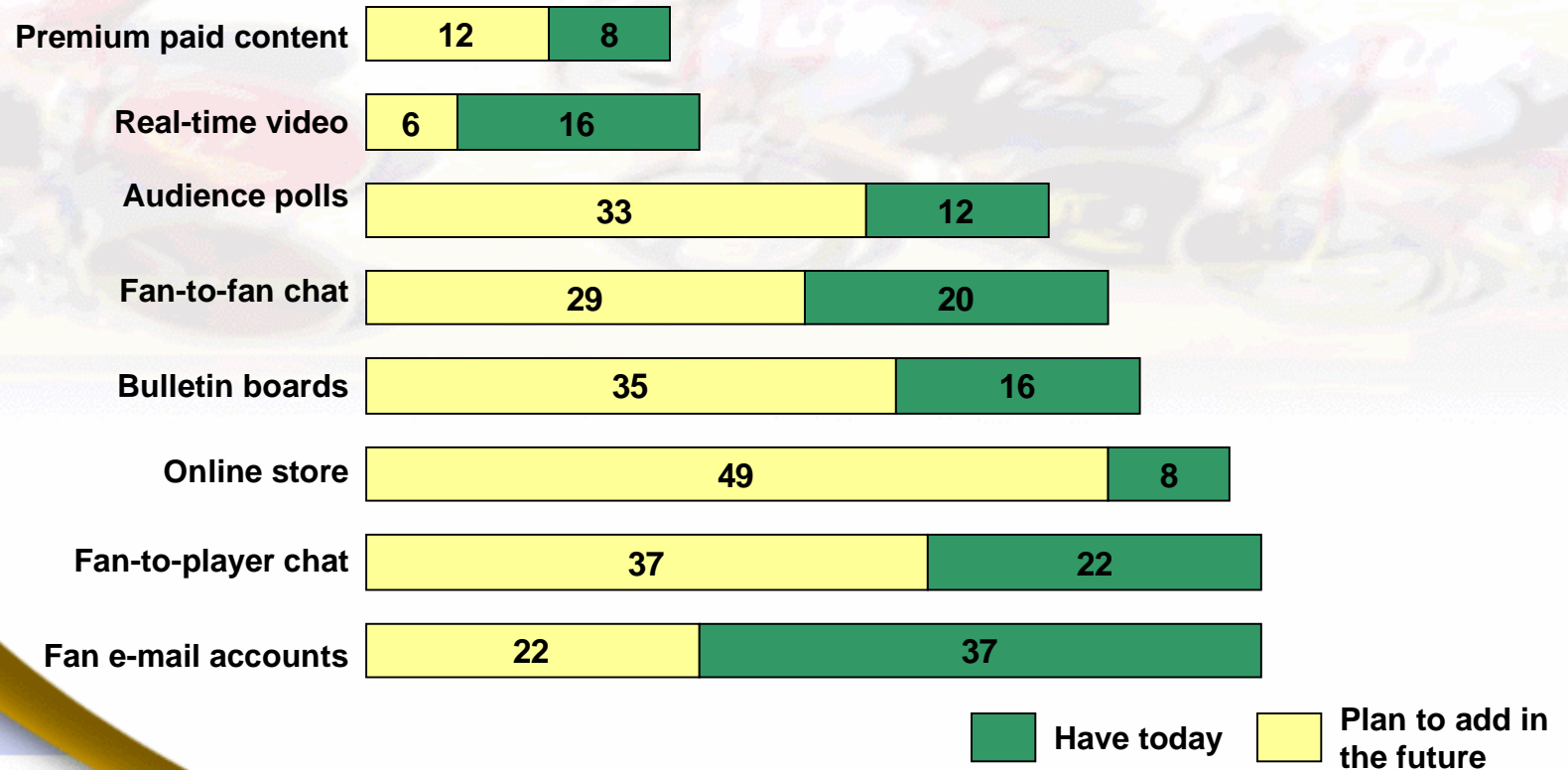
**Percentages represent share of 49 teams responding
(multiple responses accepted)**

Forrester Report - November 1999

Sports Team Sites Move Beyond Information



"What features do you offer on your site?"



**Percentages represent share of 49 teams responding
(multiple responses accepted)**

Forrester Report - November 1999

Sports Fanatics Enjoy A Multifaceted Game Experience



Sports Fanatics Enjoy A Multifaceted Games Experience

The screenshot shows a web browser window with the following elements:

- Advertising:** A banner for Domino's Pizza with the text "Find the location nearest you" and "Domino's Pizza...www.dominos.com".
- Primary live feed:** A large video player showing a baseball game from "Camera 1" with a "LIVE!" indicator.
- Additional live feed:** A smaller video player showing "Camera 2" with a "REPLAY!" indicator.
- Choice of multiple camera angles:** A "CHOOSE CAMERA" section with buttons for 1, 2, and 3.
- Choice of multiple games:** An "OTHER GAMES" section with buttons for 1, 2, and 3.
- Instant replay:** A "CREATE YOUR OWN" section with a "REPLAY!" button and a "Sponsored by Nike" logo.
- Full control over sponsored replay function:** Playback controls (play, pause, stop) at the bottom right.
- eCommerce:** Buttons for "Schedules & Tickets" and "Merchandise".
- Latest statistics:** A section titled "SPRINT brings you UP TO THE MINUTE STATS" with a table header: "No. Player P GP GS AB R H DO TR HR RBI AVG TB SLG%".
- Premium content areas:** A "YOUR FANTASY TEAM" section with an "UPDATE!" button and a "SEARCH! FOR A STATISTIC" button.



Questions
