The most digitally and socially connected Games ever

The legacy of London 2012
It is inconceivable that we could have delivered the 2012 Games without BT on board. We needed someone we could trust and who could provide the technical know-how and the creative solutions to ensure the London 2012 Games were the very best they could be. BT gave us all of this.

Sebastian Coe, LOCOG Chair

These amazing Games have changed our country for a Summer. Now we must make sure they change it for good.

David Cameron, Prime Minister
London 2012

Delivering a Connected Games: London 2012 Olympic and Paralympic Technology

Gerry Pennell, Chief Information Officer
LOCOG
Core delivery areas

VENUE TECHNOLOGY

RESULTS TECHNOLOGY

TECHNICAL OPERATIONS

ENTERPRISE SYSTEMS & IT

TELECOMMUNICATIONS
Challenges – SYSTEMS integration
Challenges – INFRASTRUCTURE deployment
Challenges – CLIENT EXPECTATIONS
Challenges – quickly building a large OPERATION

• Start with zero staff – finished with 400 managing a wider team of over 6000 (staff, suppliers, volunteers)

• Transitions from non-hierarchical/small to structured/large

• Transitions from strategy to development to operations

• Managing personal agendas in the context of enterprise goals
Specifics for London 2012

• Significant changes since Beijing 2008:
  – Increased smart phone usage
  – Social Media use and Monitoring

• Environmental Legacy
  – Measuring carbon footprint
  – Asset reuse and recovery
  – Sustainable Procurement
## Olympic and Paralympic technology in numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pieces of technical equipment</td>
<td>110,000</td>
</tr>
<tr>
<td>Data Access Points</td>
<td>80,000</td>
</tr>
<tr>
<td>Hours of Systems Testing</td>
<td>200,000</td>
</tr>
<tr>
<td>Media</td>
<td>26,000</td>
</tr>
<tr>
<td>Mobile Phones</td>
<td>14,000</td>
</tr>
<tr>
<td>Visitors to london2012.com</td>
<td>1 Billion</td>
</tr>
<tr>
<td>Page views</td>
<td>5 Billion</td>
</tr>
<tr>
<td>Servers</td>
<td>1,000</td>
</tr>
<tr>
<td>PCs and Notebooks</td>
<td>19,300</td>
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<tr>
<td>Telephones</td>
<td>16,000</td>
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<tr>
<td>Cabling and Fibre</td>
<td>5,500km</td>
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<tr>
<td>Systems and Applications</td>
<td>60</td>
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<tr>
<td>Reprographic Devices</td>
<td>4,100</td>
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<tr>
<td>Operations 24/7</td>
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<tr>
<td>Wireless Access Points</td>
<td>1,854</td>
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<tr>
<td>Videoboard</td>
<td>36</td>
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<tr>
<td>Scoreboards</td>
<td>72</td>
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<tr>
<td>Television</td>
<td>10,000</td>
</tr>
<tr>
<td>‘Live’ Venues</td>
<td>94</td>
</tr>
<tr>
<td>Olympic Network Capacity</td>
<td>40 Gbps</td>
</tr>
<tr>
<td>Unique visitors to tolon2012.com</td>
<td>300 Million</td>
</tr>
<tr>
<td>Photos</td>
<td>500 Million</td>
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<tr>
<td>6 Gbps data generated ever second</td>
<td></td>
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<tr>
<td>Global Audience of</td>
<td>4 Billion</td>
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<tr>
<td>Largest Public Wi-Fi network in the world</td>
<td>175,384,000</td>
</tr>
<tr>
<td>People</td>
<td>5,500</td>
</tr>
</tbody>
</table>
London2012.com Headline Statistics

Summary

London 2012: the digital Olympic Games

- 431 million visits to London2012.com
- 60% came from mobile devices
- 4.73 billion page views
- 109 million unique users on London2012.com
- 7,000 heats of sport covered live
- 15 million app downloads
- 1.3 petabytes of data served equivalent to 250 million copies of the complete works of Shakespeare
- 117 billion object requests
Long distance gains
While Team GB takes Gold in the Men's 10,000m, BT helps deliver coverage to the broadcasting partners around the world.

A network in full flow
While Oscar Pistorius secured his place in sporting history by becoming the first double amputee to compete at the Olympic Games, BT were breaking records of our own in the race to securely carry over 6.7GB of data per second across our network.

6.7GB equivalent to 3000 photos per second during the Olympic Games
4.79GB per second during the Paralympic Games

Medal moments
The top three moments of the Games, measured by spikes in internet traffic over BT’s UK retail broadband network, compared to normal usage figures were:
• Andy Murray beating Roger Federer
• Lizzie Armistead winning Team GB’s first medal in road cycling
• BT ambassadors, Alistair and Jonathan Brownlee’s success in the triathlon

BT can help you plan for surges in demand and advise you on the better ways to manage your network with BT Connect.
BT hosts the digital hub of the Games: London2012.com

Hosting the London 2012 website meant BT had to deal with unprecedented volumes of online traffic from around the globe.

During the Games the site had more than...

39.6 BILLION PAGE VIEWS
(1.3bn for Paras and 38.3 for Olympics)
That’s more than the Vancouver winter games and the 2010 FIFA World Cup combined.

A superfast network for the Games and beyond

So, when downtime is not an option, trust us to deliver.
- Optimise your network and increase transaction times by up to 200%
- Reduce your bandwidth requirement by up to 40%
- Take advantage of superfast access speeds of up to 40MBps (dependent on line, time of day and location).

The most digitally connected Games ever
Protecting the Games

Web security
Flawless Execution - No breaches or downtime

✓ At least 1 Hactivism Campaign each day
✓ 2.31 billion counterpane events analysed = 77 incident tickets
✓ 50 Terabytes of web traffic via Proxy Servers
✓ London2012.com attack - BT prevented
  11,000 malicious requests per second
✓ 212 million Malicious Connection attempts blocked
✓ 30,000 media professionals – Bring your own device
✓ Super Saturday 4 August 128 Million events detected
Once in a lifetime?
We’re more about the lifetime.

Connecting for a better future

- **Sustainable resourcing**
  The original packaging for over 50,000 items of equipment has been retained by BT for re-use by returning the devices to suppliers or reselling them.

- **Operations insight**
  Over 350 new processes and tools have been developed, which can be employed or adapted for everyday use by BT for the benefit of their customers.

- **Next generation services**
  The Olympic Park infrastructure alone would fulfil the data needs of a city of 250,000 people and help to benefit local businesses and communities.

It took more than one million BT man hours of our experienced team to help deliver the games.

Our hardworking team’s commitment and experience can now help you to achieve your business challenges and objectives for 2012 and beyond.

**Fast solutions for a long-term legacy**

The fibre network BT installed in the 2,818 flats in the Olympic Village to connect the athletes and coaches to superfast broadband during the Games will help future residents for generations.
Delivering the greatest, most connected show on Earth

BT recognised as the leading provider of expertise to support the Games

Belief that partner is providing ‘expertise to support the Games’ (top 10)

Politicians and business leaders have named BT as the company that has provided the greatest corporate contribution to the success of London 2012.

A survey conducted for leadership and communications consultancy TLG found BT’s provision of telecoms services and infrastructure was considered the most valuable corporate contribution to creating a positive Games.

PR Week Thursday 6th Sept 2012
thank you