BT and London 2012 factsheet

BT is the official communications services partner of the London 2012 Olympic and Paralympic Games www.btlondon2012.co.uk.

Our involvement dates back to 2004 when we supported London’s bid to be the host city. We have been working closely with LOCOG since 2008, when we became an official tier-one partner.

A global audience of over four billion people will share in some memorable moments and communal experiences this summer. BT is proud to be playing a pivotal role in bringing people together for London 2012:

The most connected Games ever

BT is delivering a single communications network across 94 locations (including 34 competition venues).

Every official photograph and sports report and millions of calls, emails, texts and tweets will be carried over BT’s communications network – on an unprecedented scale. We are carrying all the broadcast pictures for every sporting moment outside the Olympic Park.

At peak times during the Games, BT’s network will be carrying 60 Gigabits of information – the equivalent of 3,000 photographs every second. We are also hosting the London 2012 web site, which is planning for one billion visits during Games-time.

The Olympic and Paralympic Games is one of the most communications technology intensive events in the world and will showcase our capabilities. A team of over 800 BT people will be on site helping to deliver a successful Games.

In numbers

- BT is providing 80,000 connections across 94 locations, 16,500 fixed telephone lines, 14,000 mobile SIM cards, 10,000 cable TV outlets, 5,500km of internal cabling and 1,800 wireless access points
- To meet increased demand, we are providing four times the network capacity of the Beijing Games
- The London 2012 web site www.london2012.com, hosted by BT, is likely to be one of the most popular web sites in the world at Games-time
- Over 27,000 media personnel will be relying on our broadcast and media network
- BT has installed a fibre network for the 2,818 flats in the Athletes Village, making the athletes and coaches who stay there some of the first beneficiaries of superfast broadband
- It will take 642,000 BT man hours to deliver the Games
- Over 16 million people are expected to watch the Games on a big screen at one of the 23 Live Site screens across the UK
Delivering the communications network

To date (May 2012), BT has delivered:

- 53 venues
- 30 contractual milestones on time or ahead of schedule (out of a total of 42 milestones by Games-time)
- BT’s London 2012 network has been live since April 2010
- 42 test events successfully completed so far

Sustainability

BT is a sustainability partner for London 2012. We have pioneered the first ever converged communications network solution for a summer Games, helping us to reduce the Games’ environmental impact. The cloud-based telephony service we are using is cost-effective and, as a hosted solution, means we are not deploying lots of equipment for a short peak. We have also developed a new methodology to calculate the carbon footprint of our London 2012 solution, the first time an exercise like this has been carried out on such a large ICT project.

Much of the fibre network and communications infrastructure that we are installing for the London 2012 venues, such as the high-speed broadband network installed for the Games in Stratford, will remain after the Games.

Paralympic sport

BT has been a committed supporter of Paralympic sport for over 20 years. We are maintaining our support to GB’s Paralympic team beyond 2012 all the way to Rio in 2016, as well as sponsoring the annual Paralympic World Cup (Manchester, 22-26 May 2002).

London 2012 provides significant momentum for Paralympic sport. Our vision is that there is a fundamental shift in how disability, and disability in sport, is perceived. View some of our short films at http://paralympics.channel4.com/bt/index.html

Cultural Olympiad

BT is a Premier Partner for the London 2012 Cultural Olympiad, which forms part of the unique celebration of the Games.

The BT River of Music (www.serious.org.uk/BT-River-of-Music), two days of live music events (21 and 22 July 2012) is taking place at six iconic venues along the River Thames. The very best international music from 205 nations will be performing in free concerts across the weekend before the Opening Ceremony, welcoming the world to London.

Our Road to 2012 project (http://roadto2012.nppg.org.uk) with the National Portrait Gallery (19 July – 23 September) will feature 100 photographic portraits of the people making the Games happen and the athletes aiming for gold. From late March, the portraits are on tour and will be on public display in Cardiff, Edinburgh and then Birmingham.

Through our BT Art of Sport project, we are exhibiting the work of artists inspired by the Games in Oxford, Manchester and London.
Get Set

BT is an active supporter of Get Set, the official London 2012 education programme, which aims to help young people develop their communication and collaboration skills. Over 200,000 children across the UK have already participated in The Communications Triathlon, which encourages 4–11 year olds to become better at expressing themselves. BT’s Big Voice, our national film competition, provides a vehicle for students to set out how their communities could be improved for everyone. (www.bt.com/bigvoice).

Our people

BT has used its London 2012 partnership to inspire our people. As part of a reward and recognition programme, BT people have been awarded tickets. Over 10,000 BT people have signed up for our Supporters Club. Over 1,200 of BT employees have made a practical difference by volunteering to work on London 2012-inspired community initiatives, ranging from cleaning waterways in London to advising charities on how to grow and develop their organisations. Three hundred of our employees have become Games Makers, the volunteers who will make the Games happen this summer.

Our customers

We are giving our consumer customers a chance to win tickets to the Games as part of our Record Breakers competition (www.recordbreakers.bt.com).

BT is working with small and large business customers to prepare for the Games and to provide solutions for flexible communications, smarter working and in winning and retaining new customers (www.bt.com/areyouready2012).

BT Ambassadors

BT has a team of BT London 2012 Olympic and Paralympic Ambassadors (including Dame Kelly Holmes, Daley Thompson, Leon Taylor, Alistair and Jonathan Brownlee, Oscar Pistorius, Lee Pearson, Nathan Stephens, Jonnie Peacock and Hannah Cockcroft) who have been involved in customer events, employee events and supporting our marketing activities.

Telling the stories of the Games

As well as providing the vital communications services for London 2012, we believe our role is to help tell the stories of the Games. The BT storytellers campaign brings together bloggers, social networkers, artists, writers, poets, graphic designers, film-makers, photographers, and musicians from across the UK. View their work at www.btlondon2012.co.uk/storytellers

Enquiries:
BT Press Office
Tel: 020 7356 5369
E-mail: newsroom@bt.com

Images are available in our image library at www.btplc.com