





1<sup>st</sup> Brazil National Congress of Sports  
Information and Documentation

## The information service and organization of 2008 Beijing Olympic Games


Ma Tie, China interactive Sports  
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The overall information service of Beijing Olympic Games mainly includes three aspects:


- information service relating to the Games
- information service relating to the host city of Beijing, and
- information service of multi-lingual interpretation and translation.








### Preface


It is predicted that more than nine million people will, directly or indirectly, take part in the 2008 Olympic Games in Beijing. Thus a perfect management and dissemination of the Games' information will play a key role in making this multi-national, multi-lingual Games with large amount of people a great success.







Starting from Beijing, the Games' information highway goes directly to Lausanne and extends to every corner of the world.




BOCOG puts great importance on the information service and management of the Games, using different kinds of technologies to ensure a quick and extensive collection, arrangement and dissemination of the information.





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2. Targets of the information service
3. Contents of the information service
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6. Promotion and marketing
7. Information and documents heritage of the Games




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# 1. Organization system of BOCOG's information service

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- Beijing 2008
- ## 1.2 Functions
- Information center**
- collection and management of information, knowledge, objects and files relating to Olympic movement
  - management and dissemination of information
  - edition and publication of different kinds of information products
  - examination of BOCOG's publications
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## 1.1 Organization

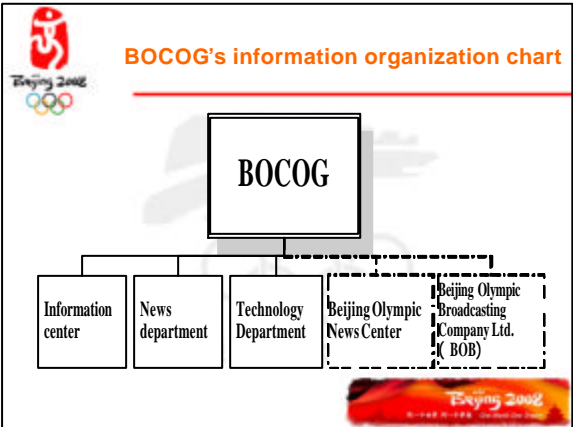
Administration of information in BOCOG for the Olympics is the responsibility of the News Department and the Information Center.

Meanwhile, competition organizing, technical and other managing departments will provide relative information and files to the above departments.

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- ## Functions
- News department**
- Press conferences holding and journalists reception
  - Information publicity
  - Content construction of BOCOG website
  - Olympic education
- 



- Beijing 2008
- ## Functions
- Technology Department**
- providing the Games with necessary technical services
  - maintaining and providing competition records, results and other information by technique and telecommunication services
- 

**Beijing Olympic Press Center**

**Functions**

- In charge of the reception of journalists home and abroad coming to report Beijing Olympics. The service will be a one-stop style.
- Holding press conference regularly.
- Organizing training courses for journalists.
- Providing information of the preparation process of the Games and all kinds of publications.
- Organizing regular visit activities and fellowships for journalists.

**2.1 Targets range of the information service**

**Beijing Olympic Broadcasting Company Ltd. (BOB)**

**Functions**

The main broadcasting unit for the 2008 Beijing Olympics.

- Providing public signals of the Games' competitions to the broadcasting and TV media world-wide.
- In charge of the construction and operation of the broadcasting facilities in the International broadcasting center and other venues.
- Providing services relating to news report.

**Targets range of the information service**

- Kernel information** — to meet the basic information requirement of a successful Olympic Games.
- Information of direct participants** — to serve the IOC, NOCs, participating delegations, athletes and media.
- Public information** — to satisfy the needs of sports fans to know more about the Games.

**2. Targets of the information service**

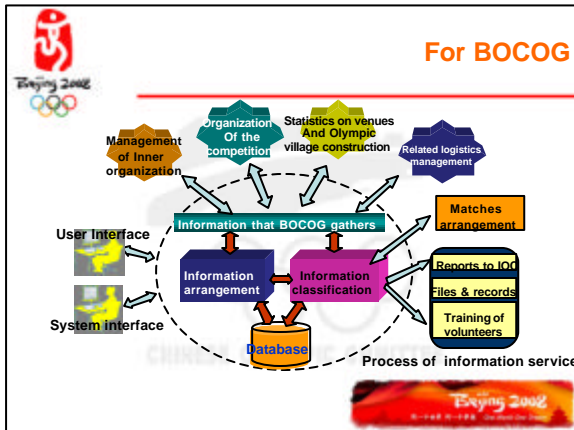
**2.2 Information For BOCOG**

The current key works of information service for BOCOG are:

- to put BOCOG's organizing and managing work information on files and records.
- to collect the live-time statistics of the construction progress of the competition venues and the Olympic village.
- to deal with the information of the preparatory work for the Games and the test competitions of each sport and event.

The supporting works are:

- to provide IOC with the related information.
- to put files on records so that they can be used easily and timely.
- to organize training courses for volunteers, and so on.



### 2.4 Information For the public

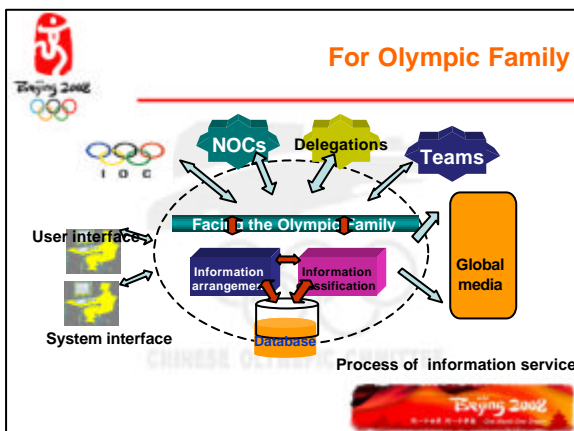
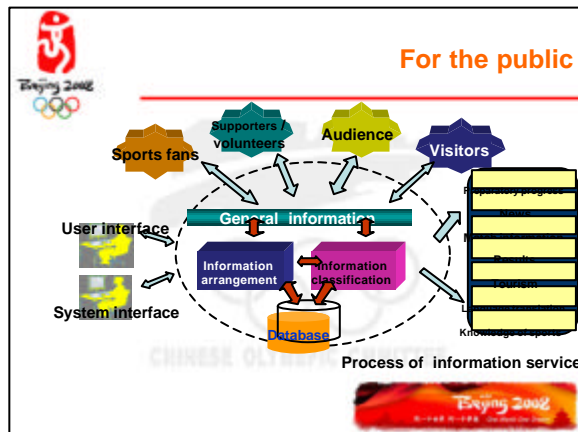
It is predicted that 8 million audience will be present in the stadiums and venues during the Games, and the audience watching the Games through TV? broadcasting and Internet will surpass 4 billion.

For sports fans ' convenience of watching Olympic competitions and promoting tourism, BOCOG will provide visitors with tourist information, language translation, information retrieval and other services, besides the general Games information publicity on the preparatory process, news announcement, matches and awarding.

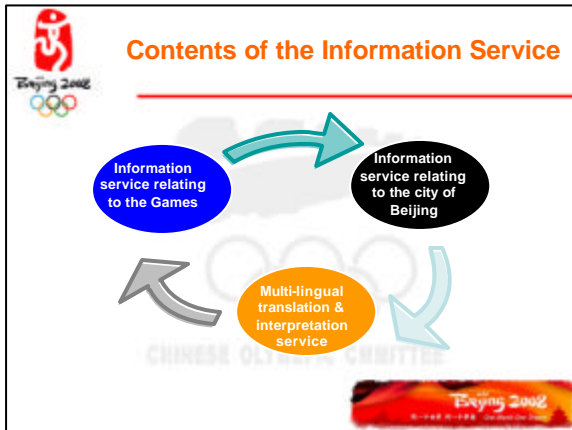
### 2.3 Information For Olympic Family

It is predicted that delegations from more than 200 countries and regions with about 10,300 athletes will come to the Beijing Olympics with more than 3,000 matches, and nearly 30,000 journalists will join the report during the Games.

In order that the groups referred above get a better access to the Games , BOCOG will provide IOC, NOCs, delegations, teams and the global media with information service, including the files search and retrieval etc, during the whole seven-year preparatory period.



## 3. Contents of the Information Service



### 3.3 Multilingual translation and interpretation

Among the 7 million admission tickets, 20% will be purchased by foreigners to Beijing by the time of the Games.

Therefore, information service of language becomes the focal point of BOCOG to smooth the way of communication for people speaking other languages than Chinese.

Apart from widely recruiting volunteers as interpreters, BOCOG has also successfully developed the translating software of multi-lingual system for sports competition information.

### 3.1 Information service relating to the Games

Information relating to the games will be provided to BOCOG itself, the Olympic family and to audience across the world, which includes:

- Announcement from BOCOG and other sports circles and organizations on the preparation information of the Games.
- Competition arrangements, athletes information, competition results and so on.
- Interesting sidelights of athletes and matches in Competitions.

### 4. approaches of information release

### 3.2 Information service relating to the city of Beijing

It is Beijing's honor to introduce her civilization of long-standing, historical sites and features to foreign friends and tourists coming from all over the world.

Cooperating with Beijing government, BOCOG will provide the service of information recommending and searching of historical sites, sight-seeings featured products and delicious food, etc.

Multi-lingual services of nine languages such as English, French, Spanish, Russian and so on are provided in website of [www.china.org.cn](http://www.china.org.cn) and other websites for searching information of Beijing and of the 2008 Olympics.



### 4.1 TV and Broadcasting

Olympic news and information are announced periodically by TV and radio. Both CCTV and BTV Sports Channels as well as local sports channels have started special programs for Beijing Olympic Games.

### 4.3 Internet

It is estimated that the global internet users have exceeded one billion in 2005 and Chinese users have reached 100 million. This shows that internet has widely been accepted by the public.

BOCOG sets up its official Olympic website in as early as 2002 to promote and popularize Olympic knowledge and report timely the preparation information.

Central and local radios have also set sports programs for popularization of sports knowledge and promotion of the Games.

Other services for journalists, photographers and projectors will be provided at facilities like the international broadcasting center and centers in each sports venue.

### BOCOG's Official website

BOCOG has opened her 2008 Olympic Games official website with the address <http://www.beijing2008.com>

### 4.2 Magazines and newspapers

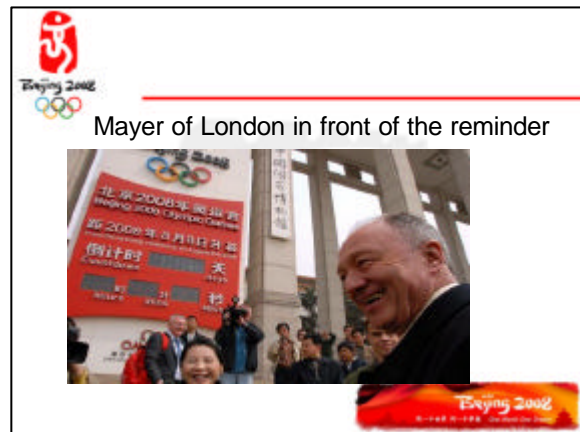
Magazines and newspapers are utilized to popularize Olympic knowledge and report the preparation and construction process of stadiums. This is the basic way in this information service.

### Official website in French

To make it convenient for overseas, BOCOG also provides official website in English and French.



Official website in English



Mayor of London in front of the reminder

**4.4 Publication nets (1)**

**BOCOG has built time reminders in Tiananmen Square, prosperous streets, and traffic centers, some of them with the function of Olympic knowledge informing.**

**publication nets ( 2 )**

The Olympic channel is available to the public in some newly-built digital facilities on streets, telephone boxes, and information stands that allow people surf on internet to join and enjoy Olympics.

**Title**

**The Olympic time reminder before the National Museum on the east of Tiananmen Square**

**Approaching Olympics and information of Beijing city at a street telephone box.**

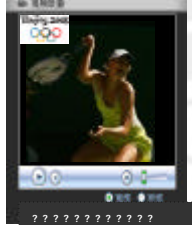
**publication nets ( 3 )**

BOCOG is now in tight preparation for an “Olympic Call Center”, through which the users can get the information wanted by just calling a fixed number.



**5.2 Broadband**

In addition to its rich and colorful contents, broadband video can send live-broadcasting on internet or IPTV with little time and band limit. It is more convenient to get live-time flow media information and thus is growing fast day by day. Broad band will be employed in the information service for Beijing Olympics.



**5. Application of high-tech and new-tech**



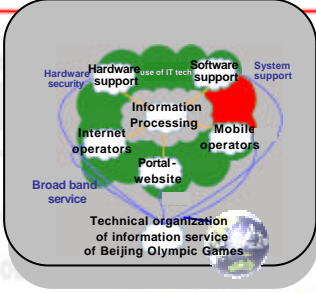
**5.3 mobile**

In the year 2008, there will be 10% of the audience watching or downloading the Olympic competitions and sending comments through their mobile phones, which, as a new media, is a good way to promote interactions with audience.



**5.1 Application platform of new media**

For a better service of Olympic information, BOCOG will use new and high IT in various aspects but integrated on a unified platform of new media, with cooperation of IT governing bodies, companies and sponsors.



China Mobile (Olympic partner of BOCOG) and China Unicom, the two largest mobile enterprises in China, have combined their data platform with SP business models in hope of providing mobile users with a unified Olympic information system through integration of various platforms of SMS, MMS, CRBT, WAP and JAVA.

**Mobile**

Several special Olympic channels on mobile have now started opening to promote Beijing Olympics. People can search various Olympic information at any time they like by mobile phone now.



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## 6. Promotion and Marketing

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### 5.4 IPTV, Mobile TV and 3G

Technologies like IPTV, Mobile TV and 3G are being gradually perfected today. Official licenses will be released to Chinese enterprises this year. These technologies are well expected to be chosen by more users to watch Olympics by the year 2008.

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### Marketing of BOCOG information service

BOCOG combines information service with its marketing strategy tightly. It has set up a special section for marketing with professional staff, in order to gain more financial support for information service of Beijing Olympics.

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### 5.5 Internet and mobile combination



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### 6.1 BOCOG Partners

Besides the TOP partners of IOC, BOCOG has attracted ten other well-known enterprises as its Partners sponsoring Beijing Olympic Games in various ways.

 中国建设银行 北京 2008 合作伙伴	 中国网通 北京 2008 合作伙伴	 中国移动 北京 2008 合作伙伴	 中国邮政 北京 2008 合作伙伴	 中国电信 北京 2008 合作伙伴
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 **6.2 BOCOG Sponsors**

A Chinese popular portal-website [www.sohu.com](http://www.sohu.com) has been announced the Official Sponsor of the Beijing Olympic Games, responsible for the construction of BOCOG Official Website and its contents, technologies and operation.

 **搜狐**  
S O H U . c o m  
北京2008年奥运会赞助商  
Official Sponsor of Beijing Olympic Games



 **7. information and documents heritage of the Games**




 **BOCOG Sponsors**


China Unicom becomes the official partner of Beijing Olympics.


 **CNC**  
中国网通  
北京2008年奥运会合作伙伴  
Official Partner of Beijing Olympic Games



 **7.1 Accumulation and protection of documents**


Beijing Olympic Games is going to leave a unique legacy to both China and the world. While ensuring the collection, communication and storage of all kinds of information, the summarization of management knowledge of Beijing Olympics becomes a concrete embodiment of the above goal.








 **China's largest professional sports website [www.sports.cn](http://www.sports.cn) run by the China Interactive Sports has also opened its Olympic channel.**



 **Accumulation and protection of documents**


In order to enhance the accumulation, protection and utilization of documents related to Beijing Olympic Games, special organizations such as the Olympic Library and Information Center, the Beijing Olympic Academy and the China Olympic Museum are set up to make people and relevant departments easier to access, consult, and use the documents.



### 7.2 Olympic Library & Information Center

When the countdown came to one thousand days towards Beijing Olympics, the Olympic Library & Information Center (OLIC) was found in Beijing Sport University (BSU). With the aims and functions of Olympic promotion, education, research and legacy inheritance, and based on BSU's years' library accumulation, OLIC devotes itself to collecting various Olympic books, journals, newspapers, photos, and audio and video resources, providing information service for a successful Olympic Games. After the Games, OLIC will take the responsibility as Olympic information legacy base.




# Thank you and welcome to Beijing in 2008!!

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### 7.3 Beijing Olympic Academy

Located within the Capital Institute of Physical Education, which is another sport college in Beijing, the Beijing Olympic Academy has the major responsibility of Olympic teaching and learning, to cultivate professional students in Olympic education and research.





### 7.4 The Olympic Museum

After the China Sports Museum, a previous legacy of the 1990 Beijing Asian Games, a new China Olympic Museum is now under construction. After Beijing Olympic Games, all the historic files and objects of the Games will be stored here, playing a special educational role through displaying the material and spiritual treasures created by Olympics.



Blueprint of the China Olympic Museum

