

Mobile Business and the 2008 Olympics

3.1.1. Mobile TV

Sports related content is one of the main selling points for mobile TV. Some analysts have predicted that the Beijing Olympics could see the number of global mobile TV users rise from xx million users at end 2007 to xx million by the end of 2008. Success for mobile TV in the Beijing Olympics could lead to high uptake of the service in future Olympic Games and other large sports events such as the Football World Cup and Super Bowl.

Mobile TV has long been regarded as the next "killer app," by many in the telecommunications sector. However, its development process has been hampered by technological and regulatory standards. Nevertheless, it is hoped that the Beijing Olympics will help further promote the use of mobile TV, ahead of other large sports events such as football World Cups and future Olympic Games.

The 2008 Beijing Olympic is set to have a huge impact on the people of China, and the handsets that they use. In a survey, xx% of Chinese people questioned expressed how they would be interested in watching the Olympics Games on mobile, whilst xx% stated that they were considering buying a handset capable of providing mobile TV, to gain access to the Olympics coverage.

3.1.1.1. Telegent Systems

Telegent Systems is a fabless CMOS (Complementary metal-oxide-semiconductor) semiconductor company enabling worldwide free-to-air and pay-per-view mobile TV by providing high-performance, single-chip solutions. The company's headquarters are in the US, whilst it has a subsidiary in China. By the end of 2007, Telegent claimed to have its chips in more than xx million handsets in Asia, the Middle East, Europe and Africa. At the time of writing Telegent has 40 different models of mobile phone. During the Olympics, Telegent will provide a worldwide audience with coverage of the Games.

Weijie Yun, Telegent's Chief Executive Officer stated; "Free-to-air mobile TV provides consumers with a compelling, free and easy-to-use method of watching the same news, sports and other

Mobile Business and the 2008 Olympics

4.5. Olympics in South America

4.5.1. Terra

The IOC announced in July 2008, that it had reached an agreement with Terra for the internet and mobile platform exhibition rights for the 2008 Beijing Olympic Games.

Fernando Madeira, CEO of Terra Latin America commented; "The agreement with the International Olympic Committee represents a great opportunity to enhance the content for Terra TV and mobile, as well as showing our innovative capabilities in offering exclusive premium content to Terra's users."

4.6. Manufacturers

4.6.1. Samsung

Samsung first began a full sponsor of the Olympics during the 1998 Nagano Olympic Winter Games. It is one of a number of companies that the IOC refers to as its TOP (The Olympic Partner) program. It is believed that figures between \$xx million and \$xx million have been paid by each member of the TOP program for the privilege of sponsoring the Olympic Games. Other sponsors in the program can be seen in Table 4.2.

Table 4.2: TOP Sponsors

XX
XX
XX
XX

However in April 2007, the company signed a contract extension, taking the deal through to 2016. Consequently Samsung will obtain valuable marketing opportunities at a number of Olympic events as can be seen in Table 4.3.

Table 4.3: Olympic Events Which Samsung Will Sponsor

XX
XX
XX
XX