



Company Round-up

British Army's best kept sporting secret goes on-line

The British Sports Network unveiled the Army Channel in June, delivering comprehensive coverage on the 53 different sports played by the British Army across the world. From bobsleigh to biathlon, Britsport will be delivering the latest news, results and fixtures that are played by one of Britain's largest sporting communities – the British Army.

With the focus on "Sport for All", the British Army is a hot-bed of sporting excellence and currently has over 100 sportsmen and women who represent their country at international level. The Army's sporting alumni include stars such as Sergeant Kris Akabussi, Captain Tim Rodber and Sergeant Kelly Holmes, and with its superb facilities and its own sports lottery, soldiers enjoy a quality of sporting opportunity that is unmatched in civilian life.

The Britsport shop will enable soldiers to buy specialist sports equipment which they will struggle to find anywhere else in the UK. In partnerships with over 30 other national sporting bodies, Britsport will be delivering all the latest information on participation sports which are played by an estimated 16 million Britons.

Britsport.COM's 18 sports channels are each split into seven areas: News, Results, Fixtures, Profiles, Footage, Playroom, and Shop, and The Army Channel complements the existing site, www.army.mod.uk.

Other official sports organisations partnering with Britsport.COM include:

- British Army Sports
- British National Ice Hockey League

- English Basketball Association
- Baseball Softball UK
- British Senior League American Football
- English Lacrosse Association
- British Orienteering Federation
- British University Sports Association
- English Volleyball Association

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Millennium Commonwealth Youth Games broadcast on the Web

The inaugural Millennium Commonwealth Youth Games was covered in August by MYCG.com, the event Web-site which has been set up by Scottish-based sports Internet company.

The sporting extravaganza saw 600 athletes from 15 nations competing in eight different sports, giving the Scottish public the chance to watch the Liz McColgans and Linford Christies of tomorrow.

Powered by Edinburgh-based Britsport.com the British Sports Network, the site provided in-depth analysis of the tournament, with detailed profiles on all of the athletes and video coverage available on the site.

Aged between 14 and 18 years of age, the young athletes competed against each other in the disciplines of athletics, fencing, hockey, gymnastics, lawn tennis, squash, swimming and weightlifting.

Organised by the Commonwealth Games Council for Scotland, the first ever Commonwealth Youth Games was started ➤



to provide young stars with the opportunity to sample world class competition in a multi-sport environment. It is hoped that the opportunity to compete against the best in the Commonwealth will encourage youngsters to stick with their sports and go on to represent their country in the future.

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Britain's athletics bible goes on-line in time for olympics

Athletics Weekly, the UK athletics community's bible, last month announced the launch of its long-awaited Web-site, athleticsweekly.com. The site, developed in partnership with [Britsport.com](http://britsport.com), the British Sports Network, is being launched just in time for the Olympics. It features the latest news, results and profiles of top athletes.

As well being a rich source of news and information for the athletics community, athleticsweekly.com will feature video footage of major events and interviews with top sportsmen and women. A further feature will be an on-line athletics store where athletes will be able to buy specialist equipment (much of which is often hard to find on the high street).

The Web-site was previewed at the British Olympic Trials in Birmingham and was met with universal enthusiasm. Athletics Weekly's

close ties with the sporting community mean that the new site will have some of the most in-depth coverage of the British Olympic team, with profiles of its members to be posted on the site in the weeks building up to Sydney 2000.

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Teamtalk.com nets UMBRO.COM

Teamtalk.com has enhanced its reputation as one of the UK's leading providers of original sports content in a deal with UMBRO.COM Limited, the master licensee of digital rights for international sports giant Umbro.

Teamtalk.com, through its network of in-house and external reporters, will provide an innovative range of sports content directly onto the global sports e-tailer's Web-site, www.UMBRO.COM, which will include daily news feeds, round-ups and features from Europe, North America, South America, Australasia and Africa. The aim is that the site will develop a loyal following from fans around the world. UMBRO.COM will also host three virtual journalists, whose interaction is currently managed by Teamtalk.com.

UMBRO.COM's marketing initiatives will be themed around "The Future of Football" and will position it at the forefront of technological developments in sportswear design, as well as using digital media to establish a strong loyalty and interaction with new audiences and football fans via the UMBRO.COM Web-site.



"We are delighted to be partnering UMBRO.COM in their on-line activities," commented Teamtalk.com's commercial director, Mark Woodhead. "To be working with a global brand like Umbro further enhances our reputation in the field of content services."

Paul Holland, head of marketing at UMBRO.COM, said: "UMBRO.COM is a global retailer, operating in over 200 countries. It was important for us to partner with a sports content provider that could mirror our worldwide reach. Teamtalk.com is able to provide us with football news from every corner of the world, helping us to realise our goal to be the number one football destination for football fans everywhere."

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Phoenix Mitsubishi and Mitsubishi Motors move up a gear with St Mirren Football Club

Phoenix Mitsubishi and Mitsubishi Motors have clinched a £750,000 sponsorship deal with St Mirren Football Club as they prepared for the Scottish Premier League.

Phoenix Mitsubishi has been working closely with St Mirren Football Club for the past three years and this new agreement will allow Mitsubishi Motors and Phoenix to have adver-

tising boards around the pitch, placements in match-day programmes and facilities for corporate entertainment.

The deal has been struck in return for the loan of 10 Mitsubishi vehicles which include Space Stars, Carismas, Galants and a Mitsubishi Shogun Sport.

Jeff Rodgers, General Manager at Phoenix Mitsubishi, enthused: "I am delighted to have the excuse to go and see St Mirren every week! This year promises to be a great year for St Mirren who are going into the Premiership and for Paisley in general."

Phoenix Mitsubishi is based just one mile from the football ground and will capitalise on all sales leads generated from the tie-up.

Mitsubishi Motors already sponsors the Badminton Horse Trials, Lords Cricket Ground and the Ducati Red Bull British Motor Bike racing team.

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Construction starts in Sydney on new Samsung Olympic pavilion for Sydney 2000 Olympic Games

Samsung Electronics, a Worldwide Olympic Partner, has announced the start of work on Olympic Rendezvous @ Samsung (OR@S). A free entry, 4000 sq metre entertainment complex located near the main stadium within Sydney Olympic Park, the OR@S will be a central gathering place and landmark for spectators and athletes during the Sydney 2000 Olympic Games.

Part of Samsung Electronics' global Olympic sports marketing investment of ➤



US\$200 million dollars (A\$310 million), the OR@S will be purpose built for hospitality, entertainment, information, communication and special athlete presentations.

For competing athletes and their families the emphasis will be on privacy and relaxation with access to special facilities, and visitors will be able to take advantage of free phone calls, international festivities and futuristic technology, all with an interactive, fun focus.

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Digital Sport Unveils Latest Signing - Decipher

Decipher are to help develop www.onefootball.com's multi-platform environment. Following the successful launch of the onefootball.com Web-site, Digital Sport Group has appointed digital strategy consultants Decipher to take the offering to a multi-platform environment. Bringing together tv, radio, Internet and mobile phone technology Decipher will advise the group on how to keep sports fans up to date with the information that matters to them.

Decipher's role will be to evaluate the needs

on each platform and deliver a concise content and partnership strategy to bring a sharper, more commercial edge to the site. With the onefootball.com site becoming a strong recognised brand across Europe, Decipher will be identifying how an interactive relationship with a sports fan can be co-ordinated profitably across a number of complementary platforms.

Digital Sport's Robin Aitken commented: "Football fans across Europe have already embraced a multi-platform environment, they are probably one of the first true user groups of this technology. It is vital that we maintain our standards on information delivery to meet their expectations. There are very few consultancies that have a true knowledge in this field. Decipher is the consultancy that was able to offer the experience we needed."

Head of Decipher's interactive communications practice, Phil Swain added: "The onefootball.com Web-site has the potential to become Europe's premier Internet source for football news, merchandise, travel packages and sports betting. A multi-platform strategy is vital to any sports Web-site: being such a committed audience, sports fans want to be kept up to date instantaneously whether it be the latest scores, transfer news or ticket availability."

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Infralympics Athens 2000

With exhibitors from 16 countries including national group stands from Australia, Germany, Hungary, Israel, Italy, UK and the



USA, Infralympics Athens 2000, the international exhibition and conference designed to assist in the development of the infrastructure, equipment and services necessary for the successful staging of the 2004 Olympic Games in Athens, is fast reaching the point when the "sold out" sign can figuratively be put on the door and a waiting list for exhibitors established. Plans are well advanced too for a stimulating associated conference.

Being held from Thursday 2nd to Sunday 5th November 2000 at the new HELEXPO Exhibition and Conference Centre in Athens, in the shadow of the Olympic Stadium, it is not just the rush to book space at Infralympics Athens 2000 that has delighted General Manager, Mark Beaumont, of PGI Hellas but also the incredible range of exhibits.

"The list of exhibitors brings home the extraordinary diversity of products and services – both temporary and permanent – that are vital to ensure the success of the 2004 Olympic Games," he says. "It is good to see so many companies from so many countries interested in investing in the challenge to ensure the 2004 Games run smoothly. We are delighted too that global majors including General Electric, Siemens, Mott MacDonald, DERA, Schneider Electric, Bose and Mapei Spa are exhibiting with us."

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'License to Print'

ts.com, the on-line ticketing, leisure booking and merchandising service has signed a strategic alliance with Etix.com, which provides print-at-home technology for value-bearing documents purchased on the Web. The alliance enables the 500 leisure venues, such as Lords and Leisure Parks Blackpool, which use the ts.com on-line ticketing technology, to offer their customers the convenience of printing purchased tickets on their own home computers.

Tickets can now be received instantaneously in the home instead of the traditional delivery methods of collection from the venue or by post. Once a customer has purchased tickets from a venue's Web-site, they can instantly print copies of the tickets directly through any home or office printer. Security is guaranteed as each ticket is printed with a non-duplicate 2D bar-coding that will validate even if the paper is damaged or becomes wet.

"More and more tickets to leisure and sporting venues are being bought on-line," said Matthew Hare, managing director of ►



ts.com. "The Internet represents the fastest and safest method of purchasing tickets, giving consumers the convenience of buying tickets from the comfort of the home or the office.

"Through the alliance with Etix.com, we can offer venues a complete ticket transaction cycle via the Internet. Etix.com adds significant value to our e-commerce services, helping venues to decrease the cost of ticket distribution, while at the same time, increasing customer satisfaction."

Matthew Hare added: "Our technology enables venues to maximise their on-line channels in both selling tickets and merchandising products. Etix.com's technology will be seamlessly integrated into our current offering, continuing the company's commitment to a single point-of-contact and modular product portfolio, enabling venues to set up selling and merchandising operations on-line with the minimum of fuss."

According to Etix.com CEO Travis Janovich: "We're very pleased our technology will be used by such a leader in the European ticketing marketplace. We are confident the alliance will contribute greatly to the continuing adoption of our advanced print-at-home capabilities."

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International waterskiing world cup finals to benefit from 'pro-active' development deal with British Water Ski

British Water Ski has announced a three-year development plan with UK-based sports production company, Pro-Active Projects, for the International Water Ski Federation's World Cup Tour Final.

British Water Ski has organised the British Masters event for many years and has held the "jewel-in-the-crown" Cafe de Colombia World Cup Finals for the past two years. This year's finals, supported by the MasterCraft Boat Company, will see the top male and female athletes in the world arrive at the purpose-built Thorpe Park arena on 2nd and 3rd September, in their final bid to take their respective 2000 World Cup titles.

Under the development plan, Pro-Active Projects will hold all media and sponsorship rights to the event for the next three years, on behalf of British Water Ski. The total value of the rights fees package agreed will be worth a minimum of £150,000 to the event, excluding the support services being brought in to market the event. Pro-Active, now part of SSM Sportsworld, will be working closely with their other Group companies to develop the full potential of this world class international event.

Gill Hill, Executive Office, British Water Ski, said: "This agreement gives us the security of knowing we can hold this important event annually, with assured television coverage and financial support. The loss of the BBC



coverage this year was a body blow for the sport although we understand their commitment to the Olympics took priority. The agreement with Pro-Active will still allow us to work with the BBC in the future and build on the excellent coverage they have provided over the past 10 years.”

Alan Morton, MD of Pro-Active Projects, said: “This is a natural extension to the ongoing relationship we’ve had with British Water Ski, aimed at keeping top water skiing available for the many millions of participants and fans who enjoy seeing it on tv worldwide.

“As specialist in the watersports market, it makes sense to inject some new enthusiasm into this proven event and we look forward to perhaps bringing a more youthful approach to the coverage and presentation of the event over the coming years.”

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