



case study
bt paralympic world cup





bt paralympic world cup 2010 sportscity manchester

For the 2010 BT Paralympic World Cup we provided near real-time content across all the Manchester venues.

As the world's top Paralympians took part in track/field, swimming and basketball activities our AMPLIFI system provided the audience with a wealth of broadband content.

The Bright Place designed and built a rich, mobile-optimised web experience which was delivered to visitors at all PWC venues [stadium, basketball and aquatics] via the AMPLIFI system which was deployed specifically for the event.

Content included live scoreboard, event details, athlete profiles and exclusive videos.

Visitors were also able to access the BT PWC Twitter feed and to post their own updates on Twitter and FaceBook.

Over the 6 days of the event we delivered over 330,000 hits and 16Gb of data. Consumers logged on an average of 2.8 times and spent over 7 minutes per session.

Over 50% of consumers elected to view streaming video content and 20% gave their details for a competition.



multi-venue wifi across outdoor sports stadium, basketball court and aquatics centre

Our AMPLIFI captive-portal WiFi system was deployed across the three venues used during the BT Paralympic World Cup 2010.

These included the outdoor sports stadium with 400-metre track and the aquatics centre.

The ability to deploy this rapidly is a significant benefit - especially at an event of this kind where there are numerous other wireless systems being used for broadcast TV, event management and ticketing systems.

Since AMPLIFI works as a 'mesh' system consumers were able to connect at one location and walk around the stadium seamlessly accessing content with no delays or interruptions.

And because all the content was served locally from our on-site hardware, hundreds of simultaneous connections enjoyed zero-latency streaming video and fully interactive web-based content.



Get exclusive content with our free WiFi service

Imagine if while you were watching a sporting event you could pluck match stats, facts and figures, competitions and games from the air.

BT is running a special wireless service for people watching Wheelchair Basketball, 7-a-Side Football and Athletics.

You can access it for free - just connect your smartphone, laptop or game console to the **BT CrowdZone** WiFi hotspot and refresh your web browser.

Need support with this service?

Email crowdzone@bt.com and we'll do our best to help you.



connect to bt crowdzone for exclusive broadband content, updates, videos and competitions.

There were multiple calls-to-action informing visitors that mobile content was available.

Posters, stands, scoreboards and PA announcements were all used to encourage consumers to connect to the hotspots and browse content.

Working with BT's Olympics specialists we coined the term 'CrowdZone' which was used throughout the event to refer to the service.

Having a clear call-to-action contributed to the incredible uptake of the service.

Leveraging our 7 years experience in proximity marketing and location-based content provision, the AMPLIFI system provided a very simple proposition to consumers:

- Connect to the BT CrowdZone hotspot
- Launch your mobile web browser

The system was designed to be as easy as possible - no cryptic passwords, no log-in - just connect and browse.



instant, super-fast delivery to all popular makes of wifi enabled handsets

The AMPLIFI system supports all makes of WiFi enabled handset, meaning we support the widest possible audience.

Most of today's modern handsets come with WiFi built in and users are familiar with how to connect to hotspots, which makes using the AMPLIFI system a breeze.

Visitors to the BT Paralympic World Cup 2010 had a wide range of different devices, all of which could access the mobile-optimised content.

Popular handsets included Apple iPhone, BlackBerry, Nokia, Samsung and Sony Ericsson - and since the system is built on WiFi and HTML standards it is future-proofed for newer devices, such as Apple's iPad.



exclusive content with user-generated social elements delivered a fresh mobile experience

We believe that 'content is king' and the BT Paralympic World Cup 2010 provided some of the very best mobile content.

The mobile web presence was designed prior to the event and some areas were pre-populated with content, such as:

- Event Background
- Athlete Profiles
- Downloads
- Event Videos
- Manchester City Guide

As the event progressed, the on-site editorial team generated exclusive content, such as:

- News Stories
- Daily BT Blog
- Photo Gallery
- Live ScoreBoard

These were all loaded wirelessly to the AMPLIFI system and served to consumers within seconds.

As well as the dedicated editorial team we aggregated content from BT, Getty Images and BBC Sport.

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Menu Info Events

Select an event from the list below to find out more information:

- [Athletics](#)
- [Swimming](#)
- [Football 7-a-side](#)
- [Wheelchair Basketball](#)

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Menu Info Schedule Football

Football 7-a-side

BT Paralympic World Cup 2010
Football 7-a-Side Schedule

Wednesday 26th May

12:30	13:55	GBR vs USA	Match 1
15:15	16:40	ROI vs NED	Match 2

Thursday 27th May

12:30	13:55	USA vs ROI	Match 3
15:15	16:40	GBR vs NED	Match 4

Friday 28th May

11:00	12:25	USA vs NED	Match 5
13:00	13:30	Lord Taverners	Exhibition
14:30	16:15	GBR vs ROI	Match 6

Saturday 29th May

09:00	10:55	Bronze Medal	Match 7
12:15	13:40	Final	Match 8
13:45	14:15	Medal Ceremony	

Please note that this schedule is liable to change, so check back here for updates.

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Menu Info Profiles Swimming

Swimming

Find out more about key participants by clicking on them below:

- [Sascha Kindred GBR](#)
- [Eleanor Simmonds GBR](#)
- [Dave Roberts GBR](#)
- [Elizabeth Johnson GBR](#)
- [Lantz Lambak USA](#)
- [Stephanie Millward GBR](#)
- [Heather Frederiksen GBR](#)
- [Matt Walker GBR](#)
- [Sam Hynd GBR](#)
- [Mirjam de Koning NED](#)
- [Yuanrun Yang CHN](#)

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Menu Social Competition Entry

Win a new Nintendo DS games console with this great competition from BT CrowdZone.

Please enter the following details and click Submit to enter the competition:

Your Name

Your School's Name

[Submit](#)

We have a list of all the schools attending PWC 2010 so if you're the lucky winner we will be in touch via your school to let you know!

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Menu Social City Guide

visit manchester

Our friends at Visit Manchester have some great recommendations of things to do and places to visit while you're in town:

- [Top 5 Attractions](#)
- [Top 5 Freebies](#)
- [Top 5 Cheap Eats](#)
- [Top 5 Style Bars](#)
- [Top 5 Music Venues](#)
- [Screenfields](#)

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Menu Info Schedule

Here is the schedule for the BT Paralympic World Cup 2010.

Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31
				SWIMMING		
				ATHLETICS		
				WHEELCHAIR BASKETBALL		
					7-A-SIDE FOOTBALL	

Click on any sport to see the latest detailed daily schedule of events.

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Menu News Points Table

Team	Points
EUR Europe	90
ROW Rest of World	90
GBR Great Britain	65
AME Americas	55

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Menu News Blog Friday 28th

BT Paralympic World Cup Blog: Day 4 Friday 28th May

Mandeville drops in to visit BT Paralympic World Cup 2010.

We are super excited today, as it marks the first ever public appearance of the new Paralympic Games Mascot, Mandeville! He will be around the stadium all day today so make sure you go up and give him a big PWC cuddle...

Anyway, on with the sport and it's a jam-packed day of sport today, with both Football 7-a-side, Wheelchair Basketball plus a Goalball exhibition match.

Goalball is a fantastic team sport designed for blind athletes but thanks to blindbids anyone can join in. It consists of teams of three, who try to throw a ball that has bells embedded in it into the opponents' goal.

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EXCLUSIVE!

Click to play the BT Paralympic World Cup Heroes video

News
News Stories, Blog & Medals Table

Information
Schedule, Event & Athlete Profiles

Social
FaceBook, Twitter & City Guide
[WIN A NINTENDO DS!](#)

FLASHQUOTE:

I am very happy. It is the first time we beat Australia. We knew it would be a hard game against them.
Nicola Damiano (ITA)
Wheelchair Basketball

Brought to you by BT CrowdZone

[AMPLIFY](#)

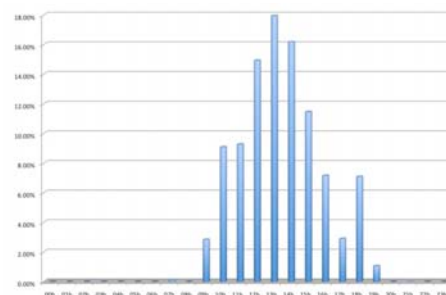
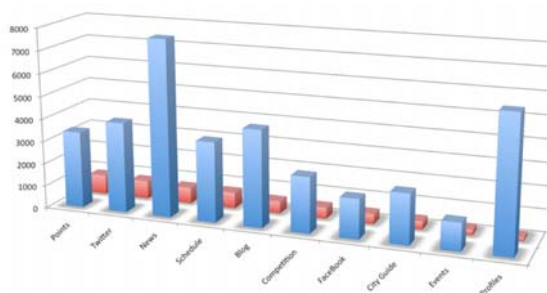


over 330,000 content elements and 16Gb of data delivered over the week

The AMPLIFI system provided realtime metrics which allowed us to tailor content throughout the duration of the event.

Monitoring showed where/when consumers were interacting, their journey through the content and the types of handset they were using - meaning we could quickly optimise the messaging to provide the best experience and extended browsing times.

At the end of the event all the metrics were processed to provide an in-depth report on consumer behaviour which helps inform future marketing and content activity.





find out more

The Bright Place are experts in proximity marketing, location-based content delivery and mobile applications.

Since 2003 we've worked across the globe with many of the world's leading brands.

To find out how we can help your brand or content property reach today's mobile consumers, please get in touch.

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