

@business on demand

at

The All England Lawn Tennis Club



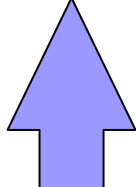
Agenda

- Introduction
- Data Entry
- Radar Service
- The Commentators Information Service
- TV Graphics
- www.wimbledon.org website
- The Wimbledon Information System
- IBM Press Desk
- Ticket Resale
- In-Ground Information Systems
- The IBM Kiosk
- New for 2003
- Summary



IBM services are central to meeting the Club's Objective

Maintain Wimbledon as the premier tennis tournament in the world



The best players

Good prize money

Growing revenues

Media Rights

Scores and statistics

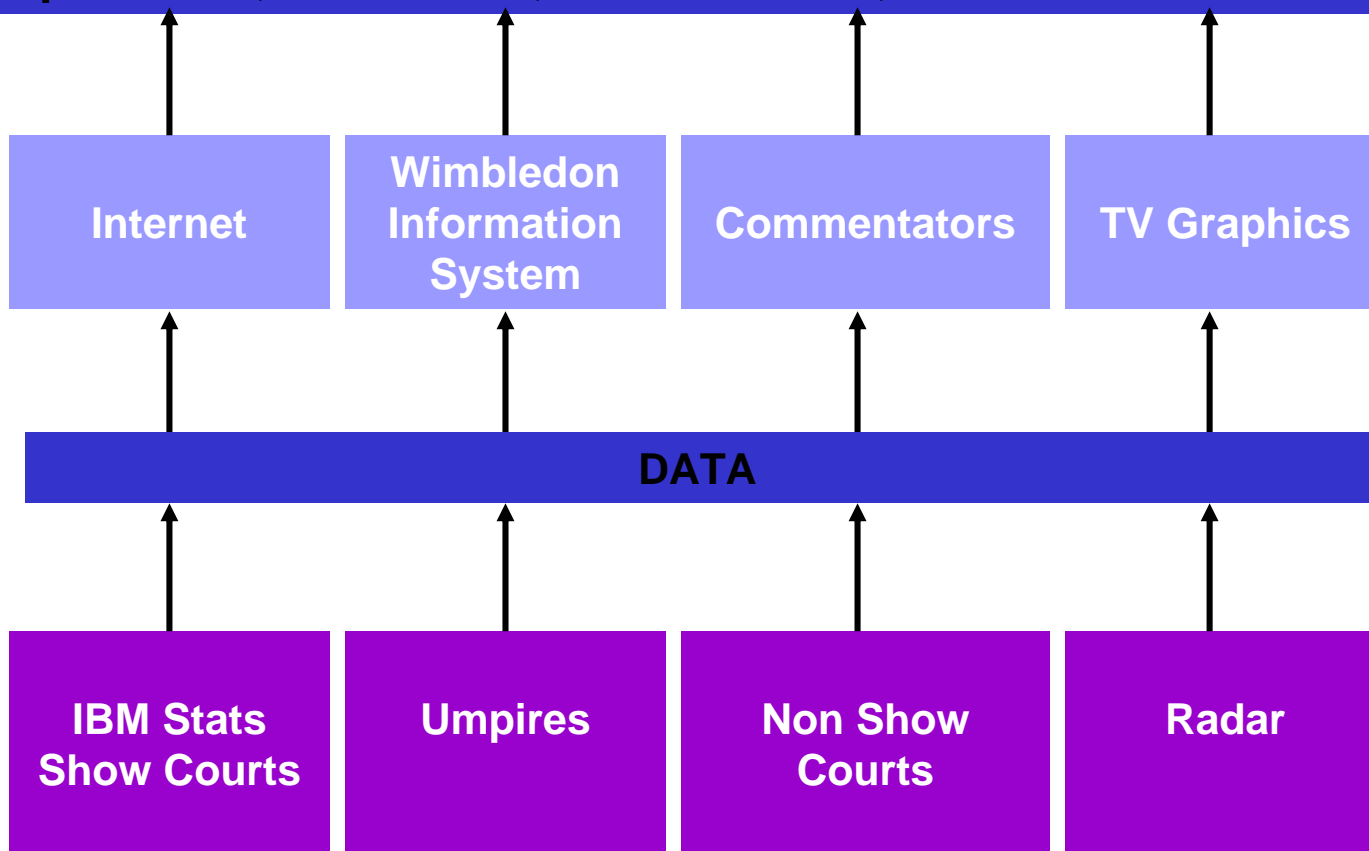
Internet Site

Public Interest



4 Key Systems Support Different Users

Commentators, Referees, players, coaches, press, spectators, TV viewers, internet users, WAP/SMS users



Data Entry

Real-time data entry on every Show Court



Tennis experts enter score and statistical data on every 'TV' court

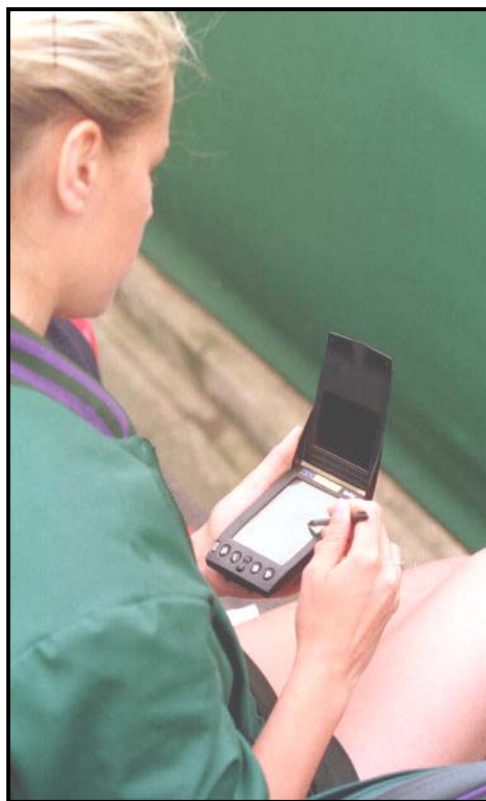
Data Entry system using IBM Thinkpads

Specialised keypads

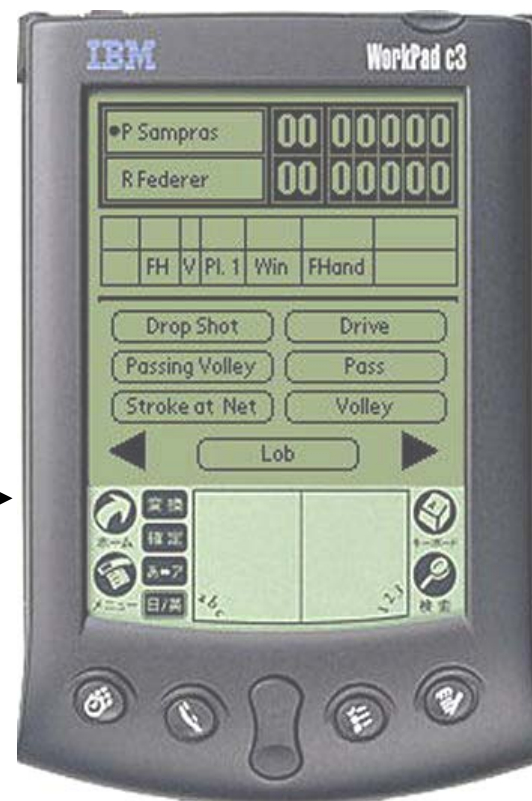


Data Entry

Off-line data entry on every non-Show Court

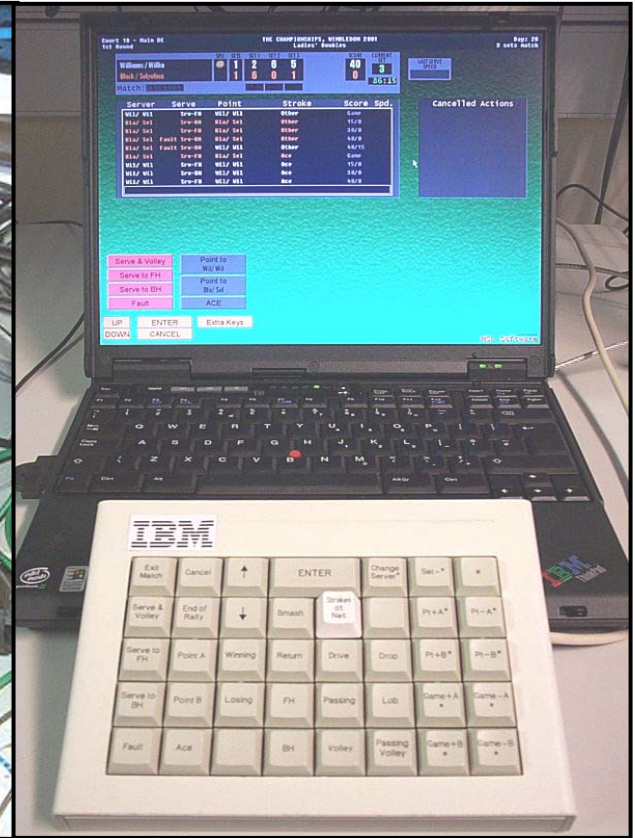


Data Entry system
using IBM Workpads



Data Entry

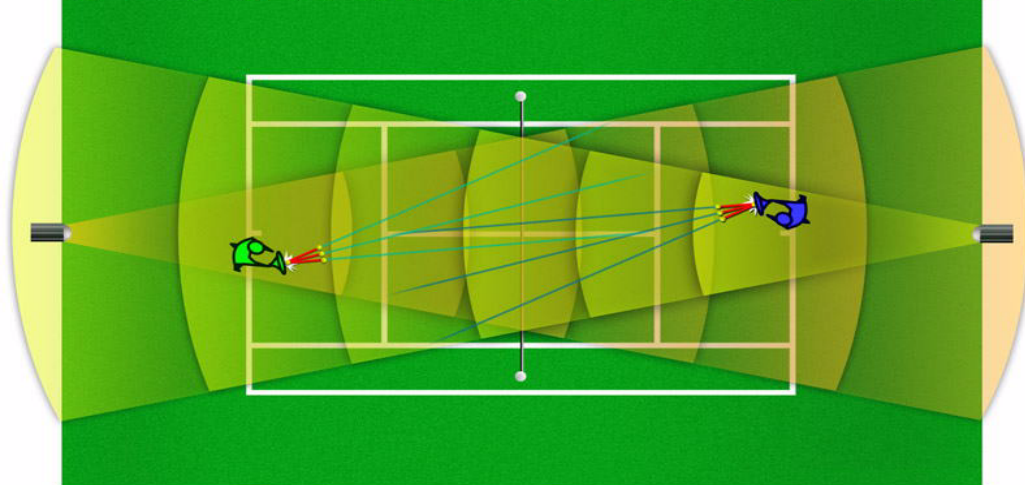
Backup data entry is provided in the IBM Operations Room



Radar Service

Speed of Serve technology

Radar Head Antenna Coverage Area



Radar head located at each end of the court



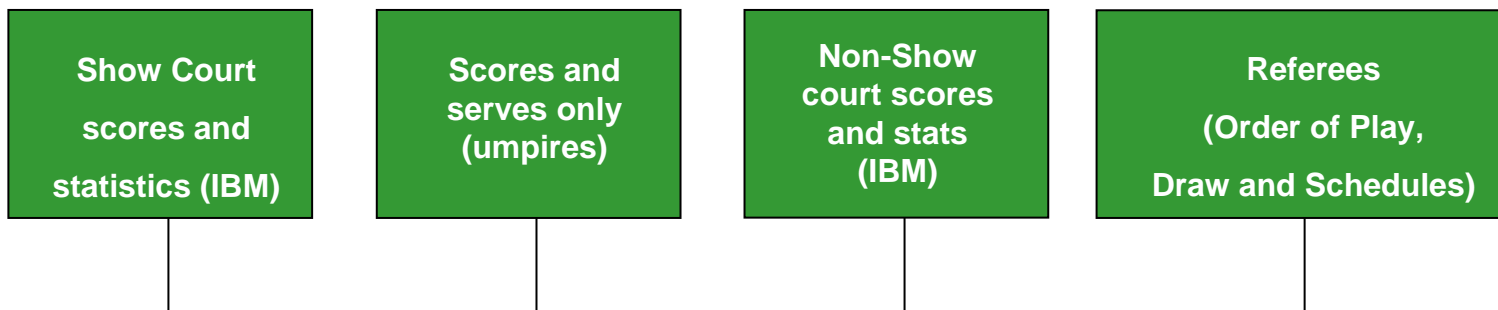
On court displays



TV Graphics



The Commentators Information Service



Commentators

- approx. 100 commentators
- instant display of
 - scores
 - statistics
 - serve speeds
 - order of play
 - draw & schedule
- co-ordinates graphics with TV producer

Prompter (statistics)

WIMBLEDON 2003 MATCH SUMMARY		
	HEWITT	NALBANDIAN
Aces	5	2
Double Faults	2	7
1st Serves In	52%	57%
1st Serve Pts Won	78%	53%
2nd Serve Pts Won	50%	32%
Net Points Won	16/24	12/17
Break Points Won	8/20	2/10
Unforced Errors	25	41
Total Winners	30	12

The Commentators Information Service

TV Statistics on the Commentators system



- TV Courts
- All Courts
- Today's Results
- Draw
- Schedule
- TV Stats
- Detail
- Match Record
- Set by Set
- Stats to Date
- Biographies



TV STATS - Gentlemen's Singles - 1st Round - Centre Court

P Sampras			F Clavet		
20	[A]	Aces	4		
5	[B]	Double Faults	4		
44	[C]	Unreturned Serves	27		
4 0 7	[D]	Direction of Aces	2 0 0	1 0 1	
28 0 20	[E]	Direction of Serves	8 0 41	10 0 36	
66%	[F]	1st Serves In	58%		
90% : 55%	[G]	Pts Won on Serve 1st : 2nd	79% : 57%		
118 mph:110 mph	[H]	Average MPH 1st : 2nd	107 mph: 91 mph		
129 mph:118 mph	[I]	Fastest MPH 1st : 2nd	118 mph:103 mph		
22%	[J]	Pts Lost on Serve	30%		
100% : 100%	[K]	Serve & Volley 1st : 2nd	15% : 3%		
33 : 23	[L]	Pts at the Net Won : Lost	16 : 12		
48 : 16	[M]	Winners : Unforced Errors	25 : 11		
6 : 7	[N]	Baseline Winners FH : BH	8 : 10		
14	[O]	Volley Winners	3		
7	[P]	Passing (+Lob) Winners	9		
3	[Q]	Return Winners	2		
58% : 92%	[R]	Returns In % 1st : 2nd	43% : 62%		
2 / 7	[S]	Break Pts Won / Played	0 / 0		
44 : 17 : 33	[T]	Pts Won: Serve, Baseline, Net	27 : 39 : 16		

	1h 46m	27'	39'	40'		
P Sampras		6	7 ₇	6		
F Clavet		4	6 ₅	4		

Last Serves mph km/h

The Commentators Information Service

Detailed TV Statistics on the Commentators system



- TV Courts
- All Courts
- Today's Results
- Draw
- Schedule
- TV Stats
- Detail
- Match Record
- Set by Set
- Stats to Date
- Biographies



DETAIL - Gentlemen's Singles - 1st Round - Centre Court

SERVICE		P Sampras		F Clavet		TACTICS		P Sampras		F Clavet			
Aces		20		4		Pts at Net	59%	33/56	57%	16/28			
Service Winners		5		4		Baseline Pts	33%	17/51	50%	39/78			
Double Faults		5		4		STROKES		Win	UIF	F	Win	UIF	F
Unreturned Serves		61%	44/86	28%	27/95	Return	3	0	23	2	0	24	
1st Serve In		66%	60/91	58%	57/99	Volley	13	0	8	1	0	1	
2nd Serve In		84%	26/31	90%	38/42	Smash	1	0	1	0	0	0	
All Srv Pts Won		78%	71/91	70%	69/99	Passing Volley	1	0	0	2	0	2	
1st Srv Pts won		90%	54/60	79%	45/57	Drive	1	9	5	6	6	2	
2nd Srv Pts Won		55%	17/31	57%	24/42	Drop	0	0	0	0	0	0	
Pts Won to FH		85%	29/34	78%	14/18	Stroke at Net	2	1	0	1	0	0	
Pts Won to BH		81%	42/52	71%	55/77	Passing	7	1	11	9	1	13	
Serve to BH		60%	52/86	81%	77/95	Lob	0	0	0	0	0	0	
RETURNS		P Sampras		F Clavet		Total Win : UIF : F		28	11	48	21	7	42
All Return In		72%	68/95	49%	42/86	Total FH Ground	4	5	10	8	5	14	
FH Return In		44%	8/18	41%	14/34	Total BH Ground	7	5	29	9	2	25	
BH Return In		78%	60/77	54%	28/52	POINTS		P Sampras		F Clavet			
1st Pts Won		21%	12/57	10%	6/60	Total Pts	53%	101/190	47%	89/190			
2nd Pts Won		37%	14/38	35%	9/26	Serve : Receive		71:30		69:20			
SPEED (mph)		Av	Max	Av	Max	Game Pts Won		16/23		14/19			
First Service		118	129	107	118	Break Pts Won		2/7		0/0			
Second Service		110	118	91	103	Mini Breaks		1/6		0/6			
		1h 46m		27'	39'	40'							
P Sampras				6	7	6	Last Serves		mph km/h				
F Clavet				4	6	4							

TV Graphics

- 6 'Show' courts + 1 'TV' Court
- 2 dedicated graphics feeds per court:
 - 'Burnt in' score
 - Point score
 - Bio's
 - Head-to-Head
 - Statistical graphics
 - Serve speed
 - Rally count
- Automated, cued IBM logo
- Graphic 'preview' – with auto-prompt
- Production 'mix' to BBC1, BBC2 and International Broadcasters
- IBM Thinkpad technology
- + 4 RF feeds, local site broadcast



Internet Site

www.wimbledon.org

Biographies

Articles

Interviews

Video & Still Images

Radio Wimbledon

Robotic Cameras

Text / Editorial

The screenshot shows the Wimbledon 2003 website interface. At the top, it says 'The Official Web Site WIMBLEDON 2003' with the Wimbledon logo and an IBM logo. Below this is a navigation menu with links for Home, Scores, Players, News & Photos, Audio/Video, Event Guide, Tickets, and Shop. A search bar is on the left. The main content area features a large image of a player kissing a trophy, with a headline 'Seeds Announced for Wimbledon' and a sub-headline 'Wimbledon champions Lleyton Hewitt and Serena Williams were nominated as top seeds for The Championships.' Below this are several news items under a 'Headlines' section, including 'Wimbledon Qualifying: Round-up Day 1', 'Security Announcement', and 'Wimbledon Qualifying: 16th - 19th June'. On the right side, there are sections for 'Pre-event Weather & Time' and 'Wimbledon Shop' with a cap image and an 'Order Now' button.

Show Court scores and statistics

Radar

Referee's Office

Qualifying Results

Merchandising

Order processing & fulfilment



Internet Site

www.wimbledon.org offers a wide range of features

- IBM Real-Time Scoreboard
- Scores / Results
- Order of Play
- PDA optimised
- Robotic Camera
- Radio Wimbledon
- Player Profiles
- Live Draw

- News / Features
- IBM Multimedia Console
- Panoramic Views
- Online Shop
- Player Interviews, Text / Video / Audio
- Online Members Club (e-bulletins)
- Cell Phone SMS for Results
- Wimbledon Plus subscription service



Internet Site

WIMBLEDON 2003

IBM. @ wimbledon.org is an IBM e-business

1	2	3	4	5	SETS	GAMES	POINTS
3					0	4	15
N. PIETRANGELI							
6					1	4	15
M. SEQUERRA (18)							

◀ COURT 1 ▶ QUAL. LADIES' SINGLES - 1ST ROUND

Hide additional features

Web Cam News Stats Shop Customise

News Interviews Today's Schedule Draws Completed Matches

- Juniors Entry Lists
- Order Wimbledon Programmes Online
- Open Casting for Wimbledon, The Film
- 2003 French Open Review
- 13,000 set out on The Road To Wimbledon

All News

Show all matches in progress

Real-Time Scoreboard on the Internet

Radio Wimbledon on the Multimedia Console

IBM Multimedia Console - Mi...

THE CHAMPIONSHIPS WIMBLEDON

RADIO WIMBLEDON

IBM. @ wimbledon.org is an IBM e-business

Ask Radio Wimbledon

Audio Vault

Match Commentary Channel

Full Programme

8:27 PM

Loading Stream

Daily from 8am - 10pm (BST) Problems hearing the audio

Internet Site

Wimbledon Plus subscription service



The Official Web Site
WIMBLEDON 2003
 Home Scores Players News & Photos Audio/Video Event Guide Tickets Shop

SEARCH
 Submit

LIVE SCORES
 IBM Real-Time Scoreboard
 Launch

Order of Play
 Draws
 Web Cams
 Radio Wimbledon
 Register for e-mail
 Wimbledon Plus
 Mobile Services

Audio/Video - Wimbledon Plus
Wimbledon Plus Video - Latest
 Wimbledon Plus is your pass to all the latest video coverage and selected live audio matches throughout the Fortnight.
 To view the latest video direct from the The Championships you must have the RealOne Player and Wimbledon Plus subscription service.
 For more information click here

23 JUNE - 6 JULY
 Pre-event
 Weather & Time
 Wimbledon Shop
 Order Now

LEGEND
 Free Video
 Subscription Video
 Subscription Audio

Latest Video
VIDEO HIGHLIGHTS
 More video clips

PLAYER MATCHVIEW
 Hewitt Press Conference
 S. Williams Press Conference
 More video clips

INTERVIEWS
 Go to interviews section

GOLDEN MOMENTS
 2000 - Sampras v Rafter
 1995 - Agassi v Becker
 1980 - Borg v McEnroe

Subscriber receives:

- Match highlights
- Player interviews
- Feature programmes
- Golden moments
- Radio with match commentary

Internet Site

PDA.wimbledon.org



News highlights

Scores

Order of Play

Draws

Biographies

Internet Site

The Wimbledon Shop

	<h3>THE WIMBLEDON SHOP</h3> <p><i>Official Wimbledon Merchandise</i></p>	Home Directory FAQ Security Privacy
	<p><i>The Collection</i></p> <ul style="list-style-type: none"> ACCESSORIES ADULT CAPS ADULT POLOS ADULT T-SHIRTS BAGS BOOKS VIDEOS & POSTERS CHILDREN'S CLOTHING GIFTS LADIES CLOTHING SALE ITEMS SPORTS TOPS TOWELS 	<p>Welcome to the Wimbledon Shop</p> <p>We have a great range of official merchandise on offer which is easy and, above all, safe to purchase through our online shop</p> <p>You can also place orders by fax or mail</p> <p>Don't know where to start? Browse our Shop Directory</p> <p>Designed for Netscape 4.0 and IE 4.0 and above. Java Script and cookies must be enabled</p> <p>We are pleased to accept VISA, MASTERCARD, SWITCH and DELTA for all your purchases</p> <p>For terms and conditions, click here</p> <p>Tel: 44-870-013-0102 Fax: 44-870-013-1082</p>

Nodes on Demand –The Nuts and Bolts

- Balances web servers with computational nodes doing protein folding controlled by LoadLeveller
- Autonomic re-tasking of serving infrastructure based upon web traffic
- Built with existing IBM technologies wherever possible

IBM Tivoli Monitoring (ITM)

Tivoli Events Console (TEC)

IBM HTTP Server

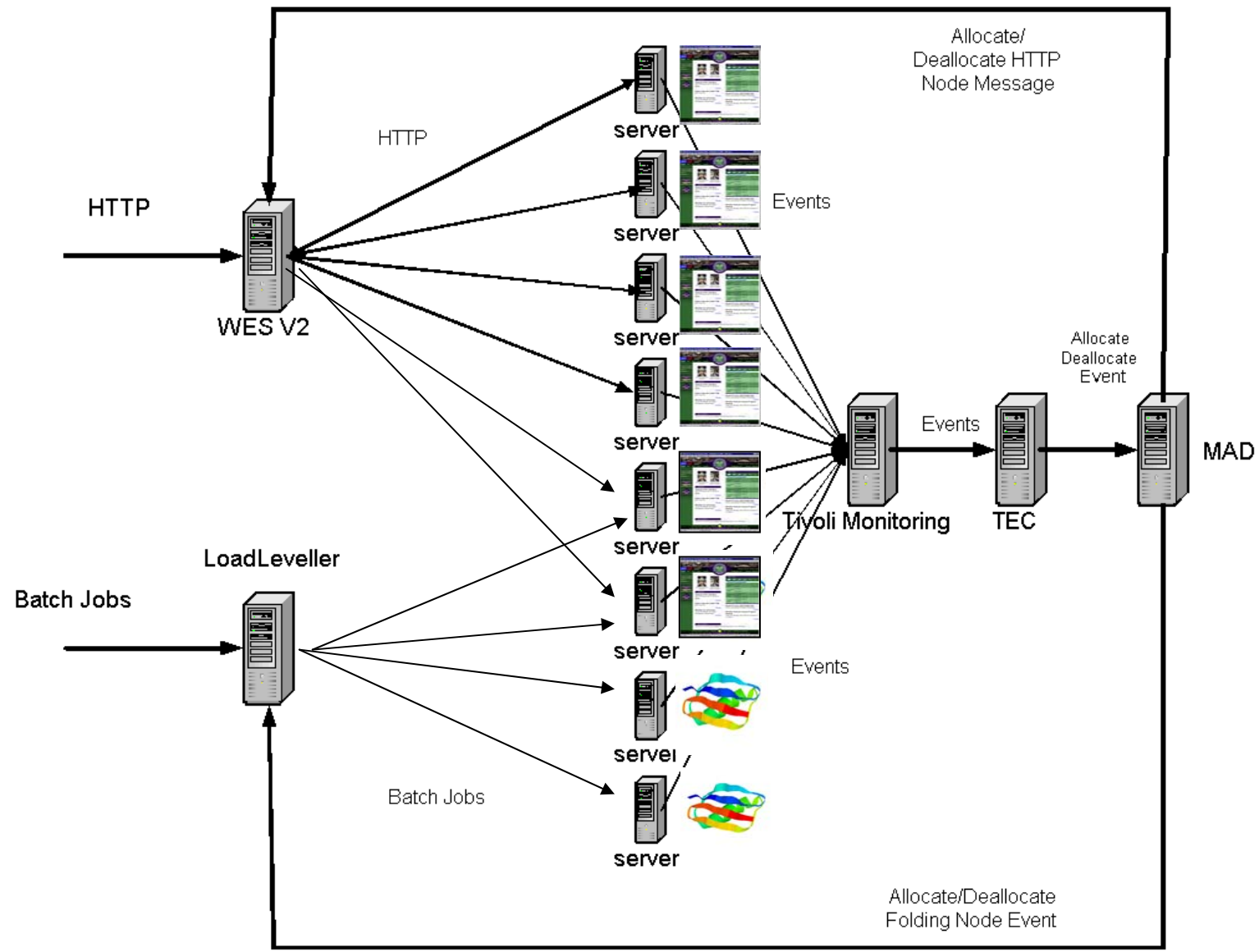
WebSphere Edge Server (Network Dispatcher)

DB2

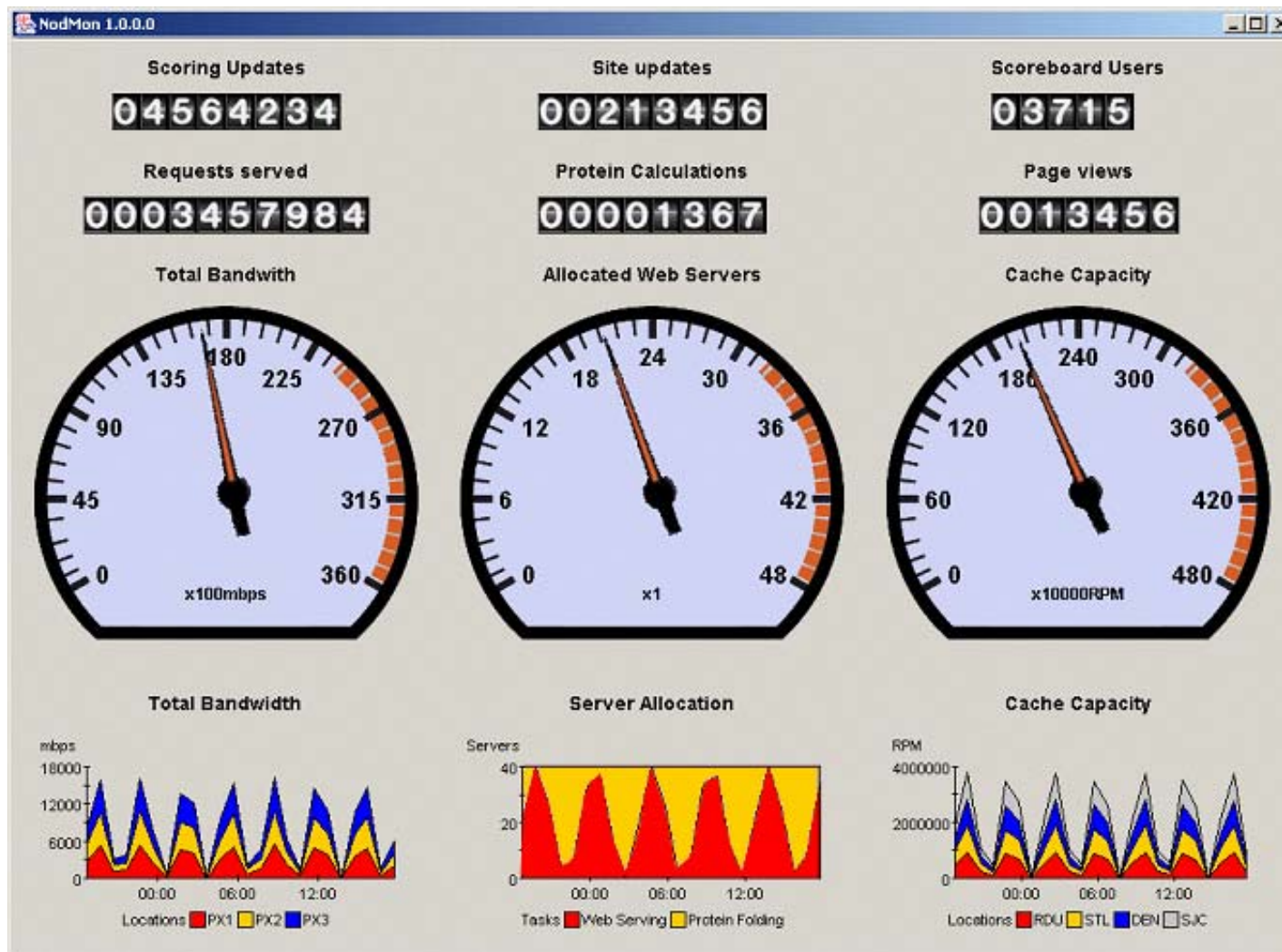
WebSphere MQ Event Broker

LoadLeveller

Nodes on Demand



Nodes on Demand Dashboard



Wimbledon Information System

Players, coaches, press and the public have access to the latest Wimbledon information via this system


Wimbledon Information System News

[Back](#)

News

Welcome

The Wimbledon Information System will keep you up to date with all the latest information for the Wimbledon Tennis Championships, including current scores, results, statistics, player biographies and progress through each round.


© AELTC

Review of the 2002 Championships - Ronald Abin
Wimbledon 2002 turned out to be a victorious occasion for the favourites, with the top seed and world number one, Lleyton Hewitt, capturing the Men's Championship and Serena Williams ascending to world
[full story](#)

Hewitt Cruises to take Men's Crown - Barry Newcombe
Lleyton Hewitt, the 21-year-old Australian, claimed the Wimbledon title in straight sets on the Centre Court this afternoon with victory over the surprise finalist, 20-year-old David Nalbandian of Argentina, 6-1, 6-3, 6-
[full story](#)

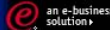
Serena Deposes Venus to Take Title - Mike Donovan
Another chapter in one of sport's great stories was written today when Serena Williams defeated her sister Venus 7-6, 6-3 in 78 minutes to become Wimbledon Ladies' Champion.
[full story](#)

Bjorkman/Woodbridge's Doubles Joy - Nigel Powell
Australia's Todd Woodbridge and Sweden's Jonas Bjorkman, the number five seeds, won the Men's Doubles title with a victory over Mark Knowles and Daniel Nestor, the number two seeds, by three sets to
[full story](#)

Sisters Show No Mercy in Doubles - Barry Newcombe
Singles Champion Serena Williams and sister Venus kept their grip on Wimbledon 2002 by capturing the Ladies' Doubles title at The Championships for the second time in three years.
[full story](#)

Likhovtseva/Bhupathi Win Mixed Title - Fiona Roberts
Having defeated the number two seeds Kimberly Po-Messerli and Donald Johnson earlier in the day, Elena Likhovtseva and Mahesh Bhupathi, the number three seeds, returned to court to defeat the reigning
[full story](#)

WELCOME to... The Wimbledon Information System!

IBM 

Current Scores (point by point)

Match Results

Order of Play

Live Draw

Player Biographies

Head to head history

Video clips

Historical database

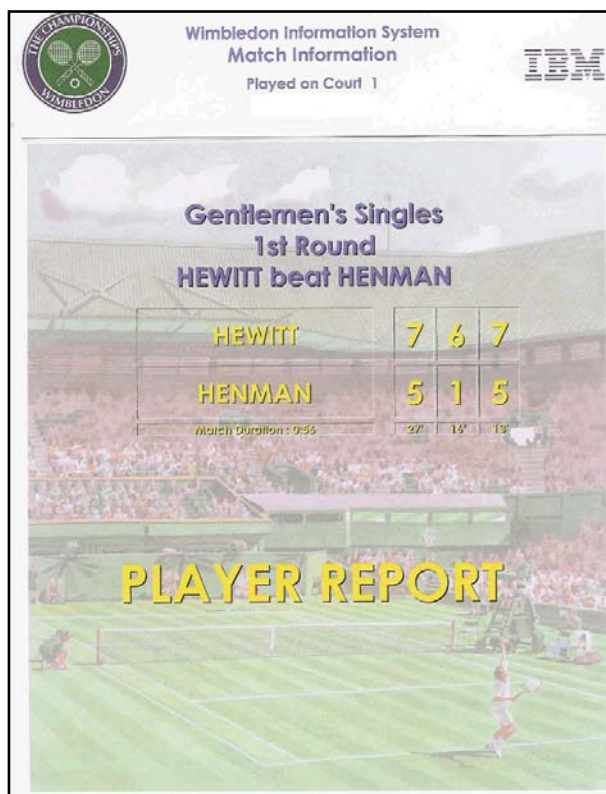
News items

Grounds Map

Wimbledon Information System

WIS Player Report and Video

WIS statistics are the basis of the Player report and video that are given to all Show Court players giving a breakdown of their match.



Wimbledon Information System
Match Information
Played on Court 1

THE CHAMPIONSHIPS
WIMBLEDON

IBM

Gentlemen's Singles
1st Round
HEWITT beat HENMAN

HEWITT	7	6	7
HENMAN	5	1	5

Match Duration: 0:56

27 14 13

PLAYER REPORT

Match Analysis of :

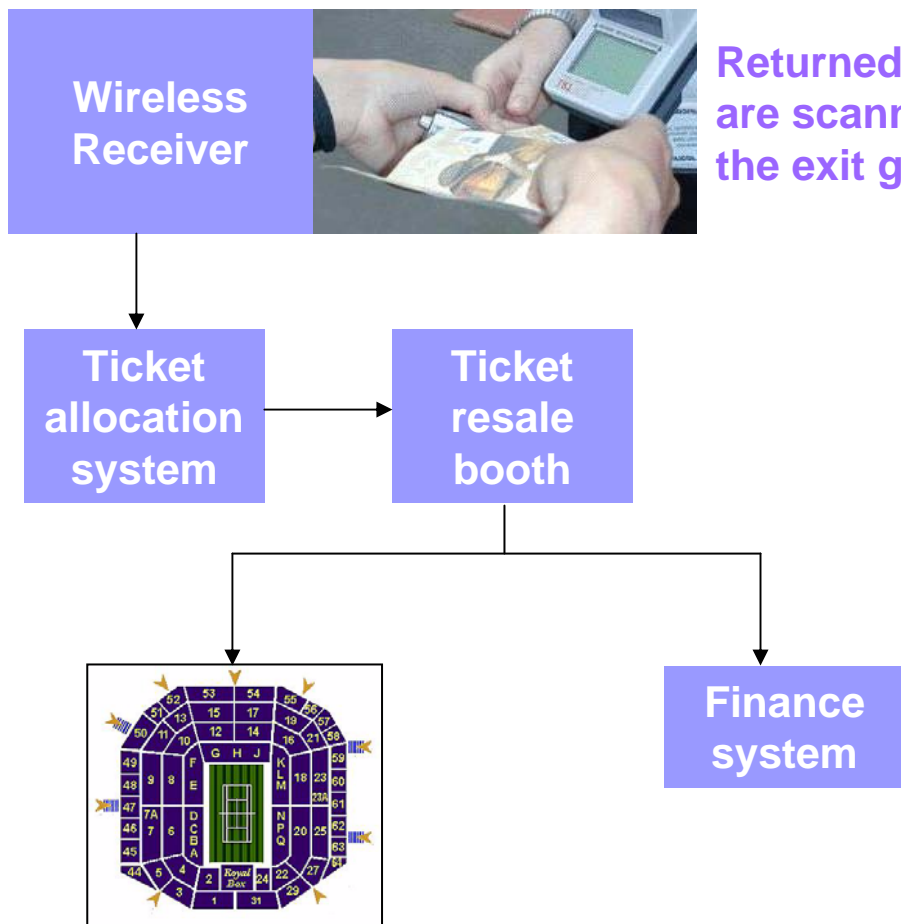
- Serving
- Receiving
- Net Play
- Rally
- Returns
- Tactical

IBM Press Desk

750 press onsite supported by the press desk for their information needs



Ticket Resale



Business benefits

- More fans get to see live ticket-only matches even if unsuccessful in ballot applications
- Queue moving in real-time as other spectators leave the ground
- Show Court seats are maintained at higher occupancy (critical image factor)
- Receipts go to AELTC nominated charities

In-Ground Information Displays

Data collected courtside is displayed around the grounds



Match Information Display (MID)

Electronic Live Match Action (ELMA)

The IBM Kiosk

IBM uses the Kiosk and hospitality areas as a means to promote and showcase IBM. This kiosk is open to the public and demonstrates the technology that is provided as part of the Wimbledon experience.



New for 2003 – Wireless Initiatives

- Implementation based upon 802.11b wireless protocol standard
- Several pilots in plan covering a wide range of business processes and applications
 - photoflash upload
 - press hotspots
 - wireless PDAs
- Year of understanding, measuring, and assessing for longer term wireless strategy
- Widespread interest and enthusiasm in all aspects

New for 2003 - Hawk-Eye

- High speed camera technology to track the flight of the ball
- Used to show a specific point – or aggregate a number of points – e.g. dots where serves landed for a player
- Integrated with IBM Datafeed for enhancing statistics
 - Aces
 - Winning shots
- Use of the IBM Logo

Summary

- High profile event
 - 1.8 billion TV viewers
 - 4 million unique users on the web
- High performance & availability requirements
 - TV Graphics
 - Web site
- Complex environment
 - Physical and technical
 - Management and sponsorship
- Go live date fixed!!