



Telecommunications in Large-scale Events

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Agenda



- TeliaSonera
- TeliaSonera Finland
- Telecom project and offering in events
- Event office –concept
- Special features of telecom projects in events

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This is TeliaSonera

The Nordic and Baltic telecommunications leader

- Reliable, innovative and easy-to-use services for transferring and packaging voice, images, data, information, transactions and entertainment
- Strong positions within mobile communications in Turkey, Russia and Eurasia
- Wholesale international carrier services in Europe and across the Atlantic

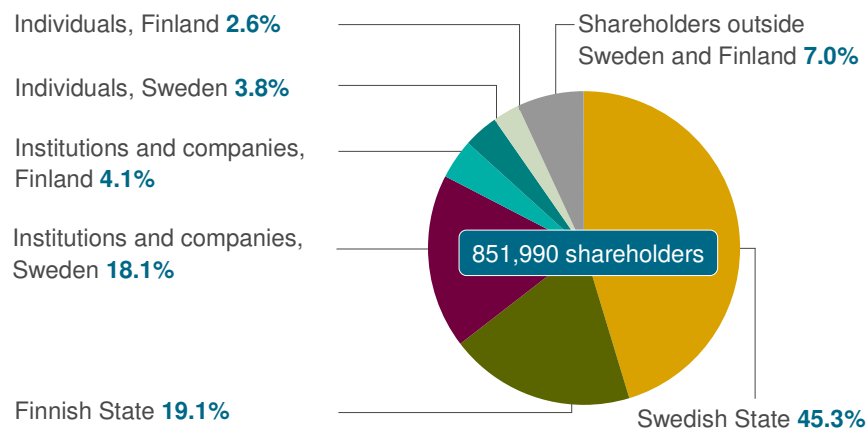


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Ownership structure, June 30, 2004



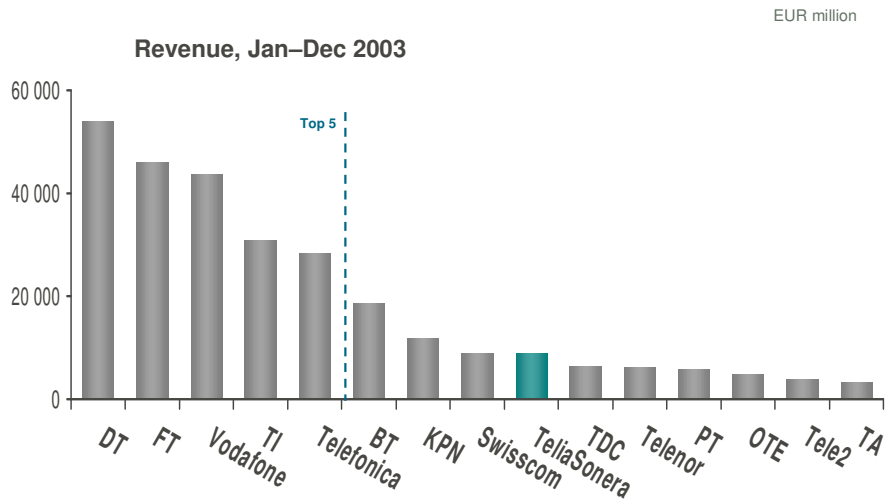
Listed on the Stockholm Exchange and the Helsinki Exchange

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TeliaSonera

Well-positioned in the European telecom market



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TeliaSonera group strategy

Focus will be on best serving customers in core business and creating value for shareholders through stronger profits and cash flow

A passion for customers and profits

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TeliaSonera

Strong home market leadership – Mobile

- Market leader in Sweden, Finland and Baltic countries
- Challenger in Norway and Denmark
- Strengthened position in Nordic home market through acquisition of Orange
 - From #4 to strong #3 in Denmark



1) Non-controlling interest.

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Strong home market leadership – Fixed

- Largest fixed voice and data provider in the Nordic region
 - Leading positions in Sweden and Finland
 - Significant position in Denmark
- Largest operator in the Baltic region
 - Consolidated fixed line operations in Lithuania
 - Minority interest in fixed line operation in Latvia and Estonia



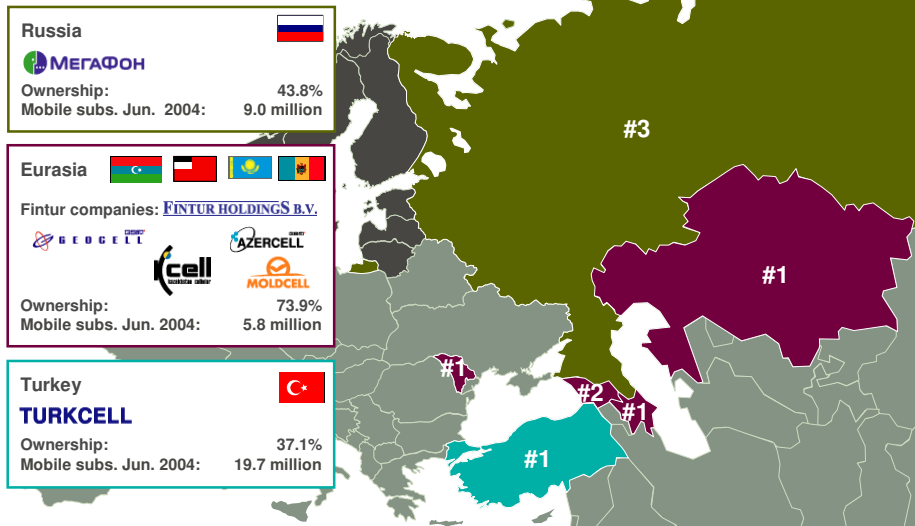
1) TeliaSonera is the second largest provider of Internet broadband services in Denmark and the second largest owner of infrastructure services in Denmark and the second largest owner of infrastructure services in Finland
 2) TeliaSonera is one of the leading providers of domestic local, long distance and international voice services in Finland
 3) Non-controlling interest

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The markets of TeliaSonera International



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TeliaSonera

In Finland we operate under Sonera brand



- **TeliaSonera Finland is part of the TeliaSonera Group, which started conducting business on January 1, 2003**
 - We work for TeliaSonera Finland
- **We serve consumers, business and operator customers in Finland**
 - The services continue to be Sonera services
- **Our focus is customer-orientation and profitable growth**

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sonera

Finland's leading telecom company



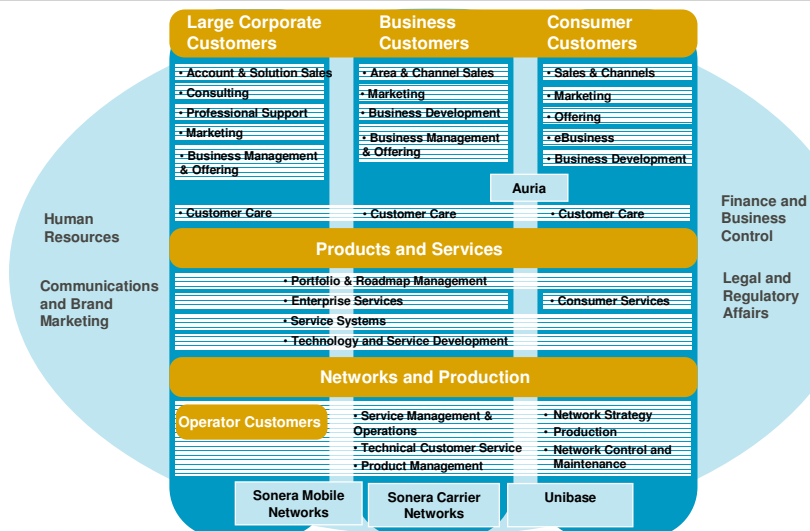
- Market leader in mobile communications in Finland
 - 2.27 million mobile subscriptions, June 2004
 - 560,000 GPRS subscriptions, June 2004
- The biggest and the most international provider of operator services in Finland
- Forerunner as a provider of domestic voice services and international telecommunications solutions
- Actively involved in developing the converging telecommunications and IT market
- Consumer and business broadband customers 189,000, June 2004
- 779,000 fixed subscriptions (incl. Auria), June 2004

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TeliaSonera Finland's structure



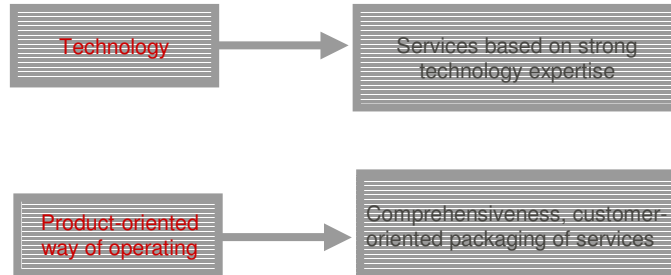
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Customer benefit as the basis of operation structure

The TeliaSonera Finland organization has been built to support customer-oriented operations



“Our services must be easy to understand, easy to buy and easy to use”

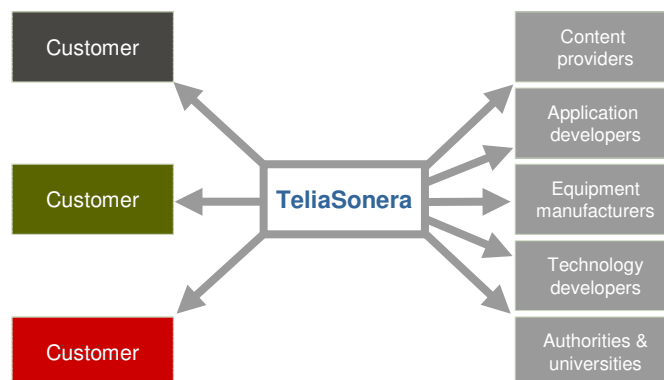
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Customers steer the development of our services

By piloting together with our customers and partners, we provide new services to meet the customers needs



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VIDEO

Sonera in Events

- CSCE, 1975
- ...
- European Championships in Athletics 1994, Helsinki
- World Championships in Ice Hockey 1997, Helsinki, Turku, Tampere
- Finnish Presidency of EU 1999, 100 meetings in Finland
- World Championships in Figure Skating 1999, Helsinki
- World Championships in Skiing 2001, Lahti
- World Championships in Ice Hockey 2003, Helsinki, Turku, Tampere
- World Championships in Athletics 2005, Helsinki
- WRC Neste Rally Finland, every year in Jyväskylä

Event Partnership – two dimensions



- Cooperation between operator and event partner consists of two entities:
 1. marketing cooperation (sponsorship)
 2. technical cooperation (telecom solution for the event)
- Because of the nature of big events in Finland (government or city is involved), a competitive bidding is arranged.
- Two contracts, sponsoring and technical, are linked to each other.

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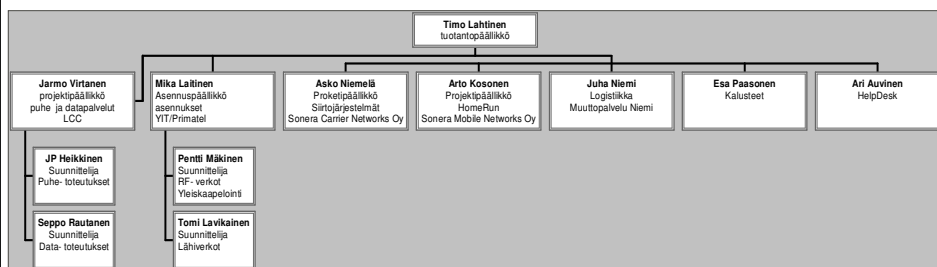
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Technical project in Sonera



- Starts 1-3 years before event.
- Project organization is set up apr. 18 months before the event.
- Members from each technical function and a key account manager for sales.
- Time consumed / person increases towards the end of the project.



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Target groups to serve



- Local organizing committee (LOC)
- Authorities (city, police, firedep.,....)
- Media
 - broadcasters (tv & radio)
 - press
- Teams
 - team organizations
 - athletes
- Other cooperation partners
- Audience / consumers

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Areas to cover



- LOC offices
- Main press centre (MPC)
- Commentator boxes
- TV-compound area
- Hospitality areas
- Athletes Village

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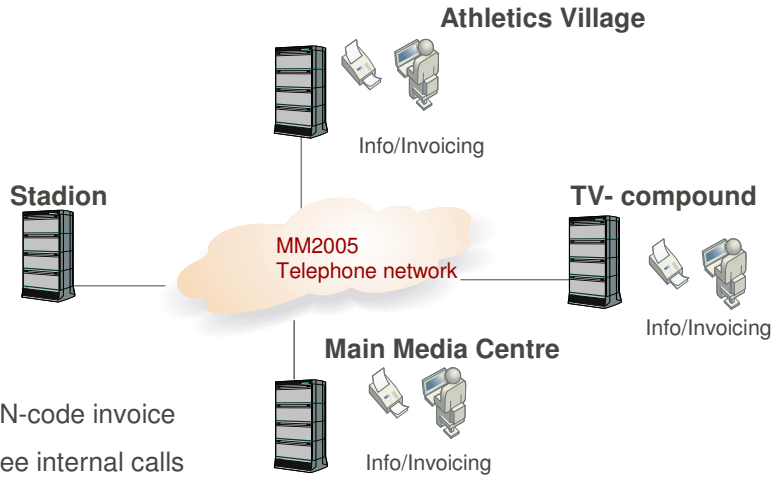


Network solutions



- Dedicated network solutions for different purposes
 - Result data
 - Internet access
 - Telephone/fax
 - LAN
- Well designed, centralized networks offer better monitoring and maintenance.
 - For example, in Paris 2003, there were 3.500 individual broad band internet connections...

Network solution - voice

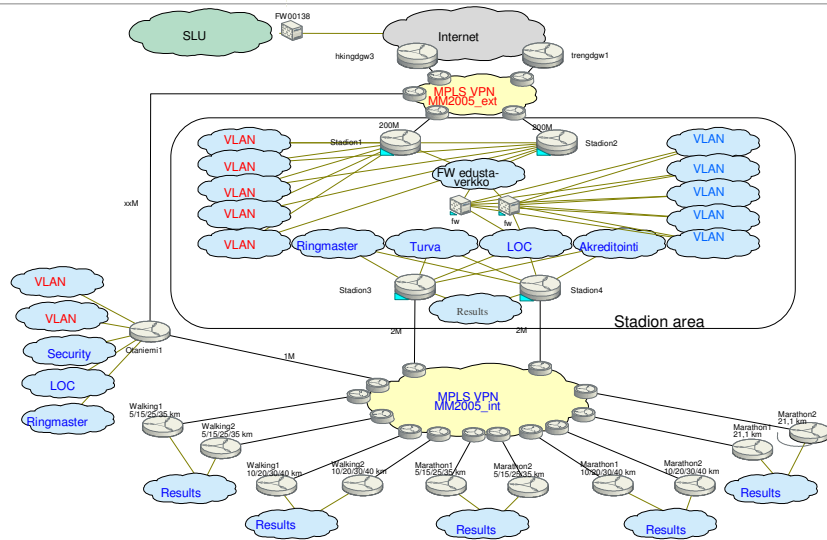


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Network solution - data



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Commentary positions



- CATV
 - Main feed
 - Information channels
- CIS
(Commentator Information System)
- ISDN
(International circuits)
- Internet access



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Main Media Centre (MPC) and press rooms



- Wireless LAN
- Internet Access
- PIN-code (telephone)
- ISDN



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HomeRun - service



- HomeRun service enables you to have a wireless connection to the Internet

- HomeRun 24h

- HomeRun all event

- MPC, athletes village, hotels, airports



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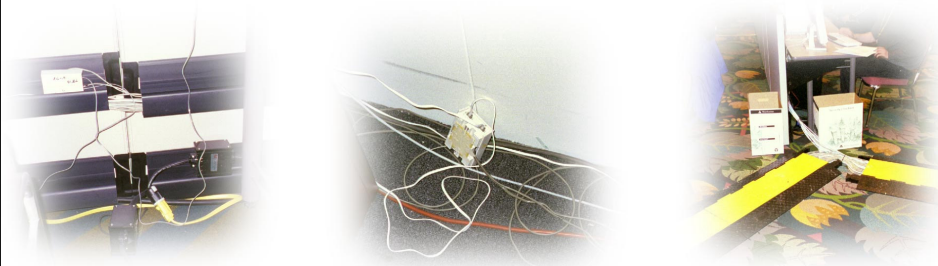
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Building temporary networks



- Key challenge in large-scale events is to create modular and easy-to-build solutions.
- Even if you have time to plan, you don't have enough time to build. Or the cost of building is too big compared the time the client uses the network.
- Below: Winter Olympic Games 2002, Salt Lake City, MPC



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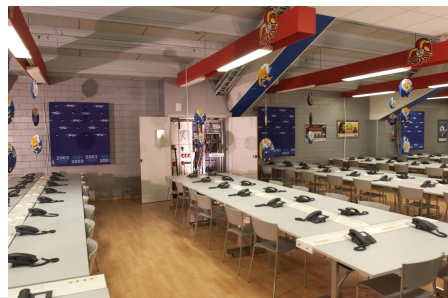
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Building temporary networks



- Sonera with its partners has solved the problem by creating modules that provide electricity, phone lines and datalines all in the same "box".
- Below: MPC in Ice Hockey World Championships 2003, Helsinki



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Building temporary networks

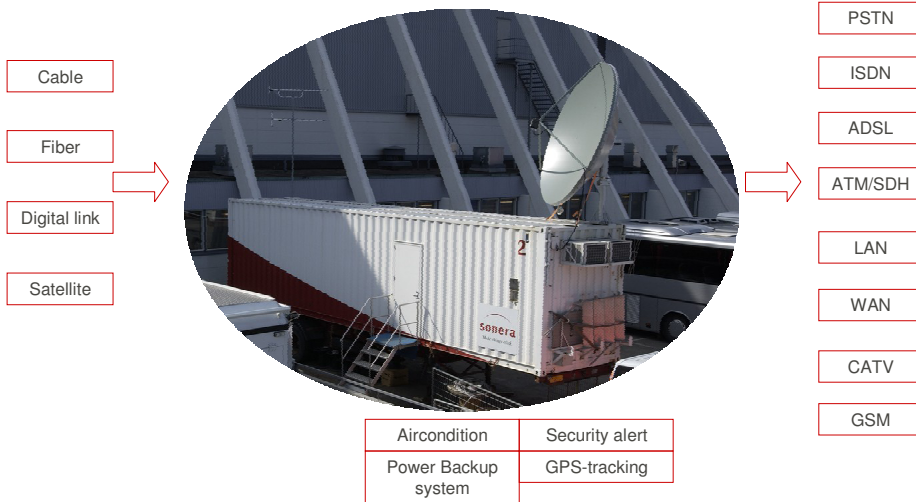


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Communication container



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Checklist for event organizer



REQUIREMENT DEFINITION

Expectations, demands and time tables of companies

BUDGET EVALUATION

€/event - €/space/function

SPACE EVALUATION

m²/event – m²/person – m²/other spaces

SPACE DEMANDS FOR DIFFERENT FUNCTIONS

location, IT, catering, hospitality, modularity
i.e. demands

PLANNING SERVICE

Spaceplanning

functionality, location, modularity

Furniture design

Functional furniture for pressrooms, media center, VIP-lounges, catering etc.

Desing management

materials, textiles, plants & flowers, lighting, AV

Logisticsplanning

TIME TABLE

Fitting every company's time tables together

Logistics coordination

DELIVERY / ASSEMBLY / ALTERATIONS

right timing of products delivery and assembly

FOLLOW-UP

fast reaction for changes

well managed project close down

CUSTOMER SPECIFIC DATABANK

projects / solutions / solutions

3D – pictures / plans / e-processes

orders made during event

CONTINUOUS IMPROVEMENT

R&D and customer driven service process development

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Event Office Service



Event Office Service

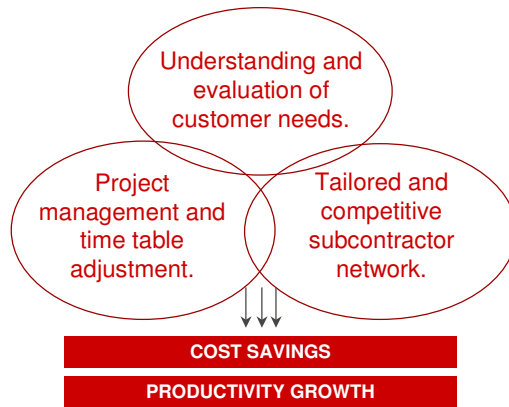


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Professional Event Office Service

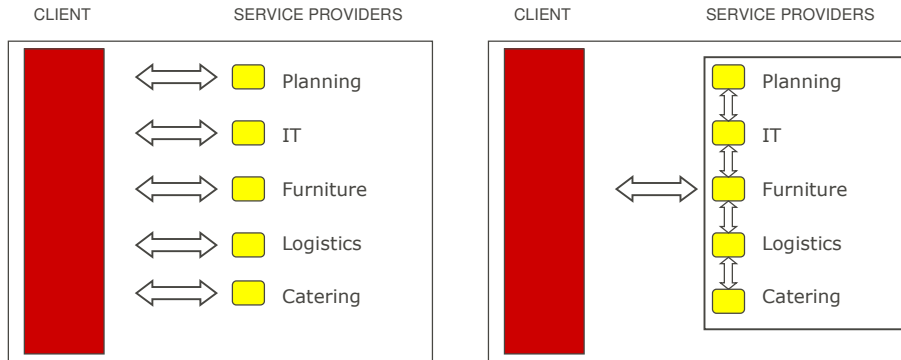


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Modular service concept



**TAILORMADE OPERATING PROCESS
AND SUBCONTRACTOR NETWORK
THROUGH ONE CONTACT POINT.**

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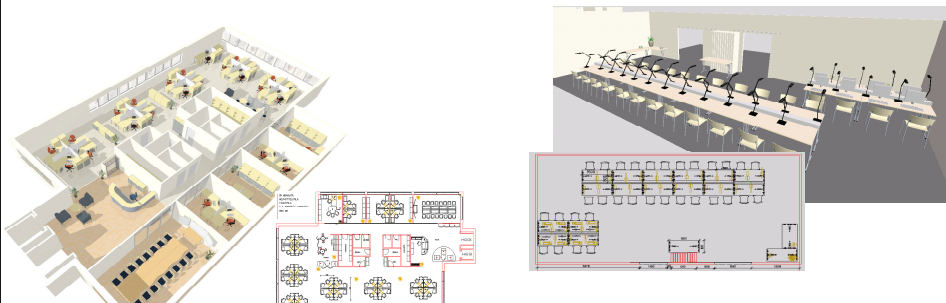
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Planning



- Design management
- Plans for effective use of space, technology, furniture and logistics.
- Space, furniture, technical solutions and logistics form an entity.
- 3D-documentation



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Special features of telecom projects in events



- Time span – lots of time for planning, very little time for implementing.
- Temporary set up puts the emphasis on modularity, concept design and fast implementation.
- Pricing is difficult – bidding process is long before the event.
 - market prices in telecom sector change fast
 - the demand for different products is very difficult to forecast
- When planning networks, you must reserve lots of capacity for back-up.
- In international events, many technologies are used (formats, plugs, electricity etc.).
- 24/7 customer service and fast reaction for new demands.

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Conclusion



ORGANIZING A BIG EVENT
IS LIKE BUILDING UP
A BIG COMPANY WITH
THOUSANDS OF EMPLOYEES
IN TWO YEARS.

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VIDEO

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