

Olympic Data Feed – The key of message delivery in the Olympic Games

Authors: Tsu-Lin Yeh, Hsia-Hung Ou

Institution: Graduate Institute of International Sport Affairs, National Taiwan Sport University, Taiwan

E-mail: hhou@ntsu.edu.tw

Aim of abstract / paper

The high development of the Internet has made contribution towards the Olympic Games message delivery, and the "Olympic Data Feed (ODF)" (International Olympic Committee, 2016) is the key technique. The purpose of this study is to explore the schema of ODF, via the method of content analysis about related ODF documents.

Theoreticla background or literature review

With the implementation of new Information Technology (IT) or Information System (IS), which makes the sport events organizing more wisely and provides more diverse services, including Olympic Games. Base on the function requirements of the Games, various system modules (e.g. accreditation, volunteer/work force management, game result information, etc.) were developed, and these ISs are essential for enhancing the management efficiency and participant experiences of the games.

Many evidences indicate that the social media & website play an important role for people engage the Games, and the main reason for the social media & website become popular is because the global integration of Internet. Through the high connect of the Internet around the world, the technique of message delivery of the Games becomes vital for the organization committee to make the Games success.

Methodology, research design and data analysis

Content analysis in this study is used to understand ODF related documents. The data was collected from online database (e.g. summon, SFX, EBSCO), Google Scholar, and the International Olympic Committee official websites. Keywords mainly used for searching are: information system, information delivery, sport event management, sport event media, sport social media, sport event broadcasting, Olympic data feed, Olympic Games, Olympic Games information system, ATOS, etc. We focus on the London 2012 Olympic Games ODF specification for example, and Maher (2013) case to introduce ODF grammar.

Results, discussion and imlications/conclusions

Results found that the strategic of ODF is base on the universal structure – XML (Abiteboul, Buneman, & Suciu, 2000; Curbera et al., 2002; Vianu, 2003; Walsh, 1998), with the requirement of data exchange in the Olympic Games. The data format in ODF is clearly defined and flexible to change (e.g. different language, different sports), which is enhancing strength for Olympic Games message deliver in various application programs worldwide. In the future, researches ae suggested to development local Sport events data feed by the model of ODF. With the aim of increasing the efficiency to sports information delivery, it is possible to create more high quality sport events.

References

- Abiteboul, S., Buneman, P., & Suciu, D. (2000). Data on the Web: from relations to semistructured data and XML: Morgan Kaufmann.
- Curbera, F., Duftler, M., Khalaf, R., Nagy, W., Mukhi, N., & Weerawarana, S. (2002). Unraveling the Web services web: an introduction to SOAP, WSDL, and UDDI. *IEEE Internet computing*, 6(2), 86.
- International Olympic Committee. (2016). Olympic Data Feed-Home. Retrieved Feb. 9th, 2016, from <http://odf.olympictech.org/project.htm>
- Vianu, V. (2003). XML: From Practice to Theory. Paper presented at the SBBD.
- Walsh, N. (1998). A technical introduction to XML. Available on the World Wide Web (accessed Oct 18, 2000): [www.isgmlug.org\(4\), 2-49](http://www.isgmlug.org(4), 2-49).