

# Report on the Work of Sports Information in Asia 2003 – 2004

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### 1. China Interactive Sports

Great change has happened in the fields of sports information in China in the past year as the digital Interactive sports platform was built. With the support of All-China Sports Federation and the Chinese Olympic Committee, and cooperated and invested by the CITIC Pacific Ltd, China Interactive Sports (CIS) has opened up a new field for digital sports industry in China by integrating sports and other related resources.

The CIS has launched three major sports websites: the official website of the Chinese Olympic Committee, the official website of the All-China Sports Federation and the China Interactive Sports website.

[www.olympic.cn](http://www.olympic.cn)

available in both Chinese and English, it serves as a platform for spreading the Olympic Ideal as well as a window on China sports and exchanges with the global Olympic Movement.

[www.sport.org.cn](http://www.sport.org.cn)

A portal site for the 65 national sports associations under the All-China Sports Federation (ACSF), the ACSF website specializes in the provision of the most authoritative and reliable information on China sports. The site will also provide related services, particularly in the field of sports marketing.

[www.sports.cn](http://www.sports.cn)

The first "sportive life" website dedicated to sports — sports not only as athletic activities, but also as entertainment and lifestyles. Besides rich and up-to-the-hour sports news, it covers also a large variety of related topics:

"Sportainment": anecdotes and gossips from the world of sports, interviews of and columns by celebrities on sports, etc.

Active Life: Info and tips on fitness and beauty, sporting adventures, the latest fads in action/extreme sports, etc.

Esports: A content-rich and community-building channel dedicated to online games, with a focus on the China Esports games (CEG) league which has opened on April 17, 2004, under the auspices of the China General Administration of Sport.

Multimedia Centre: Exclusive webcasting of current national soccer and basketball league matches and interviews of famous Chinese athletes, plus a rich archive of documentaries of sports events, training courses, etc.

Sports Lottery Centre: Results, prized games, comments and recommendations by experts, services such as collective betting, bet filtering, etc.

Ecommerce Centre: Online shopping mall, online exhibitions, etc. With focus on sportive goods, it will eventually expand to include products for an "active life".

## **2. Preparation for the 2005 World Congress**

According to the set schedule at Barcelona Meeting, the second announcement of the Congress has already been published and delivered, and 800 copies of which are available at this Meeting with others being sent world-widely soon after this meeting.

The website of the Congress ( [www.iasicongress2005.org](http://www.iasicongress2005.org)) has been opened, which includes columns of news, theme and sessions, call for papers, and registration etc..

The local leading group of the Preparatory Committee was established.

The main venue of the Congress will be in the newly built conference center in BSU. The central conference hall contains 600 seats. Plenary sessions will be held in sub conference halls with 300 seats each in the Student Cultural Center. All these conference halls are equipped with electronic information system and multimedia facilities to meet the needs of the Congress.

## **3. Inter-countries Exchanges**

Some Asian countries sports science and information delegations have visited China Sports Information Center in the year 2003, including guests from the DPR Korea and Kuwait. Topics were focused on the experiences of setting up sports information network, on-line sports information retrieval, service of sports information to coaches and athletes preparing for major competitive sports games, and management of sports information centers in Asian Countries.