

New BUSA site ready for 2004/5 sporting season

Submitted by: Kam Mistry

Tuesday, 12 October 2004

Nemisys Enterprises (www.nemisys.uk.com) and FixturesLive (www.fixtureslive.co.uk) have completed a major revamp of the British Universities Sports Association (BUSA) website (www.busa.org.uk) in just 6 weeks. The site has now gone live in time for the 2004/5 sporting calendar. BUSA has the largest sporting programme in Europe, drawing on 1.2 million students. Championships are organised in 46 different sports with participants from all parts of Great Britain and Northern Ireland.

Mark Brian, Head of Sports Programming for BUSA, said:

“Our sporting programme is one of the most complex in the world. Most sports bodies cater for one sport whereas we are responsible for all university sports - from archery to windsurfing. The FixturesLive system gives us the flexibility to manage our league fixtures whilst the Nemisys Content Management system enables us to update individual Championships and international fixtures with ease.”

The new site brings BUSA's website and fixtures calendar under one roof. The association's London-based staff and its members - who work in 148 different university offices across the UK – can add sporting results and fixtures information directly into the BUSA system. Students can view sports programmes and venue information for the entire year ahead.

FixturesLive, specialists in providing real-time sporting information to the amateur sports sector, recently teamed up with web specialists Nemisys in order to offer a completely interactive content management and fixtures service for clients. Since then, FixturesLive has continued to grow, with over 100,000 active sporting fixtures and 10,000 sporting teams in its system.

Future expansion was another factor in the decision to choose the Nemisys and FixturesLive partnership.

Brian added:

“The new system is PC-based. The most important functionality we needed was the ability to allow our nationwide members to add information directly into the system. Further down the line the software has the capability to introduce new features such as automated tables of top scorers, and both to accept results and deliver league tables by SMS.”

The university sporting calendar starts this week, on 13th October.

Notes for editors:

Nemisys Enterprises (www.nemisys.uk.com) is a new media and marketing consultancy which specialises in large internet projects. The company has a varied client base comprising charities, government departments and commercial organisations. Clients include the Mental Health Foundation, England Hockey, British Paralympic Association, Winston's Wish, Dame Stephanie Shirley, Hewlett-Packard, Department for Environment Food and Rural Affairs, , Bedfordshire County Council, Connexions and the National Evaluation of the Children's Fund.

For press enquiries contact:

John Duffy, Tel: 01189 122 226, Fax: 07005 942514 Email: john@nemisys.uk.com

Ends