

# Sale of television broadcasting rights for the Olympic Games

*We shall publish a more detailed study in our next number.*

Wishing to clarify the question of the sale of television broadcasting rights of the Olympic Games, the IOC points out that:

1. The Organising Committee of the Games is responsible for negotiating these rights. However, any agreement or contract must be submitted to the IOC for approval.
2. These rights concern only broadcasting and ownership of filmed material. The equipment and technical facilities offered are the same for all purchasers—whatever amount for which these rights have been acquired—in accordance with the IOC Rules stipulating that the Organising City should provide all the necessary sports and technical facilities.
3. Differences in structure, organisation and resources of television companies in America, Europe and the rest of the world, mean that the sum asked of a given country cannot be prejudged on the basis of a contract existing for another country. As U.S. companies are private corporations, their purchasing of rights is governed by the law of



supply and demand and it should not be concluded that the same system is applicable to each case, such as to European companies which are usually national ones.

As the propagation of the Olympic ideal throughout the world is its prime task, the IOC will endeavour to remove any obstacles to this ideal which may arise in any part of the world.