

### **TELEVISION RIGHTS : NEW CONTRACTS SIGNED**

**T**he television network NHK has signed a 52 million \$US contract for the exclusive rights to broadcast images of the Olympic Games in Seoul on Japanese territory. NHK, which represents a consortium of five Japanese networks, paid 18.5 million dollars in 1984 to broadcast the Games in Los Angeles. This considerable increase is due a large extent to Japanese interest in the Games which will be taking place in their immediate neighbourhood and in the same time zone. The European Broadcasting Union (EBU), which represents the main television networks broadcasting in Western Europe, has also signed an agreement with the IOC and the two Organising Committees for the 1988 Games. As regards



*The President of the IOC and Mr. Albert Scharf, President of UER, with Messrs. Pound, King and Pratt (going from left to right).*

the Winter Games, the amount of the contract, concluded one year to the day before they begin, is 5.7 million dollars. The contract which continues the long-standing relations between the EBU and the Olympic Movement, signed by the IOC President and by Messrs. Frank King, Chairman and Chief Executive Officer of OCO'88, and Albert Scharf, President of the EBU.

The EBU has also signed on 18th March a similar contract with the SLOOC. The cost of the rights was fixed at 28 million \$US and the agreement provides for 300 m<sup>2</sup> of office and studio space at the various venues of the Games to be made available to European television networks.

