

MEDIA SOLD ON SEOUL

After the Winter Games in Calgary, praised by broadcasters as perfect for television, Mr. Un-Yong Kim, IOC Member in Korea, reports that the spotlight is already focused on Seoul. The Games look certain to be a spectacular television event, with overwhelming interest by TV networks all over the world and American advertisers clamouring to snap up advertising air-time and be part of NBC's Olympic action.

Television broadcast rights agreements negotiated by the Seoul Olympic Organizing Committee are expected to total \$403,2 million once a number of agreements now in the final stages of negotiation are signed.

Among the latest agreements signed was that with the Organisation Internationale de Radiodiffusion et Television (OIRT) which groups 16 Socialist countries including European nations and North Korea. The \$3 million agreement was signed in Prague on January 24 with SLOOC Vice-President Dr. Un-Yong Kim signing on behalf of Seoul.

The biggest agreement is with NBC which is paying a basic \$302 million for the rights to the Games — \$77 million more than ABC paid to televise the Los Angeles Olympics in 1984.



The SLOOC deal with NBC provides for an additional payment of up to \$200 million dependent on television advertising sales — and so far sales are well on target.

NBC's Executive Vice-President (Olympics), Michael Eskridge, says that as of the beginning of 1988, 70 per cent of Olympic advertising time had been sold. Eskridge said that advertising sales had progressed on target and he predicted : *"The record level of participation will certainly help in future sales"*.

But Eskridge added : *"Our current advertisers were, however, confident that the Soviet Union, other Socialist countries, and China would indeed take part: so we don't think many companies were holding back"*.

During 1987, SLOOC also completed agreements with a Japanese grouping led by NHK for \$52 million (compared with \$18,5 million Japan paid Los Angeles); a \$28 million deal with the European Broadcasting Union; \$7.1 million with Australia's Network Ten; \$900,000 with Hong Kong's ATV ; \$2.92 million with the OTI — the organization of Latin-American television networks; and \$1,5 million with the Asia-Pacific Broadcasting Union.

SLOOC has reached a number of provisional agreements on other television rights deals which are likely to be signed in the near future. They include Canadian Broadcasting Corporation which will pay \$3,6 million — compared to the \$3 million Canada paid for the rights to the Los Angeles Games; Puerto Rico, \$380,000 ; the

African broadcasting union (URTNA), \$170,000; the Caribbean Broadcasting Union, \$130,000 ; and Fiji, \$40,000 Agreements with Arab States Broadcasting Union, the Philippines and Chinese Taipei — totalling around \$1,5 million — are also nearing completion.

Dr. Kim said : *"We are very pleased with the way the negotiations on television rights have gone. I think we have reached very satisfactory agreements for all sides concerned."*

"The television networks have been very enthusiastic, no doubt because of the quality of competition we are likely to see in Seoul".

"SLOOC, in co-operation with SORTO (Seoul Olympics Radio Television Organization) will provide broadcasters with service and assistance to allow them to get the best possible coverage of the Olympic Games action".

