

CANADIAN AND JAPANESE TELEVISION IN ALBERTVILLE

The television rights to the XVth Olympic Winter Games in 1992 for Canada and Japan were awarded during March.

With a bid of US \$10 million, it was the Canadian Broadcasting Company (CBC), the state-owned Canadian network (and Radio Canada for the French-speaking network) that was chosen. The Albertville/Savoy OCOG have indicated that, after deducting the share to be received by the Olympic Movement, the net revenue for the OCOG will be in the order of US \$7.3 million. As for Japan, it was NHK which acquired the exclusive rights to broadcast pictures of the Olympic competitions for the sum of US \$9 million. Mr. Keiji Shima, Vice-President of the Japanese television network, said that this sum was more than double the figure paid to broadcast the Games in Calgary in 1988 (US \$3.9 million).



Plan for the Media Centre at Moûtiers.

enormous growth, not just in the number of those taking part, but also in quality. These athletes have shown that they are on a high artistic level. Whether painting or sculpture, the majority of the works displayed are of very good quality. It is for this reason that we are delighted with the success of this Biennial for athletes, whose influence extends into the field of the Games as well as art and culture”.

Not that there could be any doubts as to the success of this new encounter between sport and art in the city of Miró and Picasso, but it is still pleasing to see such an occasion gaining popularity amongst athletes of all specialities. Obviously champions feel an impelling need, or merely simple curiosity, to communicate impressions by a means other than the one they use regularly, namely their muscles and sporting ability. And cannot the anguish produced on facing an empty canvas be somehow equated with that which seizes a skier before a descent or a goalkeeper before a penalty?

