

Olympic Games. The Senior Design Council, a body which includes the most prestigious organizations from the world of Spanish design, was asked to provide a list of graphic artists who might be interested in such a project. A first meeting was arranged, and the great names in Spanish graphic design were present. The encounter enabled the organizers to present the general characteristics of this collection of posters, which are intended to evoke both the Olympic spirit and the city of Barcelona, while emphasizing the universal character of the occasion. The posters will be in a 50 X 70 cm format and will carry the emblem and logo of the Games of the XXV Olympiad.

## JAPANESE TV IN BARCELONA

Mr Jose Miguel Abad, COOB'92 Chief Executive Officer, travelled to Tokyo on 11th January to sign the contract awarding the broadcasting rights to the Games to the public television network NHK (Nippon Hoso Kyokai) and other private companies broadcasting in Japan. Financial agreement was reached on the basis of the sum of 62.5 million US dollars, and the contract was signed at the headquarters of NHK. The NHK Chairman, Mr Keiji Shima, signed on behalf of the public company, and Mr Yoshio Sasaki, who heads the committee of the private companies, was also present. This committee comprises over one hundred private commercial companies broadcasting at a local level on Japanese territory. NHK will pay 80% of the contract, with the remaining 20% being covered by the private television companies. On this occasion the IOC was represented by Mr Un Yong Kim, IOC member in Korea and member of the Executive Board.

This contract with Japanese television brings to a close the negotiations for the sale of broadcasting rights to television networks covering the areas of greatest influence. The results are positive in two respects. Firstly, these contracts ensure that

the Games will get the best coverage for serving the Olympic Movement; and secondly, the final figure of 609.65 million dollars exceeds the Seoul total by 200 million dollars.

Some negotiations have yet to be completed with other television networks interested in broadcasting the Games: the OIRT (Television Organization of Eastern European States), the OIT (Organization of South American television networks), Hong Kong television and African television networks.

Mr Abad has nevertheless already declared that the overall result of these negotiations is a clear demonstration of the confidence and expectations the city of Barcelona has inspired throughout the world, and which the Olympic phenomenon was capable of generating. This agreement, which guarantees the anticipated income, will give the 1992 Games the potential to reach the historic total of 3.5 billion television viewers.

The first Olympic Games to be televised, the 1960 Games in Rome, had an audience of around 400 million viewers in 21 European countries. This figure reached three billion in 150 countries for the Games in Seoul.

