

IOC-Japan Pool television rights agreement for Olympic Games coverage through 2008

The IOC has granted the Japan Pool agency the exclusive television rights in Japan for coverage of the Games of the XXVII Olympiad in 2000 in Sydney, Australia (US \$135 million), the XIX Olympic Winter Games in 2002 in Salt Lake City, United States of America (US \$37 million), the Games of the XXVIII Olympiad in 2004 (US \$155 million), the XX Olympic Winter Games in 2006 (US \$38.5 million), and the Games of the XXIX Olympiad in 2008 (US \$180

million). The agreement was concluded by Dr. Un Yong Kim, IOC Member in Korea and IOC television rights negotiator for Asia. It is based on Japan Pool's experience and expertise, and on the interests of the Olympic Movement. In addition to providing extensive free coverage, Japan Pool's broadcasts are of high quality. Moreover, Japan Pool has demonstrated its commitment to the continued promotion of Olympism and sport.