

Mr Cortis

BRITISH OLYMPIC ASSOCIATION

Patron: Her Majesty the Queen President: HRH The Princess Royal

11th September 1997

[REDACTED]
Head of General Broadcasting Policy Branch
Room 413
Department of Culture, Media & Sport
2-4 Cockspur Street
London
SW1Y 5DH

Dear [REDACTED]

I am responding to your letter of consultation on events listed under Part IV of the Broadcasting Act 1996. It is of course a complicated issue particularly since change, in the electronic media, is so rapid. However I would wish to inform you of the position regarding the Olympic Movement. It is as follows:-

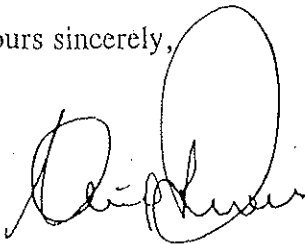
- a) The BOA as an organisation does not own the rights to the Olympic Games. These rights belong to the IOC.
- b) The IOC has awarded the rights to broadcast the Olympic Games, in this region, to the European Broadcasting Union for recent past Games and for the Games up to 2008. The broadcast rights are therefore accessible (at a price) to members of EBU i.e. BBC and ITV. Since 1980 (when both organisations broadcast the Games) only BBC have purchased these rights.
- c) It is the policy of the IOC to make the Games accessible to the maximum number of viewers globally and, in line with this policy, rejected a higher bid for the Games up to 2008 from News International incorporating Sky Television.
- d) The European Union has this matter on its agenda and you will be no doubt be aware of issues which have emerged between the EU and the EBU and of the current state of debate within the EU.
- e)/

- e) As far as the BOA are concerned we do not wish to see any Government intervention which will interfere with the Commercial robustness of the negotiations between governing bodies and the television companies. However we believe that as things stand at present, unless a sports event is seen by the maximum number of viewers then it will be to the detriment of that particular sport which ultimately will have negative commercial (and other) implications.

Certainly, as far as the BOA is concerned, we believe that the Games should be included in the list as this will be in the best interests of the Olympic Movement in this country.

I hope you find these comments helpful.

Yours sincerely,



Craig C Reddie

CCR/JAD

