[ES] Expensive Broadcasting Rights for a Sports Event

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No Spanish TV channel will be broadcasting the Wimbledon tennis tournament. The channels failed to reach agreement over paying more than 350 million pesetas for the rights. Right until the last moment TV-3 was trying to salvage the contract, which had been drawn up with UFA, the German production, distribution and broadcasting rights company, which held worldwide rights to Wimbledon.

Also, the International Olympic Committee (IOC) announced that the sale of TV broadcasting rights to the Atlanta Olympics in 1996 would generate a surplus of $ 900 million, 47% up on the 1992 Barcelona Olympics.

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