London 2012: Olympic broadcast rights in the Middle East（图）

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[作者] The Olympic Movement
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[摘要] 8 November 2006, Today, the IOC President Jacques Rogge and ASBU President Habib Chaouki Hamzaoui officially signed the agreement awarding the 2012 Olympic broadcast rights in the Middle East to the Arab States Broadcasting Union. The agreement was announced last month. The signature took place at the IOC Headquarters in Lausanne in presence of IOC Executive Board member Richard Carrión, who led the TV rights negotiations in the Middle East, IOC directors as well as ASBU Director General Abdelbaladh Hosgeen and ASBU Director for Technical Affiles Abdelcaim Sulemian.
[关键词] London 2012;Olympic broadcast rights;the Middle East

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The agreement, valued at USD 21 million –

a significant increase from the broadcast rights agreement signed for the Olympic Games in Beijing in 2008 –

includes coverage of the London 2012 Olympic Games in Bahrain, Djibouti, Iraq, Mauritania, Oman, Qatar, Saudi Arabia, Sudan, Syria, the United Arab Emirates, Kuwait and Yemen.

The ASBU has been the IOC's broadcast partner in the region since 1976 and has shown great commitment to increasing its free-to-

air coverage of the Olympic Games. In Athens for example, the ASBU was already broadcasting 34 hours every day. In 2012, the ASBU will be able to air the Games across all platforms, including TV, cable, satellite, internet and mobile telephones, in all languages throughout the region.

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