



Rue Jacques de Lalaing 28  
1040 Bruxelles  
Tel.: +32 2 235 96 01  
Fax: +32 2 235 97 66



German Television

Rue Wiertz 50  
1050 Bruxelles  
Tel.: +32 2 286 91 32  
Fax: +32 2 286 91 36

---

## *Press release*

### **ARD and ZDF disappointed by IOC decision on 2014-2016 Olympics**

ARD and ZDF have expressed their strong disappointment at the IOC's decision not to award the rights for the 2014-2016 Olympic Games to the EBU. The IOC rejected the EBU's bid on the grounds that the financial offer was too low.

ARD's director of programming Volker Herres, speaking in Munich, noted that, "We find it highly regrettable that the IOC should turn down the EBU's offer for the rights to the 2014/2016 Olympic Games. The size of the IOC's financial demands has really taken us by surprise. We believe their expectations are excessive. We will now wait and see how the IOC decides to handle its rights sales."

ZDF's editor-in-chief Nikolaus Brender said in Mainz, "I have serious doubts that it will be possible to raise more money by selling the rights on a country-by-country basis. This decision by the IOC fails to recognise the contribution by the European public-service broadcasters organised within the EBU. We have always ensured the broadest possible audience for the Games and provided coverage of the full range of sports. Be that as it may, it's still a long way to go before 2014 and there'll be quite a few more talks."

Mainz/Munich, December 3, 2008

ZDF Press Office-Press and Information  
Telephone: 06131/70-2120

"Das Erste"  
Tel. 089 / 59 00 28 96