Document 1057

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CEPCONJ.member Olympics superagent Barry Frank met
                                                                                                that Olympics officials wanted $ 290 million or more for TV rights to the 1994 Winter Games in Norway
  The CBS official said that price sounded fine .

ev-w2833f1 _ ev-w3069f2 _ _
At that price , CBS was ev-w218f2
                                                                                                  RSTR
APPS.member

APPS.member

APPS.member

ACT-arg

WEANS

Dick Pound , a committee member , began by disclosing that ABC and NBC had refused to even ev-w234f3 ev-w961f1 ev-w2598f1 ev-w25986f1 ev-w25986f1
 [21057007]
   Mr. Pilson 's rivals at ABC and NBC grimaced at the price .
  How could CBS get pushed into outbidding itself?
                                                                                                                                                  ACT-arg
                                                                                                                                                                  COMPL)
    Well , CBS , mired in the ratings cellar and looking to sports as a way out , wanted to close the deal immediately and block its rivals from getting another chance to bid . ev-w3586f1 ev-w258f12 ev-w254f3 ev-w261f1 .
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