

NBC SPORTS NETWORK TO AIR 292.5 HOURS OF 2012 LONDON OLYMPICS COVERAGE

Cable Network to Serve as Home of U.S. Team Sports in London

292.5 Hours of Coverage is Most Ever for an Olympic Cable Network

NEW YORK – May 17, 2012 – NBC Sports Network will serve as the home to U.S. team sports, with 292.5 hours of total coverage from 2012 London Olympics this summer, including 257.5 hours of original programming – an average of more than 14 hours per day – the most-ever for an Olympic cable network. Coverage will begin on Wednesday, July 25, at 11:30 a.m. ET, two days before the Opening Ceremony, when Team USA takes on France in women’s soccer, live from Hampden Park in Glasgow, Scotland.

NBC Sports Network coverage, originating from Olympic Park in London, will air up to 20 medal rounds and 22 Olympic sports, including Team USA basketball, women’s soccer and field hockey.

“To serve as the home of U.S. team sports throughout the Games, with more Olympic hours than any cable network ever, is a great thrill and honor,” said Jon Miller, President, Programming, NBC Sports and NBC Sports Network. “With exceptional quality content and more than 250 hours of live competition, NBC Sports Network will be an important destination for Olympic fans this summer as we continue to grow the network.”

NBC Sports Network, distributed in nearly 80 million homes – an increase of three million homes in the last year – will also carry soccer qualifying on Thursday, July 26. There will be no coverage on July 27 as there are no events scheduled on the same day as the Opening Ceremony. Coverage will conclude on NBC Sports Network on Sunday, August 12, the final day of competition. On most days, coverage will air from 4 a.m. – 8 p.m. ET, which covers the live Olympic day in London.

NBC Sports Network’s Olympic coverage will complement the programming airing on **NBC**, the details of which will be released shortly. It was announced earlier this week that **MSNBC** will host 155.5 hours of a wide variety of Olympic sports, **CNBC** will carry 73 hours of Olympic boxing coverage, **Bravo** will serve as the home of Olympic tennis with 56 hours of coverage, and **Telemundo** will provide the most extensive Spanish-language Olympics coverage in NBCUniversal history by offering more than 173 hours of programming. Additionally, **NBCOlympics.com** will live stream every event and sport for the first time ever, more than 3,500 hours in total. The vast majority of live streaming on NBCOlympics.com will only be available to authenticated cable, satellite or telco customers.

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