



NBC PLANS 3,600 HOURS OF OLYMPIC TV IN 2008

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The bulk of that will come online, the first time live streaming broadband video of the Olympics will be available in the U.S., says NBC Universal Sports & Olympics Chairman Dick Ebersol. The Beijing games will also appear on NBC, USA, MSNBC, CNBC and Telemundo.

BEIJING (AP)—NBC will telecast more than 3,600 hours of coverage of the 2008 Beijing Olympics on multiple television networks and the Internet.

The bulk of that will come online, the first time live streaming broadband video of the Olympics will be available in the U.S., NBC Universal Sports & Olympics chairman Dick Ebersol said Tuesday.

The 3,600 hours of coverage are more than the combined total of every previous Summer Games televised in the U.S.

NBC's prime-time coverage will feature swimming, gymnastics and beach volleyball shown live despite the 12-hour time difference between the United States' Eastern time zone and Beijing.

Olympic coverage also will air on USA, MSNBC, CNBC and Telemundo. About 2,200 hours of live streaming broadband video will be available on NBCOlympics.com.

NBC broadcast 1,210 hours of coverage from Athens in 2004.

The Beijing Games take place Aug. 8-24, 2008.