IOC Awards Broadcast Rights in the USA

The International Olympic Committee (IOC) today awarded NBCUniversal (NBCU) the broadcast rights in the US for the XXII Olympic Winter Games (2014) in Sochi, Russia, and the Games of the XXXI Olympiad (2016) in Rio De Janeiro, Brazil, as well as the 2018 and 2020 Olympic Games, which have yet to be awarded to a host city.

NBCU has acquired the broadcast rights across all media platforms, including free-to-air television, subscription television, internet and mobile. The total agreement is valued at USD 4.38 billion.

The IOC based its decision on a long-term broadcast strategy aimed at ensuring broadcast of the Olympic Games of the highest quality, maximising exposure across all available media platforms, and securing the financial future of the Olympic Games and the Olympic Movement.

The IOC has enjoyed a long partnership with NBCU, and this agreement will mean that by 2020, NBCU will have covered a total of 17 editions of the Games, beginning in 1964.

The decision came after two days of meetings held at the IOC headquarters in Lausanne, Switzerland, during which ESPN, Fox and NBCU each gave a presentation and submitted their proposals to the IOC. The negotiation process started earlier this year with preliminary discussions conducted with all interested parties. Each proposal was discussed by an IOC delegation chaired by President Rogge.

This VNR includes: Free to air Interview footage with IOC President Jacques Rogge and (a) representative(s) of the winning media organisation as well as powerful B-Roll archive footage of the 2008 Beijing Olympic Games opening ceremony and swimming events, the 2010 Vancouver Olympic Winter Games skiing competitions and medal ceremonies (please see copyright).

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For more information, please contact: images@olympic.org.

Please note:

The IOC’s broadcast partner for the London 2012 Olympic Games is NBC. The 2018 Olympic Winter Games host city vote will take place at the 123rd IOC Session in Durban, South Africa, on 6 July 2011. The 2020 Olympic Games host city vote will take place at the 125th IOC Session in Buenos Aires, Argentina, in September 2013.