**NBC Combines Broadcast, Streaming to Raise Olympics Viewership**

NBC's plans for the Rio Olympics include providing more than 2,000 hours of coverage through 11 of the company's networks and more than 4,500 hours via streaming. The company's strategy also includes broadcasting some of the most popular events during prime-time hours -- a move that has been avoided in past Olympics to protect other programming -- to draw in more viewers.

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<http://www.nytimes.com/2016/08/06/sports/olympics/nbcs-rio-plans-a-focus-on-prime-time-and-a-flood-of-streaming.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>