**NBC to Air Next Olympics Live Everywhere for the First Time**

NBC says it will air the 2018 Olympics, to be held in South Korea, live in all time zones for the first time, ensuring that viewers won't have to rely on digital media for the latest coverage. The Winter Games will feature morning and afternoon broadcasts, and prime-time coverage will now be broadcast before local news and an airing the network dubs "Prime Time Plus."

***The New York Times 3/29/17***

<https://www.nytimes.com/2017/03/29/sports/olympics/nbc-2018-pyeongchang-live-broadcast.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>