**Rio Olympics Sets Streaming Record**

The 2016 Rio Olympics surpassed 2 billion minutes of streaming in its first 10 days and could surpass 3 billion views when the final week's tally is added. The viewership numbers already exceed the 1.46 billion combined streaming minutes reported for the 2012 London Olympics and 2014 Sochi Olympics.

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<http://www.digitaltrends.com/movies/olympics-rio-live-stream-nbc/>