**NBC Streams 2B Minutes of the Rio Olympics**

NBC's Olympics website and NBC Sports app had streamed 2 billion minutes of video as of Friday, including 1.67 billion live streams, exceeding total streaming numbers reported during the London Games and the Sochi Games. While its TV ratings are down 16% from the 2012 London Olympics, NBC's audience is still five times the combined audiences of Fox, ABC and CBS in the 18-49 demographic.

***Media Life 8/15/16***

<http://www.medialifemagazine.com/olympics-changing-everything/>