**NBCU Announces Upcoming Ad-Supported Streaming Product**

NBCUniversal has announced the 2020 launch of its streaming service, featuring live sports and news, as well as on-demand content. The new ad-supported offering, which will be run by former cable head Bonnie Hammer, will be free to pay-TV customers, while others will be able to buy it for about $12 per month.

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<https://www.multichannel.com/news/nbcu-shakes-up-management-looking-ahead-to-streaming>