



Dayna Colang



## NBC *Sports* Network:

- American digital cable and satellite television channel that is owned by NBCUniversal
- “The Champion of Sports Coverage”
- Broadcasts a diverse array of sporting events
- Headquarters: Located in Stamford, CT



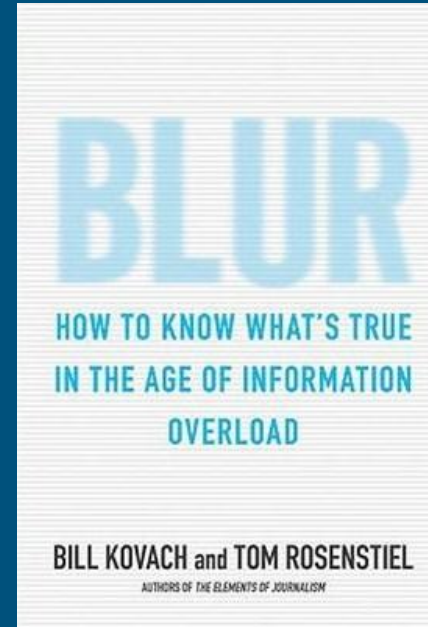
# NBC *Sports* Network: Mission

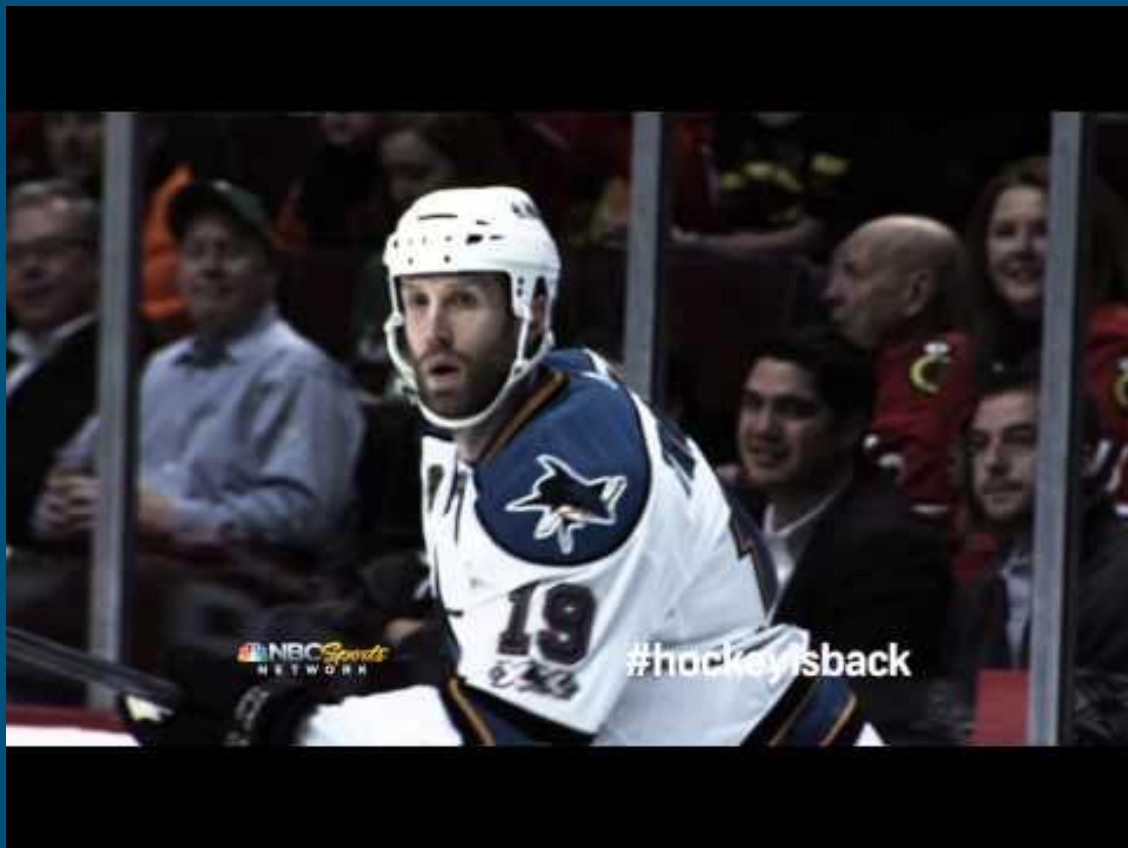
*“The NBC Sports Group brings the greatest moments of sports history into millions of homes across America every year. From Michael Phelps’ Olympic records, to the most complete golf coverage, to Sunday Night Football, primetime television’s No. 1 program, the NBC Sports Group leads the world with the very best in sports coverage.”*



# NBC *Sports* Network: Classification in BLUR

**Journalism of Assertion:** Reporters and hosts pose questions. Volume is put on immediacy.





## NBC *Sports* Network: Owners

- Originally launched as Outdoor Life Network (OLN): July 1st, 1995



- Launched as Versus by Comcast: September 2006



- Rebranded as NBC Sports Network: January 2, 2012



## NBC *Sports* Network: Reach

- As of February 2015, NBCSN is available to approximately 81,578,000 pay television households (70.1% of households with television) in the United States.
- Broadcasted the two record breaking television events:
  - 2012 London Olympics Games
  - Super Bowl XLVI





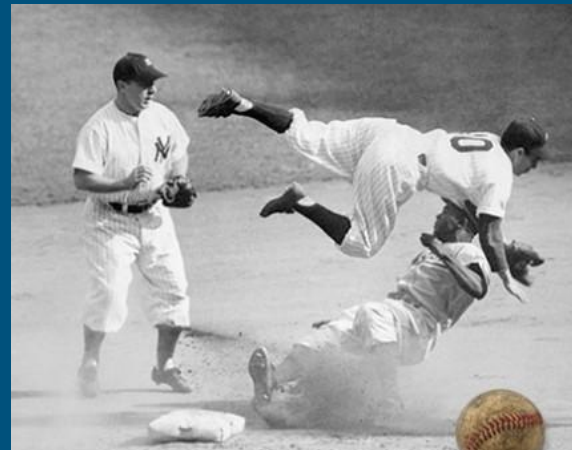
# NBC *Sports* Network: Partnerships

- International Olympic Committee and United States Olympic Committee
- NHL
- NFL
- Nascar
- PGA Tour
- Tour De France
- NBC Olympics



# NBC *Sports* Network: History

- **1947:** The first televised World Series broadcasted by NBC
- **1964:** NBC Sports televises the Tokyo Olympic Games
- **2005:** NBC awarded the rights to NFL's Sunday night primetime package.
- **2011:** NBC Sports and the National Hockey League announce a 10-year television and media rights deal.
- **2012:** Cable sports network Versus is re-launched as the NBC Sports Network
- **2015:** Super Bowl XLIX on NBC is the most-watched show in U.S. television history



# NBC *Sports* Network: Political Leanings

- Suggest Left Wing
- Johnny Weir
- Post & Tweet negative articles about Donald Trump



# NBC *Sports* Network: Structure

- NBC Sports Group: NBCSN and NBC Sports Radio: which serves sports fans 24/7 with premier live events, insightful studio shows, and compelling original programming.

## Executives:

- Mark Lazarus: Chairman of NBC Sports Group
- Jim Bell: Executive, NBC Olympics
- Rick Cordella: Senior Vice President: NBC Sports Group
- Sam Flood: Executive Producer

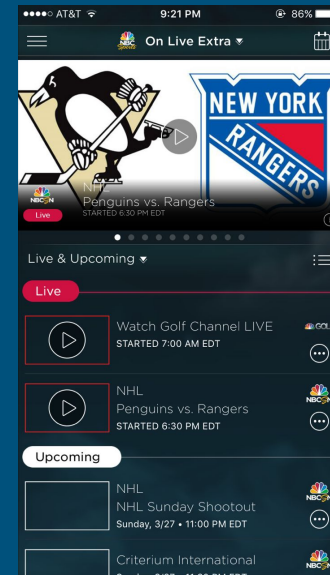


Mark Lazarus, Chair



# NBC *Sports* Network: Structure

- NBC Sports Live Extra App
- Free in App Store
- Log in with existing account



## NBC *Sports* Network: Revenue

- NBCSN generates \$299 million.  $30 \times 83.1 \text{ million homes} = \$299 \text{ million}$
- As of February 2015, NBCSN is available to approximately 81,578,000 pay television households (70.1% of households with television) in the United States



# NBC *Sports* Network: Issues

- Premier League Blackouts



# References

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