

Beat: Business

## Agreement between AT&T and NBCUniversal on Coverage of the 2016 Rio Olympics

### A wide array of enhancements

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**USPA NEWS** - AT&T, in agreement with NBCUniversal, will offer a wide array of enhancements with its delivery of NBCUniversal's coverage of the Games of the XXXI Olympiad from Rio de Janeiro, Brazil. The Mix Channel networks will include : NBC, NBCSN, Golf Channel, Bravo, CNBC, MSNBC, USA Network , NBC Universo...

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While viewing the Mix channels, DIRECTV and U-verse customers will also have access to more features. Mix offers on-screen interactive apps for simultaneous viewing of NBCUniversal's events by date and sport, real-time medal counts, plus video clips and extras.

NBC's 4K UHD coverage on DIRECTV will include footage from the Opening and Closing Ceremonies (on a two-and-a-half hour delay), along with swimming, track and field, basketball and judo, all on a one-day delay, as well as Rio scenics. View one event from the previous day's competition daily from Aug. 6, the day after the Opening Ceremony, through Aug. 22, the day after the Games end.

Source : AT&T Inc.

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