

# DISH to deliver NBCUniversal's coverage of PyeongChang 2018 Winter Olympics, including 4K HDR content

*Access to 4K HDR coverage and 2,400 hours of live, on-demand and streaming HD content*  
*Collapsible Olympic Winter Games channel in guide eases navigation of NBCUniversal's broadcasts across five networks*  
*Dedicated NBCUniversal Olympic Winter Games app for up-to-date medal counts, event schedules and more*

ENGLEWOOD, Colo., Feb. 7, 2018 /PRNewswire/ -- DISH today announced that it will deliver NBCUniversal's 4K High Dynamic Range (HDR) coverage of the XXIII Olympic Winter Games from PyeongChang, South Korea. DISH subscribers will also have access to 2,400 hours of NBCUniversal's Olympic live, on-demand and streaming coverage—the most ever for a Winter Games.

"For the first time, The Winter Olympics will be available in 4K HDR, marking an exciting milestone for both the TV industry and Olympic viewers," said Vivek Khemka, DISH executive vice president and chief technology officer. "We're pleased to work with NBCUniversal to give customers access to this year's inspiring Olympic performances in the clearest resolution and richest color palette available, maximizing the potential of their 4K HDR TVs."

4K HDR coverage will be available on one-day delay and include footage from the Opening Ceremony, figure skating, hockey, short track speed skating, ski jumping, and snowboard big air, as well as PyeongChang scenics. Up to three events from the previous days' competition schedule will be provided daily on DISH channel 540 from Feb. 10, the day after the Opening Ceremony, through Feb. 26, the day after the Games conclude.

4K HDR provides audiences a more realistic picture with enhanced brightness, contrast and color. To view NBCUniversal's 4K HDR coverage, DISH customers must have a Hopper 3 and 4K HDR television.

DISH will offer several other features to help viewers get the most out of the Olympic Winter Games:

**Sports hub on DISH channel 147:** In addition to live Olympic coverage on local NBC channels, DISH will offer a sports hub for easy navigation of NBCUniversal coverage across NBCSN, USA Network, CNBC, the Olympic Channel: Home of Team USA and DISH channel 540 featuring NBCUniversal's 4K HDR coverage of the Olympic Winter Games. DISH's sports hub can be found on channel 147, labeled as "2018 Winter Olympics Channels."

**"Olympic Winter Games" app:** DISH will offer an NBCUniversal Olympics app on internet-connected Hopper (all generations), Hopper Duo, Joey (all models) and Wally set-top boxes. The app features real-time medal counts dynamically provided by NBCUniversal, and showcases the complete NBCUniversal Olympics TV roster by schedule and network. Accessible via the "Apps" menu or channel 159, viewers can use this app to tune to any live event or record upcoming events.

**Olympics on-demand:** DISH is offering an on-demand catalog of more than 150 hours of exclusive NBCUniversal Olympic coverage. On-demand content will include pre-Olympics clips, 2014 Sochi Olympics highlights, athlete profiles, event replays and highlights, medal ceremonies and post-event commentary.

**Sports Bar Mode:** With NBCUniversal's coverage presented across several channels, DISH's Sports Bar Mode will provide a useful tool to fans interested in watching multiple events airing simultaneously. Available on Hopper 3, Sports Bar Mode is a multi-channel view that divides a 4K or HDTV screen into four quadrants, each with the ability to display a different program.

All Hopper, Hopper Duo, Joey and Wally customers can access a similar multi-view experience with the "NBC Olympics TV Experience" app, which displays up to six pre-selected Olympic programs simultaneously. This view can be accessed via the "Olympic Winter Games" app, "Apps" menu or on channel 100.

**NBCOlympics.com and NBC Sports app:** NBCOlympics.com and the NBC Sports app will feature more than 1,800 hours of Olympic live streaming coverage of all Winter Olympics competition, plus event rewinds and extensive video highlights. DISH customers can easily watch this coverage live at no additional cost by following the TV Everywhere verification process with their DISH username and password.

#### **About DISH**

DISH Network Corporation is a connectivity company. Since 1980, DISH has served as the disruptive force in the pay-TV industry, driving innovation and value on behalf of consumers. Through its subsidiaries, the company provides television entertainment and award-winning technology to millions of customers with its satellite DISH TV and streaming Sling TV services. DISH operates a national in-home installation workforce, as well as an advertising sales group delivering targeted advertising solutions on DISH TV and Sling TV. In addition to its TV services, DISH has commenced buildout of a nationwide narrowband "Internet of Things" network that will apply capacity from its strategic spectrum portfolio. DISH Network Corporation (NASDAQ: DISH) is a Fortune 200 company.

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#### **About NBC Olympics**

A division of NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's Olympic Games coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history. NBCUniversal owns the U.S. media rights on all platforms to all Olympic Games through 2032.

SOURCE DISH Network Corporation

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