



**TIME WARNER CABLE BRINGS CUSTOMERS NBC UNIVERSAL'S COVERAGE OF 2010 VANCOUVER OLYMPIC WINTER GAMES FROM FEBRUARY 12th – 28th**

*Subscribers Gain Access to Unprecedented Coverage*

**EL SEGUNDO, CA – February 10, 2010** – Time Warner Cable, in cooperation with NBC Universal, today announced a multiplatform content offering for NBC Universal's 2010 Vancouver Olympic Winter Games to commence with the Opening Ceremony on Friday, February 12<sup>th</sup>. Designed to deliver subscribers more than 835 hours of unprecedented Olympic Winter programming, it represents the most total hours ever for a Winter Olympics, and the most live hours ever for the Olympic Winter Games. Time Warner Cable will showcase advanced technology and rich content across multiple digital platforms, including HD, VOD and broadband. Vancouver will be the first Olympic Winter Games available entirely in high definition.

"We are really pleased to be offering our customers NBC's extensive coverage of the 2010 Olympic Games," said Time Warner Cable Programming Vice President Maureen Lane. "Customers will be able to access this incredible content through several of our platforms, including high definition video, On Demand content and broadband coverage."

Subscribers will stay connected to the Vancouver Olympic Winter Games wherever they go, and can expect extensive coverage on the networks of NBC Universal, including NBC, USA Network, MSNBC, CNBC, Universal HD and NBCOlympics.com. Following are multiplatform offerings that will allow Time Warner Cable customers to watch the Vancouver Olympic Winter Games, including HD, VOD and broadband services:

**DIGITAL SERVICES OFFERINGS:**

**HD Coverage:** For the first time, the Olympics will be available entirely in stunning HD, with HD coverage available on the networks of NBC Universal. Customers need not miss a minute of coverage, including every sport and event.

**On Demand:** NBC Universal is making gravity-defying highlights and full event rewinds available On Demand.

- **Pre-Games:** NBC Universal will offer more than 20, 5-7 minute clips available in SD and HD.
- **In Games:** NBCU will offer more than 100 highlight clips, approximately 15 per day, in addition to up to five full-length daily event replays. Additionally, NBCU will offer more than 30% of In-Games VOD in HD.

The 2010 Vancouver Olympic Winter Games will run throughout 17 unforgettable days and nights, covering every sport, medal, champion and riveting moment. For more information about NBC's coverage of the 2010 Olympic Winter Games, visit [www.nbcolympics.com](http://www.nbcolympics.com). For more information about TWC's products and services, visit [www.timewarnercable.com/socal](http://www.timewarnercable.com/socal).

**About NBC Olympics**

NBC, America's Olympic Network, has broadcast 11 Olympic Games, the most Olympics broadcast by any network. NBC surpassed ABC's 10 Olympics with the 2008 Beijing Games, the most watched event in U.S. television history with 215 million viewers. Vancouver will be NBC's 12<sup>th</sup> Olympics.

The 2010 Vancouver Games mark the sixth of an unprecedented seven consecutive Olympic broadcasts by NBC Sports, which began with the 2000 Sydney Games and continues through the 2012 London Games.

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### **About Time Warner Cable**

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at [www.timewarnercable.com](http://www.timewarnercable.com), [www.twcbc.com](http://www.twcbc.com) and [www.twcm mediasales.com](http://www.twcm mediasales.com).

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