



## P R E S S   R E L E A S E

### For immediate release

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### BRIGHT HOUSE NETWORKS TO DELIVER NBC UNIVERSAL'S OLYMPIC EXPERIENCE TO DIGITAL VIDEO AND ROAD RUNNER CUSTOMERS

#### *NBC Universal Partnership to Provide Olympic High-Definition, Free On Demand and Online Programming*

Bakersfield, Ca August 7, 2008 – Bright House Networks, in agreement with NBC Universal (NBCU), will provide its customers with NBC's best coverage of the 2008 Beijing Olympic Games. A complete schedule of NBCU's coverage is available at [NBCOlympics.com](http://NBCOlympics.com). The world's premier event, to commence on Friday, Aug. 8, at 8 p.m. ET, will showcase Bright House Networks advanced technology as well as cable's broad digital offerings and deep and rich content across multiple digital platforms, including video-on-demand (VOD), high-definition (HD), broadband, and more.

In addition to the more than 1,200 total hours of Olympics coverage on seven NBCU networks – NBC, USA Network, MSNBC, CNBC, Oxygen, Telemundo and Universal HD – Bright House Networks Bakersfield Division will allow customers to watch and be a part of the Olympics in-Games with Free-On-Demand and HD services as well as broadband content from [NBCOlympics.com](http://NBCOlympics.com) via a link from the Road Runner website. Also, customers will enjoy NBCU's two HD sport-specific channels for soccer on digital channel 44 and basketball on digital channel 45.

NBCU's In Games-Free-on-Demand content will feature daily highlights, in addition to access to the best events each day. Programming includes overall daily highlights by sport (approximately 15 per day, some in HD), and "Rewind," approximately five to 10 of the best sessions/games per day. Available in standard definition and HD, standard definition on-demand content will be available through the Sports-on-Demand channel 328 and the HD content will be available through HD Showcase-on-Demand channel 78. Content will be made available on-demand beginning 8/10 until 8/30.

Via the RoadRunner.com portal, Road Runner subscribers will be able to link to NBCOlympics.com to access 2,200 hours of 25 events streamed live, plus full-event video replays, extensive highlights including daily recaps of key events, best-of montages, commentator analysis and athlete-specific clips each day.

For the duration of the Olympic Games, BHN will also make available more than 800 hours of HD coverage on select NBCU HD networks:

- NBC HD: 225 hours
- Universal HD: 379 hours of simulcasts and re-airs of CNBC and MSNBC
- HD sport-specific channels: NBC Olympic Soccer Channel and NBC Olympic Basketball Channel, approximately 12 hours per day during Games.

"We are pleased to offer our customers NBC Universal's coverage of the 2008 Beijing Olympics which showcases the power of BHN's digital video and Road Runner High Speed services," said Joe Schoenstein, Division President Bright House Networks, Bakersfield Division. "This programming includes an unprecedented amount of High Definition, On-Demand and broadband Olympics-related content, all made easily accessible for no additional charge to our digital video and Road Runner subscribers."

### **About Bright House Networks**

Bright House Networks is the nation's 6<sup>th</sup> largest multiple cable system operator (MSO) with 2.4 million customers in several large markets including Bakersfield, California; Birmingham, Alabama; Detroit, Michigan; Indianapolis, Indiana; Orlando, Florida (Central Florida Division) and Tampa Bay, Florida along with several other smaller systems in Alabama and the Florida

Panhandle. The high-growth Tampa/Central Florida markets are contiguous and form one of the country's largest cable clusters. BHN's corporate locations are in Syracuse, New York and Orlando, Florida.

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Please check with local listings for detailed information on event coverage.