

BONJOUR! THE 2024 PARIS SUMMER OLYMPICS ARE SET TO DAZZLE THE WORLD

PARIS '24 WILL LOOK DIFFERENT THAN PRIOR OLYMPIC GAMES

- **Over 500 medals** and equal male/female athlete representation will make the Paris Games the largest ever
- Venues will be at full capacity, with **nearly 9M tickets sold**, and Paris' iconic charm will be on full display with landmarks like the Eiffel Tower, River Seine and Château de Versailles serving as competition venues
- The Olympics return to the Western hemisphere for the first time since 2016, offering **favorable time zones for US audiences** for live coverage. The Olympics historically draws top viewership for all 17 days of coverage
- NBC is coming off the heels of a successful Trials run – with 2.9M total viewers each night, **up +58% vs the Tokyo Trials** average and 6x more live minutes streamed.

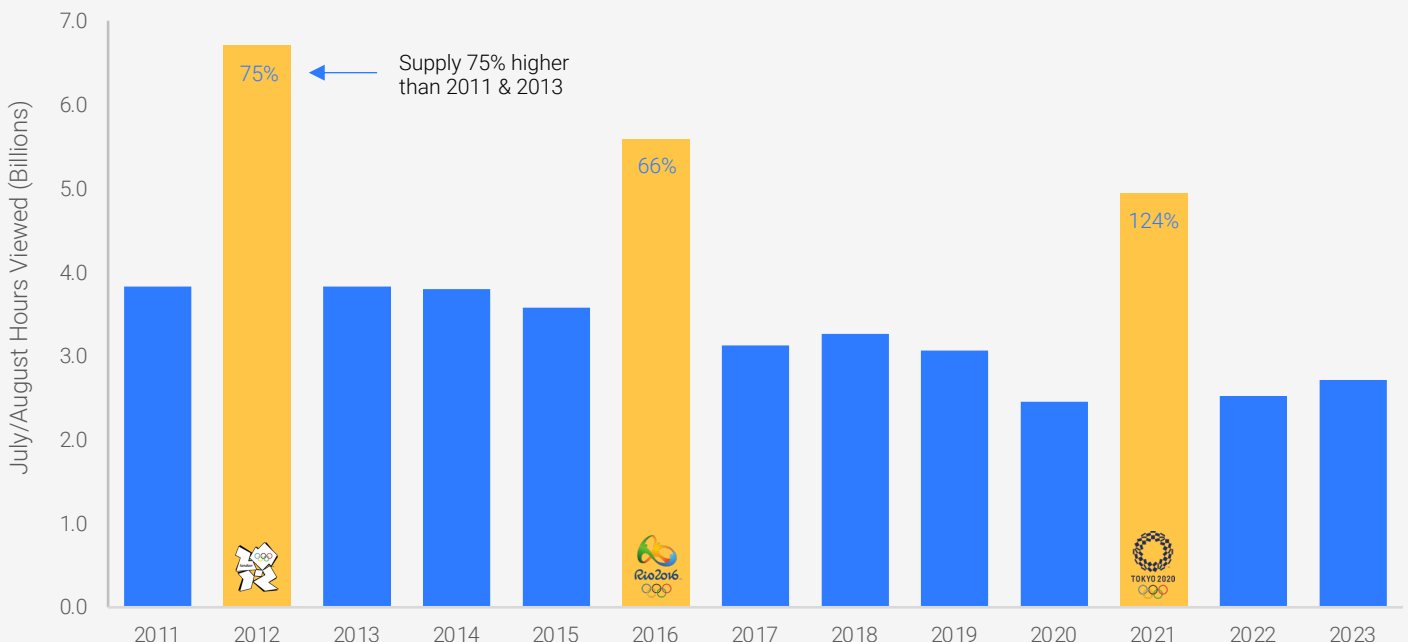
OMG USOPP PARTNERS



OMNICOM MEDIA GROUP DOMINATES OLYMPIC ACTIVATION

- Optimum Sports and OMG continue to create best-in-class Olympic platforms for our clients
- **OMG represents 22% of the total Olympics media marketplace**, with approximately \$250 million invested in 2024 Paris content across NBCU & official Olympics distribution partners
- **OMG represents a record 30+ brands** investing in the Olympics through media or sponsorship, double the number in Tokyo, leveraging the unique reach and scale the Games provide during the summer months
- OMG secured 8.5 x :30s in Live Opening Ceremony (first hour is commercial free) & **16 x :30s in Primetime Opening Ceremony coverage**
- Optimum Sports secured **3 Team USA deals** and **15 Team USA athlete partnerships** with Olympic stars including Simone Biles, Suni Lee, Gabby Thomas, Kelsey Plum and Sydney McLaughlin

Olympics Delivers Huge Supply Boost to July/August Sports Calendar



THE ANTICIPATION IS REAL!



Team USA Icons Take Center Stage

- On the hardwood, **LeBron James** and **Diana Taurasi** are set to compete in their final Olympic Games, while **Steph Curry** seeks his first gold medal with Team USA
- USA Swimming has perhaps the most prestigious returning medalists, led by stars **Katie Ledecky** and **Caeleb Dressel**
- Track & Field stars **Noah Lyles**, **Sha'Carri Richardson**, and **Sydney McLaughlin-Levrone** are medal favorites
- **Simone Biles** is headed to her third Olympic Games after winning a historic ninth all-around U.S. title at the Olympic Trials in June, leading USA Gymnastics looking to return to Gold.

The Next Generation Emerges

- Gymnast **Hezly Rivera**, a 16-year-old from New Jersey, will be the youngest member of Team USA's delegation in Paris after a standout performance at Trials last month.
- 21-year-old swimmer **Gretchen Walsh** is another name to watch for after she broke the 100m butterfly world record at the U.S. Swimming Trials.
- **Breaking** (AKA breakdancing) is an Olympic sport for the first time, with **Victor Montalvo** coming in as Team USA's highest-ranked male breaker



Sport & Entertainment Collide on NBCU

- Unique hosts and special Olympics correspondents include **Mike Tirico**, **Snoop Dogg**, **Kelly Clarkson**, **Jimmy Fallon**, **Alex Cooper** and **Peyton Manning**
- NBCU is also partnering with Roku on the **NBC Olympic Zone**, offering Roku users easy access to live events and NBC's library of content from the home screen
- NBC created the **Paris Creator Collective** with Meta, Overtime, Roblox, Snapchat, TikTok and YouTube for a multi-platform social creator program that will empower 27 social influencers to tell the stories of the Games through their eyes.

A Platform for Every Fan

- NBC's coverage will include **two new cable networks** airing 100% live competition; for the first time, Peacock will stream every single event
- NFL RedZone's **Scott Hanson** will host the **"Gold Zone"**, a live whip-around show on Peacock to showcase the most exciting moments live each day
- Exclusive for Officials, NBCU sold first-to-market sponsorships offering limited commercial breaks during the live Opening Ceremonies & select primetime windows
- NBC collaborated with **AI Michaels** for a first-of-its-kind experience powered by AI where a **recreation of Michaels' voice** will narrate custom highlights and recaps

