



California Oregon Broadcasting, Inc.
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For Immediate Release

The 2021 Tokyo Summer Olympics are on!

KOBI-TV/NBC5 and KOTI-TV/NBC2 are very excited to bring Southern Oregon and Northern California viewers the 2021 Tokyo Summer Olympic Games. Coverage kicks off with the Opening Ceremonies on Friday, July 23rd. The day begins with the first-ever live morning broadcast of the ceremonies.

“We are very excited to bring our viewers and advertising partners the 2021 Summer Olympics,” said NBC5/NBC2 Vice President and General Manager Bob Wise. “There has never been a more important time for Americans to share the spirit of the Olympics together as a nation. We will all be rooting for our incredibly talented US athletes who have trained most of their lives for this opportunity.” There will be 33 sports with 339 total events. Among the Olympians competing will be many from Oregon, including swimmer Jacob Pebley from Albany.

Nationwide, the 2016 Rio Olympics attracted five times the audience among adults 18-34 than all the other networks *combined!** NBC is expecting similar increased viewership this year as well.

NBC5/NBC2 will broadcast hundreds of hours of live coverage of the Tokyo Summer Olympic games through August 8th.

NBC5/NBC2 will also provide links to coverage and highlights on all their social media platforms, including live streaming on NBCOlympics.com or the NBC Sports app.

Please contact Bob Wise at 541-779-5555 with any questions.

*Data compiled from Nielsen, NBC, Facebook, Snapchat, Google/YouTube and Shareablee.



KOBI-TV/NBC5

P.O. Box 1489, 125 S. Fir Street
Medford, OR 97501
(541) 779-5555 / Fax (541) 779-5564
News Fax (541-779-5018)
comments@kobi5.com



KOTI-TV/NBC2

P.O. Box 2K, 222 S. 7th Street
Klamath Falls, OR 97501
(541) 882-2222 / Fax (541) 883-7664
comments@koti2.com