



NBC airs the Olympics for the first time in **Dolby Vision** and **Dolby Atmos** on NextGen TV

NBC's record-setting Olympics performance was made even better with enhanced picture and sound.





The 2024 Paris Olympics were replete with multiple firsts — whether it was the debut of break-dancing as an official competitive sport or many others related to specific countries, like host-nation France, which competed for the first time in women’s water polo.

However, another first for the Paris Olympics attracted much less attention but may one day prove to be far more significant to television viewers than anything else that happened during the competition.

For the first time, NBC delivered the Olympics over the air, via cable, and streamed on Peacock with either video enhanced with the high dynamic range of Dolby Vision, audio enhanced with Dolby Atmos, or both. The network’s commitment to upping its game made this year’s coverage the first time Dolby Vision and Dolby Atmos were available regardless of where viewers watched.

For the TV audience, NBC-owned stations transmitted Next-Gen TV enhanced with Dolby Vision and Dolby Atmos. These stations are located in major U.S. markets, including New York City, Los Angeles, Chicago, Philadelphia, Dallas-Ft. Worth, the Bay Area, Boston, Washington, D.C., Miami, San Diego, and Hartford, Conn.

Comcast also delivered the games with Dolby Vision and Dolby Atmos to xFinity cable TV subscribers, and NBC’s Peacock streaming service’s primetime coverage of the sounds of the Paris Olympics were delivered in Dolby Atmos to select devices.

While the Paris Olympics were not the first time the games were available in Dolby Vision and Dolby Atmos — a distinction that goes back to the Rio Olympics in 2016 for Dolby Atmos and the Tokyo Olympics in 2021 for Dolby Vision — this year’s coverage of the games was the first time NBC offered

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these enhanced viewing experiences across all of its viewing platforms.

Some Gray Media NBC affiliates joined the network in offering viewers NextGen TV coverage of the games enhanced with Dolby Vision and Dolby Atmos. Gray Media's decision to continue to be a leader in over-the-air broadcast by delivering Paris Games coverage via NextGen TV OTA transmission enhanced by Dolby Vision and Dolby Atmos was strategic, says Gray senior vice president of government relations Robert Folliard.

Delivering the games via NextGen TV with Dolby Vision in eight markets where it owns NBC affiliates, three of which also offered Dolby Atmos, was a crucial step in the station group's long-term strategy of remaining competitive with newer entrants into the live video delivery space, he says.

"We need to keep up with our competitors," says Folliard. "You're seeing Amazon Prime is offering HDR with Thursday Night Football. You're seeing [Warner Bros. Discovery's] Max is running NBA games in HDR. They're all doing it.

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NOW IS THE TIME

Competitive considerations aside, now is the right time to begin enhancing the viewing and audio experience of NextGen TV viewers with Dolby Vision and Dolby Atmos, says Tim Carroll, senior director for AV Ecosystems in the Americas at Dolby.

"Nearly 80% of the U.S. is now covered by an ATSC 3.0 signal," says Carroll. "Finally, viewers in the vast majority of TV markets can have access to the rich feature set NextGen TV offers—things like high dynamic range video and immersive audio.

"Today is a watershed moment in broadcasting. When

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broadcasters transmit ATSC 3.0, they know there's a growing number of NextGen TV viewers who can access enhancements like HDR and immersive audio — features that are unavailable via ATSC 1.0. Broadcasters can also expect word to spread as more people begin catching on to the presence of Dolby Vision and Dolby Atmos, helping to drive new NextGen TV sales and ultimately creating a virtuous circle."

The importance of NBC choosing to deliver the Paris Games across three platforms enhanced with Dolby Vision and Dolby Atmos is significant because the Olympics are such a high-profile event. The network racked up record viewership from Paris with a total audience delivery of 30.6 million viewers — 82% higher than the Tokyo Olympics. Streaming also set records with total streamed minutes of Olympics coverage on Peacock reaching 23.5 billion — 40% higher than all prior Summer and Winter Olympics combined.

Dolby Vision HDR ensured viewers experienced coverage that dynamically optimized video with incredible contrast and a larger color palette, while Dolby Atmos immersed fans in a surround audio scape offering unmatched depth, clarity and detail, says Carroll.

RAISING VISIBILITY

NBC didn't simply leave it to viewers to stumble upon Dolby Vision and Dolby Atmos enhanced coverage of the Paris Olympics. Working with NBC, Dolby launched a consumer promotional campaign to drive awareness of coverage of the games in Dolby Vision and Dolby Atmos both over the air and via Peacock.

As part of this campaign, NBC and Dolby produced 30-second commercial spots that ran in the San Francisco and New York City markets promoting how the broadcaster was making

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it more enjoyable to watch the Olympics thanks to the addition of Dolby Vision and Dolby Atmos.

The spots directed viewers to hosted landing pages on the websites of two NBC local stations, KNTV, the Bay Area NBC-owned station, and WNBC in New York City ([NBCBayArea.com/FeelTheGames](https://www.nbc.com/FeelTheGames)), to offer viewers a touchpoint to learn more about how Dolby Vision and Dolby Atmos would make the viewing experience better. These landing pages also directed consumers to the Dolby website (www.dolby.com/us-sports) and www.watchnextgentv.com where they could learn more about Dolby Vision, Dolby Atmos, and NextGen TV.

“All of that effort definitely produced a lift in interest from consumers about learning more and investigating and likely purchasing [NextGen TVs] around the Olympics,” says Anne Schelle, managing director of Pearl TV, a business organization consisting of eight of the largest TV station groups in the country.

Dolby’s ad campaign in conjunction with NBC and the Olympics was significant for a couple of reasons. “Consumers know Dolby as being a brand name that denotes quality,” she says. “So, for Dolby to put their marketing power behind NextGen TV is wonderful for educating consumers and encouraging other CE companies to drive interest.”

NBC’s decision to enhance coverage of the Paris Olympics with Dolby Vision and Dolby Atmos across all three of its delivery platforms marks a significant step forward not only for the media giant but also for the industry at large.

With its significant over-the-air presence, NBC demonstrated to local viewers they have two good reasons, namely Dolby Vision HDR and Dolby Atmos immersive audio, to replace



aging DTVs with NextGen TV sets. Making the same enhancements available to Comcast subscribers and giving Peacock subscribers access to Dolby Atmos-enhanced primetime event coverage cemented the company’s commitment to higher quality viewing and helped point a way forward as broadcasters position themselves to compete and win against new market entrants.

About Dolby

Dolby Laboratories (NYSE: DLB) is based in San Francisco with offices around the globe. From movies and TV shows, to apps, music, sports, and gaming, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide. We partner with artists, storytellers, developers, and businesses to revolutionize entertainment and communications with Dolby Atmos, Dolby Vision, Dolby Cinema, and Dolby.io.

