



OLYMPICS		Date	Network	HHLD		A18-49		A25-54	
<u>OPENING CEREMONY</u>				<u>Live US AA %</u>	<u>Live+SD US AA %</u>	<u>Live US AA %</u>	<u>Live+SD US AA %</u>	<u>Live US AA %</u>	<u>Live+SD US AA %</u>
2018	2/9/2018	NBC	12.5	14.7	5.2	6.5	6.6	8.2	
2016	8/5/2016	NBC	12.2	13.9	6.3	7.5	7.6	9.0	
2014	2/7/2014	NBC	15.3	17.0	7.2	8.6	8.4	9.9	
2012	7/27/2012	NBC	18.8	21.0	10.2	12.2	11.7	14.0	
2010	2/12/2010	NBC	16.4	17.3	8.2	9.0	9.9	10.9	
2008	8/8/2008	NBC	17.8	18.8	9.3	10.3	10.8	11.9	
2006	2/10/2006	NBC	12.8		6.5		8.2		
2004	8/13/2004	NBC	14.6		8.0		9.1		
2002	2/8/2002	NBC	25.5		15.4		18.0		
2000	9/15/2000	NBC	16.2		9.5		10.7		

Source: The Nielsen Company



OLYMPICS

<u>OPENING CEREMONY</u>	<u>Date</u>	<u>Network</u>	<u>Host</u>	<u>Olympic Torch</u>
2018	2/9/2018	NBC	Pyeongchang, South Korea	<i>Yuna Kim</i>
2016	8/5/2016	NBC	Rio de Janeiro, Brazil	<i>Vanderlei Cordeiro de Lima and Jorge Gomes</i>
2014	2/7/2014	NBC	Sochi, Russia	<i>Irina Rodnina and Vladislav Tretyak</i>
2012	7/27/2012	NBC	London, England	<i>C. Airlie, J. Duckitt, D. Henry, K. Kirk, C. MacRitchie, more...</i>
2010	2/12/2010	NBC	Vancouver, BC, Canada	<i>Catriona LeMay-Doan, Steve Nash, Nancy Greene & Wayne Gretzky</i>
2008	8/8/2008	NBC	Beijing, China	<i>Li Ning</i>
2006	2/10/2006	NBC	Turin, Italy	<i>Stefania Belmondo</i>
2004	8/13/2004	NBC	Athens, Greece	<i>Nikolaos Kaklamanakis</i>
2002	2/8/2002	NBC	Salt Lake City, Utah, USA	<i>Members of the 1980 USA hockey team, led by captain M. Eruzione</i>
2000	9/15/2000	NBC	Sydney, Australia	<i>Cathy Freeman</i>

Source: The Nielsen Company