



OLYMPICS		Network	HHLD US AA % ('000)			A18-49 US AA % ('000)			A25-54 US AA % ('000)		
<u>OPENING CEREMONY</u>	<u>Date</u>		<u>Live</u>	<u>Live+SD</u>	<u>Live+1</u>	<u>Live</u>	<u>Live+SD</u>	<u>Live+1</u>	<u>Live</u>	<u>Live+SD</u>	<u>Live+1</u>
2020	7/23/2021^	NBC	5.2 (6,308)	6.0 (7,249)	6.1 (7,392)	2.3 (2,991)	2.7 (3,474)	2.8 (3,560)	2.9 (3,461)	3.4 (4,058)	3.4 (4,159)
2018	2/9/2018	NBC	12.5 (15,007)	14.7 (17,544)	15.2 (18,183)	5.2 (6,714)	6.5 (8,422)	6.8 (8,730)	6.6 (7,990)	8.2 (9,941)	8.5 (10,302)
2016	8/5/2016	NBC	12.2 (14,231)	13.9 (16,182)	14.3 (16,682)	6.3 (7,935)	7.5 (9,542)	7.8 (9,862)	7.6 (9,007)	9.0 (10,685)	9.3 (11,046)
2014	2/7/2014	NBC	15.3 (17,669)	17.0 (19,670)	17.6 (20,387)	7.2 (9,176)	8.6 (10,924)	9.0 (11,414)	8.4 (10,052)	9.9 (11,892)	10.4 (12,436)
2012	7/27/2012	NBC	18.8 (21,564)	21.0 (24,073)	21.7 (24,896)	10.2 (13,028)	12.2 (15,581)	12.6 (16,091)	11.7 (14,154)	14.0 (16,888)	14.5 (17,463)
2010	2/12/2010	NBC	16.4 (18,810)	17.3 (19,849)	17.7 (20,284)	8.2 (10,775)	9.0 (11,844)	9.3 (12,183)	9.9 (12,321)	10.9 (13,507)	11.2 (13,882)
2008	8/8/2008	NBC	17.8 (20,088)	18.8 (21,221)	19.1 (21,531)	9.3 (12,135)	10.3 (13,462)	10.5 (13,750)	10.8 (13,307)	11.9 (14,698)	12.2 (15,008)
2006	2/10/2006	NBC	12.8 (14,086)	12.8 (14,108)		6.5 (8,475)	6.5 (8,503)		8.2 (9,953)	8.2 (9,981)	
2004	8/13/2004	NBC	14.6 (15,784)			8.0 (10,305)			9.1 (10,986)		
2002	2/8/2002	NBC	25.5 (26,925)			15.4 (19,634)			18.1 (21,925)		

^postponed due to COVID-19

Source: The Nielsen Company



OLYMPICS				
<u>OPENING CEREMONY</u>	<u>Date</u>	<u>Network</u>	<u>Host</u>	<u>Olympic Torch-Cauldron Lighting</u>
2020	7/23/2021^	NBC	Tokyo, Japan	<i>Naomi Osaka</i>
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 &amp; 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>

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