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Beijing 2008 Olympic
Games logo
International Olympic
Committee

[AT&T Offers Full Olympic Coverage](#)

For the upcoming Beijing 2008 Olympic Games

Shortly after announcing it was named [2008 North America Company of the Year](#), AT&T has also unveiled that it will offer its customers all the Olympic action from the Beijing 2008 Olympic Games (August 8 - 24). This will be possible thanks to an agreement with NBC Universal, the giant media and entertainment American company. [admark=1]Following the AT&T - NBC collaboration, AT&T's customers will be provided with full access to NBC Universal's Olympic Games coverage, via mobile phones, PCs or TVs. During the Beijing Olympic games, AT&T's mobile subscribers will be able to view live competition footage as well as interviews and other Olympic-related news, through the NBC Olympics 2Go mobile TV channel. Of course, in order to access the channel, users will have to own a mobile TV capable phone (like LG Vu or Samsung Access). Dan York, head of Content and Programming at AT&T, said about the new agreement: "Consumers today expect to be able to access great content when and where they want it, and no content is more compelling than the Olympic Games. AT&T is the only place to see NBC's live Olympic Games coverage on all three screens that matter the most to consumers today." Jean-Briac Perrette, president, NBC Universal Digital Distribution, added: "As the Olympic Games draw near, we're committed to making the world's most celebrated athletes and prestigious events available to AT&T's customers on whichever platform they choose. Sports events, especially the highly anticipated Summer Games, are key drivers of consumer adoption on new platforms." AT&T is the official telecommunications services partner and also one of the official sponsors of the U.S. Olympic Team. This is why the carrier is involved in several Olympic activities, including an initiative that will gather lots of music stars to sing [Olympic songs](#).