

The 2014 Olympic Winter Games Begin February 6 and DISH Has it Covered

February 6, 2014

For the 2014 Winter Olympics, DISH Has You Covered

As you may know, 2014 is an Olympic year and the XXII Olympic Winter Games officially begin with the first events on February 6, and the Opening Ceremony on February 7, in Sochi, Russia. Make sure to let your customers know that they don't have to travel all the way to Russia to watch Team USA go for gold.

We have all the coverage on DISH, so let's take a look at all the ways customers can follow the Olympics with DISH Video, DISH On Demand and DISH Interactive.

Olympic Television Coverage

NBC will cover the Olympics this year and will offer more than 300 hours of coverage on its local affiliates and its sister networks, NBC Sports Network, CNBC, MSNBC and USA.



NBC – local affiliate
CNBC – Channel 208
MSNBC – Channel 209
NBC Sports Network – Channel 159
USA – Channel 105



All of these channels, except for NBC Sports Network, are available in America's Top 120 and above. NBC Sports Network is available in America's Top 200 and above. Some of the most popular events will be seen on NBC during primetime, including Alpine Skiing, Bobsledding, Luge, Figure Skating and Speed Skating.

With the Hopper® and PrimeTime Anytime™, your customers won't miss their favorite events. And with a Sling-enabled receiver, your customers can watch on the go by streaming live coverage to their mobile device with DISH Anywhere™.

DISH On Demand Content

On Demand content is available as well for customers with an Internet-connected Hopper or ViP Series HD DVR. This is streaming content that will include a variety of subjects, including Athlete profiles, a History of Russia, London Lookback, Medal Events, full event coverage and more.

To access this content with a Hopper or Hopper with Sling:

- Press the On Demand button;
- Scroll to the Browse by Channel shelf;
- Scroll to the Sports shelf;
- Select the Sochi Olympic Tile and watch On Demand Olympic Content.

To access this content with a ViP-Series HD DVR:

- Press the DVR button;
- Select Browse by Channel or Browse by Network;
- Select the Sochi Olympic Tile and watch On Demand Olympic Content.



On Demand content will be updated each night with event recaps, full events, medal ceremonies and more, and will remain available until two weeks after the Games close.

Interactive App on Hopper

In addition to live and On Demand coverage, Hopper customers can also access Sochi Olympics content on the 2014 Sochi Olympics TV App. The app is available by pressing the blue button on the Hopper remote and selecting the Sochi tile (see image at right).



This app allows Hopper customers to read 2014 Olympic Winter Games news about Team USA athletes or events, to find out when events will air, to set recordings or watch live and to keep track of the medal count.

Please note that On Demand and the **2014 Sochi Olympics TV App** require your receiver to be connected to the Internet. To learn how to get connected, visit mydish.com/getconnected.



Watch Online or on the NBC Sports App

Let your customers know that just because they are away from their television, doesn't mean they have to miss all this great Olympic coverage being offered. They can also watch Olympic events at nbcolympics.com and with the NBC Sports Live Extra app on their mobile device.

To view that online content they will need to log in with the same username and password that they use on mydish.com or DISH Anywhere.

To use the app, the mobile device must be connected to the Internet.



Thanks for supporting DISH!

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