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## Cahill Represents NBC in \$3 Billion Acquisition of Exclusive Broadcast Rights to 2034 and 2036 Olympic Games

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Cahill represented Comcast NBCUniversal in its agreement with the International Olympic Committee (IOC) to acquire the media rights on all platforms in the United States of America for the 2034 and 2036 Olympic Games, as well as its entry in certain other joint strategic initiatives and projects.

The extension of the media rights for the 2033-2036 cycle, covering the Olympic Winter Games Salt Lake City-Utah 2034 and the Olympic Games 2036 (host yet to be determined), is valued at \$3 billion. The IOC Executive Board, which has approved the agreement, has also authorized the newly elected IOC President, Kirsty Coventry, to sign the agreement after taking office in June 2025.

Beginning with Tokyo 1964, NBCUniversal has presented 19 total Olympic Games and 13 consecutive editions, more than any other US media company. This announcement means that at the conclusion of the Summer Games in 2036, NBCUniversal will have presented 25 Olympic Games and 19 consecutive editions. Cahill has represented NBC as a broadcast-rights holder to the Olympic Games since 1988, including the network's \$4.38 billion acquisition of the broadcast rights to the 2014-2020 Olympic Games in 2011 and \$7.75 billion acquisition of the broadcast rights to the 2022-2032 Olympic Games in 2014.

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### Attorneys

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- Ted B. Lacey