

NBC wins space race, will televise Branson flight

November 8 2013

NBC has won the television space race.

The network announced Friday it has signed a deal with Richard Branson's Virgin Galactic to televise the company's first commercial space flight. Branson and his two [adult children](#), Holly and Sam, will be the first private passengers to travel into space next year through his company. The launch will be part of a three-hour special "Today" show.

NBC's Peacock Productions unit also will offer programming leading up to the flight across the company's other outlets, including CNBC, MSNBC, SyFy and The Weather Channel.

Virgin Galactic's SpaceShipTwo will leave from the company's terminal in New Mexico.

© 2013 The Associated Press. All rights reserved.

Citation: NBC wins space race, will televise Branson flight (2013, November 8) retrieved 23 April 2024 from <https://phys.org/news/2013-11-nbc-space-televise-branson-flight.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--