

NBC, Facebook enter content deal

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NBC and Facebook will be sharing content on the upcoming Winter Olympics, both hoping to boost interest on what promises to be a big event for social media.

NBC said that it will premiere one of its short Olympic profiles, on the relationship between American speed skater J.R. Celski (SELL-skee) and rapper Macklemore, on Facebook's site on Thursday.

NBC will offer other content throughout the games through Facebook and its associated site Instagram. The Olympics begin Feb. 6.

It's a mutually beneficial deal. NBC believes [social media](#) conversation helps increase viewership, and Facebook wants to establish itself as the place to have those conversations.

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