

NBC hopes free pass will help TV Everywhere

February 3 2014, by David Bauder



Huang Xintong and Zheng Xun of China perform during a figure skating practice session at the Iceberg Skating Palace ahead of the 2014 Winter Olympics, Monday, Feb. 3, 2014, in Sochi, Russia. (AP Photo/Mark Baker)

NBC is using the Olympics to push interest in technology allowing cable or satellite TV subscribers to see live Winter Olympics competition on mobile phones or tablets.

The network said Monday it will give subscribers a 30-minute "free

pass" to Olympics video before they are asked to verify that they are paying customers. On subsequent days, customer will get five minutes free before they have to check in.

NBC's hope is that the big event will increase interest in its "TV Everywhere" initiative, which has been slow to get started.

Nearly 10 million [mobile devices](#) were authenticated for Olympics video during the London games in 2012.

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Citation: NBC hopes free pass will help TV Everywhere (2014, February 3) retrieved 2 July 2024 from <https://phys.org/news/2014-02-nbc-free-tv.html>

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