



2026 Winter Olympics & Super Bowl

February 6th-22nd, 2026



2022 Beijing Recap



The Olympic Games remains a top performer and was #1 in Prime every night!

	P18+
Opening Ceremonies	54,917
Olympic Zone	31,214
Olympic Prime Time	70,821
Late News	38,101
Olympic Prime Plus	23,510
Olympic Replay	11,533
Closing Ceremonies	52,062



WLWT outperformed its Market Rank of 35 in the following dayparts:

- #25 Opening Ceremony Live
- #28 Opening Ceremony Prime
- #29 Overnight Replay
- #27 Weekend PM
- #18 Closing Ceremonies

OLYMPIC WINTER GAMES BEIJING 2022



Olympic Superstar Gold Medal Sponsorship

February 6th-22nd, 2026

Olympics

129 commercials
4,300,800 impressions

Superbowl / NBA All Star

12 commercials
973,700 impressions

Olympic zone / Today Show / Tonight Show

24 commercials
615,900 impressions

WLWT news programming

63 commercials
1,830,400 impressions

NBC Olympic Stream WLWT Digital

1 MILLION IMPRESSIONS
30% SHARE OF VOICE
NBC STREAM
COUNTDOWN TO OPENING
CEREMONIES
COUNTDOWN TO
SUPERBOWL

TOTAL COMMERCIALS
228

TOTAL HOUSEHOLD
IMPRESSIONS
7,721,000

Superstar Gold Medal Sponsorship

One Sponsorship Available

- Guaranteed HH delivery (000s)
- Purchased schedule will level-up to Bengals Super Bowl -- at no additional cost
- "Prime time brought to you by" promo schedule (shared)
- Title sponsorship of "Olympic Zone"
- 30% share of voice on NBC Olympics streaming
- 30% share of voice on WLWT pre-roll during January & February
- 30% share of voice on NBC Sports NFL Post Season Stream
- 1,000,000 display impressions on mobile & desktop Jan - Feb
- Countdown to Opening Ceremonies sponsorship on wlwt.com
- Countdown to Superbowl sponsorship on wlwt.com
- Trip for 2 to Super Bowl LX in San Francisco (Tickets to Game, Flight + Hotel)

"Prime time brought to you by"
promo schedule (shared)



Title Sponsorship of
Olympic Zone



HEARST
television

Superstar Gold Medal Sponsorship Summary

One sponsorship available

GOLD MEDAL TOTALS

COST: \$468,075

SPOTS: 228

HH IMP: 7,721,000

CPM: \$61

15% DISCOUNT until 10/10 or sponsorship sold

DISCOUNTED COST: \$397,864

HH CPM: \$52



Olympic Silver Medal Sponsorship

February 6th-22nd, 2026

Olympics

70 commercials
2,296,700 impressions

Superbowl / NBA All Star

8 commercials
779,100 impressions

Olympic zone / Today Show / Tonight Show

17 commercials
427,700 impressions

WLWT news programming

35 commercials
971,400 impressions

NBC Olympic Stream WLWT Digital

15% SHARE OF VOICE
NBC STREAM
500K IMPRESSIONS

TOTAL COMMERCIALS
130

TOTAL HOUSEHOLD
IMPRESSIONS
4,475,000

Silver Medal Sponsorship

Two Sponsorships Available

Silver Medal Sponsorship includes:

- Guaranteed HH delivery (000s)
- "Prime time brought to you by" promo schedule (shared)
- Early News and 11pm News Sponsorship (weather or Sports) during Olympic window
- 15% share of voice on NBC Olympics streaming
- 15% share of voice on WLWT pre-roll during January & February
- 15% share of voice on NBC Sports NFL Post Season Stream
- 500,000 display impressions on mobile & desktop Jan - Feb

"Prime time brought to you by"
promo schedule (shared)



15% share of voice on NBC
Olympics streaming



Silver Medal Sponsorship

Two sponsorships available

SILVER MEDAL TOTALS

COST:	\$308,725	SPOTS:	130
HH IMP:	4,475,000	CPM:	\$69

10% DISCOUNT until 10/10 or sponsorship sold
COST: \$277,853
HH CPM: \$62



Olympic Bronze Medal Sponsorship

February 6th-22nd, 2026

Olympics

26 commercials
836,300 impressions

Superbowl / NBA All Star

6 commercials
493,800 impressions

Olympic zone / Today Show / Tonight Show

11 commercials
275,900 impressions

WLWT news programming

21 commercials
623,500 impressions

NBC Olympic Stream WLWT Digital

8% SHARE OF VOICE
NBC STREAMING

TOTAL COMMERCIALS
64

TOTAL HOUSEHOLD
IMPRESSIONS
2,230,000

Bronze Medal Sponsorship

Three Sponsorships Available

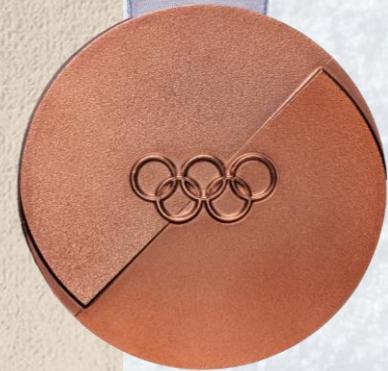
Bronze Medal Sponsorship includes:

- Guaranteed HH delivery (000s)
- Today Show Sponsorship during Olympics
- 8% share of voice on NBC Olympics streaming
- 8% share of voice on WLWT pre-roll during January & February
- 8% share of voice on NBC Sports NFL Post Season Stream
- 350,000 display impressions on mobile & desktop Jan - Feb

Today Show Sponsorship
during Olympics



8% share of voice on NBC
Olympics streaming



Bronze Medal Sponsorship

Three sponsorships available

BRONZE MEDAL TOTALS

COST:	\$176,275	SPOTS:	64
HH IMP:	2,230,000	CPM:	\$79

7% DISCOUNT until 10/10 or sponsorship sold
COST: \$163,936
HH CPM: \$74

