

Comcast Business Powers February's Biggest Broadcast Events

Serving as the network backbone for NBCUniversal's live broadcasts on the world's biggest stages

PHILADELPHIA – February 16, 2026 – [Comcast Business](#) today announced it is again partnering with NBCUniversal to architect and manage critical components of the linear and digital broadcast for three of television's marquee events this month – **Super Bowl LX, the Milan Cortina 2026 Olympic Winter Games, and the 2026 NBA All-Star Game.** With major productions occurring within days of each other, Comcast Business provides the end-to-end connectivity that underpins NBCUniversal's live coverage across broadcast, cable, and streaming platforms.

In advance of these broadcasts, Comcast Business connects NBCUniversal's broadcast hubs, studios, and owned television stations through a dedicated fiber network that carries live video and data securely and reliably across NBCUniversal's U.S. and international broadcast operations. This integrated network supports everything from delivering content to local NBC affiliate stations to powering live feeds for viewers – ensuring seamless coverage from opening moments to the final celebration. Using private, high-capacity connections that are continuously monitored and built with multiple network paths for redundancy, Comcast Business helps ensure NBCUniversal's broadcasts stay on the air without interruption during television's most-watched live moments.

"Comcast Business has been an important and strategic partner in our planning and production of three of the biggest events on the sports calendar within the span of a week," said Rick Cordella, President, NBC Sports. "With such a complex undertaking for our team, Comcast Business' design and management of the infrastructure has given us full confidence that we can deliver a best-in-class presentation."

For the Winter Olympics, NBCUniversal is presenting more than 3,200 hours of coverage – including 2,500+ hours of streaming and every one of the 116 medal events live on Peacock. Comcast Business will power the live production network connecting NBCUniversal's studios and venues in Italy with operations centers in the United States. This modern production approach enables remote and at-home production capabilities, improving operational efficiency and resiliency while ensuring high picture quality for audiences watching around the globe.

"We're proud to power the backbone of NBCUniversal's live broadcasts on some of the world's biggest stages this February," said Ed Zimmermann, President, Comcast Business. "Our role is to design and manage the resilient, high-performance networks these moments demand – so producers can focus on storytelling, knowing the infrastructure behind every live feed is engineered, monitored, and ready when it matters most."

This work represents another chapter in Comcast Business's long-standing role supporting NBCUniversal's most-watched live events, including [prior Super Bowls and Olympic Games](#), and reflects the company's continued investment in infrastructure designed for time-critical, large-scale events.

For more information on the Comcast Business solutions portfolio, visit [business.comcast.com](#).

About Comcast Business

Comcast Business offers leading global businesses the technology solutions and forward-thinking partnership they need. With a full suite of solutions including fast, reliable connectivity, secure networking solutions and advanced cybersecurity and a range of managed service options, Comcast Business is ready to meet the needs of businesses of all sizes. Comcast Business has been recognized by leading analyst firms for its continued growth, innovation, and leadership, and is committed to partnering with customers to help them drive their businesses forward.

For more information, call 800-501-6000. Follow [@ComcastBusiness](#) on social media networks at <http://business.comcast.com/social>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

###

Media Contacts:

Matt Helmke
215.286.8666
Matt_Helmke@comcast.com