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NEWS RELEASE

CANOC Broadcasting Inc. (CBI) says the region is Ready for the Rio Olympics

Port-of-Spain, Trinidad. May 30, 2016 CANOC Broadcasting Inc., the Caribbean-wide broadcast rights holders for this summer's Olympics Games from Rio in Brazil says it is thrilled to advise that its preparations for the coverage of the Games are far advanced and progressing smoothly.

"This year's Olympics are being covered to give the widest possible viewership to all potential members of the audience using all forms of audio-visual media tools and platforms" a statement from the organisation said.

CBI said it was pleased to confirm that both Free To Air stations, TVJ and CVM in Jamaica will be providing non-exclusive coverage of the Games and are now seeking advertising support for their broadcasts. "Broadcasters will be able to offer non-exclusive advertising packages in most sectors. The International Olympic Committee's (IOC) Top Sponsors will be exclusive and these include -

Coca-Cola (Colas and Isotonics)

Samsung

Omega

Visa

FLOW and Scotiabank also enjoy exclusivity in the telecommunications and banking sectors." the statement added.

Through FLOW's Exclusive sponsorship package signed for the CANOC Broadcasting coverage, they will also offer the multi-channel Olympic player to mobile customers who wish to watch on their smart devices.

Regional viewers will also have cable coverage of the Olympics on their Flow Sports channel. As a cable operator FLOW says it will also carry three other dedicated Olympic channels during the period in addition to the ESPN Caribbean channel which will have 12 hours of Caribbean-specific Olympic coverage each day.

Although FLOW is CBI's exclusive Olympic telecommunications partner and ESPN is its Olympics television production partner, all cable companies in Jamaica will be able to carry TVJ, CVM, FLOW Sports and ESPN Caribbean. TVJ has also contracted to select additional specific sports coverage from individual Olympic channels to expand coverage if needed from time to time on TVJ.

CANOC Broadcasting Inc. is also now offering stations radio rights to carry as much coverage as they like of the Games. While there is no produced Caribbean radio feed available and the IOC does not offer one, CANOC Broadcasting is assured that radio stations will secure their radio feeds from traditional radio sources used in previous Olympic Games to cover the Games.

"We are very happy that we are making Free-To-Air TV, Cable TV, Broadband, Online and Radio coverage of the Olympics from Rio available to the most expansive Caribbean audience ever," CBI's Chief Executive Larry Romany said, adding that all that the Olympic movement asks now as that broadcasters, sponsors and participants support each other in the Olympic Spirit.