**NBC OLYMPICS SELECTS ITS ENTERPRISE RESOURCE AND TRANSMISSION OPTIMIZATION SOLUTION PROVIDER FOR ITS PRODUCTION OF OLYMPIC GAMES IN TOKYO**

**Xytech’s ScheduALL to Enable NBC Olympics to Optimize Resources and Efficiencies During its Coverage of Tokyo Olympics**

**STAMFORD, CONN. – June 7, 2021 –** NBC Olympics, a division of the NBC Sports Group, has selected Xytech’s ScheduALL to provide its Enterprise Resource and Transmission Optimization solution for its production of the Games of the XXXII Olympiad, which take place in Tokyo, Japan, from July 23 – August 8. The announcement was made today by Dan Robertson, VP NBC Olympics IT, and Greg Dolan, Xytech CCO.

NBC Olympics has turned to Xytech’s ScheduALL for a ninth consecutive Olympic Games to deliver advanced enterprise resource and transmission optimization solutions in order to coordinate the highly dynamic environment of the Games. NBC Olympics will be able to leverage the expertise of Xytech’s software and services to orchestrate the logistics of people, equipment, locations and transmission feeds.

“For the ninth consecutive Olympic Games, Xytech has the privilege of contributing to the success of NBC Olympics’ production,” said Dolan. “We understand that flawless execution of the transmission feed is incredibly important to the success of NBC Olympics’ presentation from Tokyo. As a result, many people at Xytech dedicate large amounts of time ahead of the broadcast preparing for a perfect execution. During the Olympic Games, we are proud to have a Senior Implementation Manager working alongside NBC Olympics throughout the entirety of the Games.”

“The challenges and complexity in scheduling and managing all of NBC Olympics’ incoming and outgoing transmissions, and technical facilities, as well as Tokyo- and Stamford-based recordings is an incredibly complex and dynamic challenge,” said Robertson. “We are glad to have Xytech’s software, its stability, and their support again during these Games.”

NBC Olympics and Xytech will again work together, as they have continued to do during their long relationship dating back to the 2004 Olympics in Athens. Xytech’s ScheduALL manages critical information, such as video router assignments and satellite uplink scheduling, and automatically passes the information to downstream systems to facilitate on-air coverage for each feed.

**About NBC Olympics**

A division of NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal’s coverage of the Olympic Games. NBC Olympics is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history. NBCUniversal owns the U.S. media rights on all platforms to all Olympic Games through 2032. NBC Olympics also produces thousands of hours of Olympic sports programming throughout the year, which is presented on NBC, NBCSN, Olympic Channel: Home of Team USA, Peacock and NBC Sports digital platforms.

**About Xytech**

For over 30 years, the world’s premiere media companies have depended on Xytech to run their businesses. MediaPulse is the only end-to-end solution for the complete content lifecycle. MediaPulse provides scheduling, automation, asset management, billing and cost recovery for broadcasters, media services companies and transmission facilities in a scalable platform-independent solution. In April 2021, Xytech acquired the ScheduALL brand of enterprise resource management software for broadcasters and media companies, providing end-users with an even more robust product roadmap and greater global service offerings.

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