

NBC expects Olympics to be financial loss



NBC is already predicting it will lose money on the Vancouver Olympics, which it will televise Feb. 12-28.

Although ads for the Winter Games are already airing, sales were slow, according to published reports. Apparently they are picking up.

Part of the broadcasting firm's financial problems stem from it costing \$820 million to secure the rights to air the Games.

The overall loss is expected to be a couple hundred million dollars.