

Google Teaming Up with Team USA and LA28 as Founding Partner to Enhance the Fan Journey for the LA28 Olympic and Paralympic Games

Google Cloud to serve as the Official Cloud Provider of the LA28 Games

Google to support NBCUniversal's Multi-Platform Coverage of the Olympic and Paralympic Games with Enhanced Viewing Experience

MOUNTAIN VIEW, Calif. and LOS ANGELES and NEW YORK, (Oct. 8, 2026)– LA28, Team USA and NBCUniversal are partnering with Google to deliver a more personal and interactive experience for Olympic and Paralympic Games athletes and spectators, no matter where or how you follow Team USA in Milano Cortina and the LA28 Games in the U.S.

Google joins LA28 as a Founding Partner, delivering consumer and enterprise solutions that will enhance the Games time experience for millions of fans, athletes and more than 70,000 volunteers and members of the workforce who will help welcome the world to Los Angeles.

By integrating Google technologies across Google Search, Google Cloud and more—including advanced AI tools like Gemini—this partnership will seamlessly connect fans, staff and athletes to the LA28 Games.

“This partnership is a testament to our commitment to innovation and delivering a technologically advanced, engaging and digitally accessible Games when we welcome the world in 2028,” said LA28 Chairperson and President, Casey Wasserman. “Google’s suite of products and tools will support our vision for uplifting the athlete, fan and workforce experience, and ultimately make it easier for attendees to navigate venues, share their experiences, and stay informed in real time.”

Through Google Search, Gemini and Google Cloud, Google is bringing cutting-edge AI technology to the LA28 Olympic and Paralympic Games and supporting Team USA with advanced tools and transforming how fans in the U.S. discover information during NBCUniversal’s coverage.

Delivering the latest AI advancements, Google is surfacing new ways to search for information during NBCUniversal’s coverage and helping LA28 Games organizers as they prepare for our first Olympic and Paralympic Games in the U.S. in 26 years. NBCUniversal will also partner with YouTube to provide fans with select content around the Games, serving as an extension of NBCUniversal’s coverage of the Olympic and Paralympic Games.

“With tools like Gemini and new Google Search features like AI Mode, it’s easier than ever for people to find the information they’re looking for, no matter how simple or complex,” said Marvin Chow, Vice President of Marketing, Google. “Our partnership with LA28, Team USA, and NBCUniversal builds on our successful collaboration from last summer, making the Olympic and Paralympic Games more personal and interactive for fans with the help of AI.”

“For decades Google has been a leading force in innovation and technology and now they are bringing that pioneering spirit to the Olympic and Paralympic Games,” said Mark Marshall, Chairman, Global Advertising & Partnerships, NBCUniversal. “Through this exciting new partnership, we will combine their cutting edge technology with NBCU’s premium content and passionate community to deliver a world class viewing experience for fans of all ages on all of our platforms.”

More about this partnership can be found [HERE](#).

ABOUT THE LA28 OLYMPIC AND PARALYMPIC GAMES

LA28 will bring the Olympic and Paralympic Games to Los Angeles in 2028, uniting more than 15,000 of the world's greatest athletes in a celebration of sport, culture, and human potential. Set against a diverse collection of venues only Southern California can deliver, from the Pacific Ocean to Hollywood stages to world-class arenas, Los Angeles will

become the third city ever to host three Olympic Games, following 1932 and 1984, and will also host its first ever Paralympic Games. The LA28 Games will celebrate historic milestones including becoming the first Olympic Games in history to feature more women athletes than men, the debut of new Olympic and Paralympic sports, and becoming the first Games since 1948 to not build any new permanent infrastructure. Operating as an independently funded, non-profit organization, LA28 has built a strong foundation of successful commercial partnerships alongside licensing, hospitality, ticketing, and with the support of the International Olympic Committee.

ABOUT GOOGLE

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Google Cloud, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

ABOUT TEAM USA

Team USA is the world's largest and most diverse team of athletes from across the United States who compete at the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games. The United States Olympic & Paralympic Committee, founded in 1894, serves as the National Olympic Committee and National Paralympic Committee for the United States and is responsible for protecting, supporting and empowering Team USA athletes. For more information, visit TeamUSA.org.

ABOUT NBCUNIVERSAL

NBCUniversal is one of the world's leading media and entertainment companies. We create world-class content, which we distribute across our portfolio of film, television, and streaming, and bring to life through our theme parks and consumer experiences. We own and operate leading entertainment and news brands, including NBC, NBC News, MSNBC, CNBC, NBC Sports, Telemundo, NBC Local Stations, Bravo, USA Network, and Peacock, our premium ad-supported streaming service. We produce and distribute premier filmed entertainment and programming through Universal Filmed Entertainment Group and Universal Studio Group and have world-renowned theme parks and attractions through Universal Destinations & Experiences. NBCUniversal is a subsidiary of Comcast Corporation. Visit www.nbcuniversal.com for more information.

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