



## **NBC Sports and IMAX® Partner on First-Ever Live College Football Game in IMAX with No. 6 Penn State Hosting Washington this Saturday, Nov. 9 at 8 p.m. ET**

November 4, 2024 at 3:10 PM EST

***Tickets on Sale Now Exclusively at Fandango for Highly Anticipated November 9th Matchup Featuring Penn State's Annual 'White Out' Game at Beaver Stadium***

***Broadcast Live from Beaver Stadium and Available both in Select IMAX Locations Nationwide and Streaming on Peacock***

**New York, NY – November 4, 2024** – NBC Sports and IMAX are partnering to bring one of the most electrifying events in college sports live to select IMAX locations nationwide: the 2024 edition of the annual Penn State 'White Out' game. This Saturday, November 9th, the matchup between the No. 6 Penn State Nittany Lions and the Washington Huskies will mark the first-ever college football game presented live in IMAX. The Big Ten showdown will also stream exclusively on Peacock at 8 p.m. ET.

With more than 105,000 fans expected to be decked out in white and packing the iconic stadium in University Park, PA, the 'White Out' game is an annual tradition creating one of the most thrilling spectacles in college football. Fans can experience the unrivaled atmosphere of the game on IMAX® screens with the premium sound and crystal-clear visuals that only IMAX can deliver.

Tickets for NBC Sports' live coverage of Washington-Penn State in IMAX are available now on [Fandango](#).

IMAX is expanding and diversifying its content portfolio, broadening the scope of The IMAX Experience® beyond Hollywood films. The White Out continues NBC Sports and IMAX's growing partnership on live events and experiences. Earlier this year, NBC Sports and IMAX teamed up to stream the 2024 Paris Olympics Opening Ceremony to over 100 IMAX locations nationwide — the first time this global event was ever broadcast live in IMAX.

For more details, including ticket availability and participating locations, visit [www.IMAX.com/whiteout](http://www.IMAX.com/whiteout).

Last season, NBC Sports debuted its landmark Big Ten Football package, featuring *Big Ten Saturday Night* on NBC and Peacock – marking the first time ever that Big Ten Football had a dedicated weekly primetime game on a national broadcast network – and exclusive games on Peacock.

In addition to exclusive games, Peacock simulcasts all of NBC Sports' college football games and studio shows airing on the NBC broadcast network this season, including *Big Ten Saturday Night* and Notre Dame Football home games.

EverPass Media, a media platform distributing premium live sports and entertainment content to commercial businesses, holds the exclusive rights to distribute Peacock's exclusive sports content to commercial establishments across the United States via Peacock Sports Pass and will distribute Peacock's coverage to IMAX theatres.

### **About Fandango**

Fandango digital network provides unrivaled, instant access to all things movies and TV, enhancing fan enjoyment across the entire entertainment journey. The portfolio serves more than 50 million unique visitors per month and includes leading online movie ticketer, Fandango, which tickets for 31,000 U.S. movie screens; world-renowned entertainment review site, Rotten Tomatoes; and Fandango at Home, the on-demand streaming service offering the industry's best selection of 4K UHD titles and more than 250,000 new release and catalogue movies and next day TV shows.

### **ABOUT NBC SPORTS**

NBC Sports connects people to the moments that matter most and serves sports fans 24/7 with premier live events, insightful studio shows, and compelling original programming. As the sports division of NBCUniversal, NBC Sports presents premier content across linear platforms NBC, USA Network, GOLF Channel, as well numerous digital sites, including Peacock. NBC Sports possesses an unparalleled collection of media rights agreements, partnering with some of the most prestigious sports properties in the world: the International Olympic Committee and United States Olympic and Paralympic Committee, the NFL, Big Ten Conference, NASCAR, PGA TOUR, Notre Dame, The R&A, PGA of America, USGA, Churchill Downs, Premier League, Tour de France, and many more. It also consists of NBC Sports Next, a subdivision of NBC Sports and home to all NBCUniversal digital applications in sports and technology within its three groups: Youth & Recreational Sports, Golf, and Betting & Gaming.

### **About IMAX Corporation**

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical distribution platforms for major event films around the globe. IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of June 30, 2024, there were 1,780 IMAX systems (1,705 commercial multiplexes, 12 commercial destinations, 63 institutional) operating in 89 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970".

**For additional information please contact:**

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