

NFL – MORE & MORE – SEEN INTERNATIONALLY; SALUTES MILITARY

Excitement is on the horizon for the NFL internationally, as the popularity of America’s favorite sport is extending beyond the borders of the United States.

In China, the world’s most populous country, NFL fans will follow all the action this season via *Shanghai Media Group*. SMG will broadcast various NFL programming, culminated by a live telecast of Super Bowl XL from Detroit’s Ford Field on February 5. In May, NFL Commissioner **PAUL TAGLIABUE** spent a week in the Chinese cities of Beijing and Shanghai, meeting with government and business leaders and participating in several events to further the development of the game among China’s 1.3 billion people.

Last February, more than 20 million fans watched Super Bowl XXXIX on SMG’s *Dragon TV*.

Japanese fans will follow the NFL’s 86th season on longtime broadcast partners *NHK*, *NTV* and *GAORA*, as each will offer unique and innovative coverage. Super Bowl viewership on *NHK* and *NTV* increased 15 percent last year, marking the third consecutive Super Bowl to post an increase.

Fans in Mexico are perhaps looking forward to this NFL season like none other, as that country is set to host the first regular-season NFL contest outside the United States when the Arizona Cardinals face the San Francisco 49ers on Sunday, October 2. *Televisa* will broadcast the action in Mexico, where football passion is always high. That was evident in viewership figures for Super Bowl XXXIX, as 12 million people watched on *Televisa* and *TV Azteca*, a 47 percent increase over totals for Super Bowl XXXVII, the last time the game was available on free national television in Mexico. Some interesting facts about the NFL on TV around the world:

<u>Countries & Territories</u>	236	<u>Time zones represented</u>	24
<u>Hours of programming</u>	182,403	<u>Languages games broadcast in</u>	31

Members of the United States Armed Forces will also have a chance to follow their favorite teams this season from military bases around the globe, as servicemen and women worldwide will receive NFL programming via the *American Forces Network* (AFN). Coverage will include game telecasts as well as pregame and postgame shows from all of the NFL’s domestic broadcast partners.

"The NFL on AFN will reach approximately 850,000 military personnel stationed overseas in 176 countries and U.S. territories and aboard more than 200 U.S. Navy ships at sea," says **TOM WEBER**, director of industry liaison for the AFN Broadcast Center.

"The NFL continues to be the most-watched American sport with our men and women in uniform," says **JEFF WHITE**, executive director of the AFN Broadcast Center.

"Our audience members look forward to the games each and every week," added **TIM MATTOX**, chief of AFN Sports. "Wherever in the world they're stationed, our guys and gals in camouflage are ready for some football."

UNITED WAY INTRODUCES NEW NFL TV CAMPAIGN

Using some of the NFL’s brightest stars, a new **UNITED WAY** campaign will debut this year. The longest-running public service ad campaign in TV history, this year’s series of commercials will focus on volunteerism and community involvement.

The campaign has been designed to spotlight United Way projects and serve as call to action for the public. Featured will be such NFL stars as **JOHN LYNCH**, **LA DAINIAN TOMLINSON**, and **MATT HASSELBECK** among others.

The overall theme of “One Person Alone” is reflected at the end of each spot with a variation of this call to action: “No one can do it all by themselves. Not even the NFL and United Way. We’ve been volunteering in America’s communities for over 30 years now and we could use your help. How about giving us a hand? Visit unitedway.org to find out how.” A rundown of the new spots:

- **Matt Hasselbeck, Seattle Seahawks – Campaign Introduction:**
Seattle quarterback Hasselbeck drops back into the pocket preparing to make a pass. Grunts, cheering crowds and the play-by-play of a TV announcer are heard. Hasselbeck lets loose with a perfect spiral downfield but it just drops on the grass. Hasselbeck then takes his helmet off and looks around at the entire stadium to see that there is actually no one there at all – no fans, no announcers, no coaches. He can’t do it alone and needs a hand.
- **LaDainian Tomlinson, San Diego Chargers – Hunger:**
One lone NFL player, San Diego running back LaDainian Tomlinson, is trying to take care of a maternity room with 500 babies. He is sprinting to and fro, feeding infants and placing bottles in mouths. Each time he reaches one baby, another one cries out in the distance. Tomlinson is trying hard but he can’t do it alone and needs a hand.
- **Keith Brooking, Atlanta Falcons – Literacy:**
Atlanta linebacker Brooking is sitting on a chair reading to what appears to be a small group of children. It is soon revealed that he is actually in a football stadium full of kids who are struggling to hear him. He struggles to be heard. Brooking can’t read to all the kids by himself and needs a hand.
- **Tarik Glenn, Indianapolis Colts – Homelessness:**
Indianapolis tackle Glenn is alone in a field working on the framing of a modest-size house. He is trying to lift and hold up a wall all by himself but drops it. Soon members of the community appear to help him complete the project. Glenn can’t do it alone.
- **Jay Feeley, New York Giants – Community Support:**
New York Giants kicker Feeley and members of the community are cleaning up an abandoned lot. They are planting grass, flowers and a big beautiful tree. They are proud of what they have accomplished but it is revealed that they only cleaned up a small area of the lot and the rest remains unclean. They can’t clean it all up on their own and need a hand.
- **John Lynch, Denver Broncos – Military Families:**
Denver safety Lynch is shown painting the outside wall of a house covered in round black marks. He knows that many families of men and women deployed overseas in the armed forces need a hand and friendly face around the house. A small boy is watching him as he paints. When Lynch is done, he picks up a football and starts to play catch with the boy. It is revealed then that the entire block is full of children throwing rubber balls against the side of their homes, leaving the same round black marks. Lynch can’t be there for everyone and needs a hand.
- **Richard Seymour, New England Patriots – Teen Success:**
New England defensive lineman Seymour pulls up to a grocery store where he greets a teen boy who has been waiting for him. They enter the store and begin shopping for items they will need for a barbecue. As they shop, they are talking and joking around. Once they leave the store, we see around the corner a line of teenage boys and girls looking as if they are waiting for somebody too. Seymour can’t be there for all of them and needs a hand.

