



# NEWS RELEASE

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## NFL NETWORK TO OFFER SUPER BOWL XL COMMERCIALS ON FOUR DIFFERENT MEDIA PLATFORMS

### LINEAR CHANNEL, VOD, INTERNET & WIRELESS ALL IN PLAY FOR 1<sup>ST</sup> TIME

Fans of the “Super Bowl of Advertising” will have more options than ever to view the commercials they may have missed, or just want to see again from Super Bowl XL.

After the game’s conclusion on Sunday, Feb. 5, NFL Network’s various platforms begin *Super Bowl XL Commercials*, a special showing ads in an uninterrupted format initially seen during ABC’s broadcast of Super Bowl XL.

For the first time, NFL Network will air Super Bowl commercials in a back-to-back format on:

- **NFL Network** (linear channel)
- **NFL Network on Demand** (NFL Network’s VOD service)
- **NFL.com** (the NFL’s internet site)
- **NFL Mobile on Sprint & NFL Network live stream on Sprint**

NFL Network will not air any of its normal commercial inventory during this special, and will instead televise an entire show made up solely of the advertisements that appeared during the big game.

“*Super Bowl XL Commercials* epitomizes the unique programming NFL Network delivers to our audience,” said Steve Bornstein, NFL Network President & CEO. “With the game also featuring the ‘Super Bowl of Advertising,’ we believe fans and advertisers alike will enjoy seeing all the spots in one place at one time.”

Following is the viewing schedule for *Super Bowl XL Commercials* on NFL Network’s four different media platforms:

#### **NFL Network** (linear channel) and **NFL Network on Sprint** (wireless service)

- **Monday, Feb. 6 – 12:00 PM ET; 6:00 PM ET; 9:00 PM ET and 12:00 midnight**
- **Tuesday, Feb. 7 – 1:00 PM ET; 5:00 PM ET**

#### **NFL Network on Demand** (VOD available via digital cable) **NFL.com & NFL Mobile**

- **Monday, Feb. 6 (Midnight Sunday) through Sunday, Feb. 12**

NFL Network airs seven days a week, 24 hours a day on a year-round basis and is the first television network fully dedicated to the NFL and the sport of football. NFL Network is the No.1 viewed sports content on the VOD platform; the top internet site among sports leagues; and is one of a handful of cable channels offering live streaming via a mobile device. For more information, log onto [www.nfl.com/nflnetwork/home](http://www.nfl.com/nflnetwork/home).