



NFL – MORE & MORE – SEEN INTERNATIONALLY; SALUTES MILITARY

Fans in the United Kingdom are perhaps looking forward to this NFL season like none before, as London is set to host the first regular-season NFL contest outside North America when the Miami Dolphins host the New York Giants on Sunday, October 28. Sky will broadcast the action in the UK.

But that is just one of the latest international television developments for the NFL.

Canadian fans will follow the NFL's 87th season like never before through new three-year Sunday-afternoon broadcast packages with CTV and Rogers Communications designed to ensure maximum game coverage and exposure for NFL fans in Canada.

The agreement marks the first broadcast deal reached between the NFL and CTV, Canada's top-rated conventional television network.

CTV will have the rights to the Sunday early afternoon package (1:00 PM ET), the playoffs and the Super Bowl. Rogers will broadcast games in the late afternoon package (4:00 PM ET) on Omni 1, Omni 2 and Rogers Sportsnet.

In China, CCTV will continue to broadcast a weekly game on delay in order to accommodate the vast time difference between China and the U.S.

Fans in Shanghai also will be able to learn more about the NFL as SMG will produce 21 weekly educational programs with the goal of raising awareness and understanding of American football.

SMG will also continue to telecast all rounds of the playoffs.

This year, the Super Bowl will be available in China on CCTV, SMG and Dragon TV.

ESPN and FOX have renewed their partnerships with the NFL through the 2009 NFL season, providing global distribution across Latin America, the Middle East and the Pacific Rim.

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>	201,498	<u>Languages games broadcast in</u>	32



Members of the United States Armed Forces will also have a chance to follow their favorite teams this season from military bases around the world, 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.

NFL programming on AFN will reach approximately 850,000 military personnel stationed overseas in 176 countries and U.S. territories and aboard 190 Navy ships at sea.

"It goes without saying that the NFL continues to go above and beyond the normal call of citizenship in support of the American Forces Network (AFN) and its well-deserving audience of men and women in uniform," says **JEFF WHITE**, executive director of the AFN Broadcast Center. "We cannot thank the NFL enough for all that it does to raise the morale and well-being of our soldiers, sailors, airmen and Marines."