

NEWS



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SUPER BOWL XL TO BE BROADCAST IN 234 COUNTRIES & TERRITORIES & 32 LANGUAGES

Eyes around the world will be watching Super Bowl XL at Ford Field in Detroit, Michigan on Sunday, February 5 when the Pittsburgh Steelers take on the Seattle Seahawks in front of a potential worldwide audience estimated at one billion people.

A total of 54 international broadcasters will televise the game to 234 countries and territories in 32 languages.

Eighteen television and radio stations from 12 countries will be broadcasting the game from Ford Field.

For the first time, Super Bowl will be broadcast live on terrestrial television in France when France Television 2 airs the action from Detroit. Germany's most-watched network, ARD, will be showing Super Bowl live for the first time, while Europe's largest commercial network, ITV, will air its second Super Bowl in the United Kingdom.

This also will be the first year that NASN – the North American Sports Network -- offers the Super Bowl live to a potential 21 countries in its new Pan-European agreement with the NFL.

Five countries will send multiple broadcast teams to Detroit – Belgium (Telenet, BeTV); Japan (NHK and Nippon Television); Mexico (Televisa and TV Azteca); Spain (Canal + Spain and Cadena Ser); and the United Kingdom (ITV, Sky Sports and BBC Radio). This will be the first high definition broadcast for Nippon Television and the second for NHK.

Other international broadcasters at Super Bowl XL come from Canada (Global), China (Shanghai Media Group), Denmark (TV2), France (F2), Germany (ARD), Global (ESPN International) and Russia (NTV Plus).

For the first time, South Korean broadcaster SBS will send a team to the Super Bowl to cover the game and the festivities leading up to it.

The game will be broadcast in the following languages: Arabic, Basque, Catalan, Chinese Cantonese, Danish, English, Faroese, Farsi, Filipino, Finnish, Flemish, French, Galician, German, Greek, Greenlandic, Hindu, Hungarian, Icelandic, Italian, Japanese, Korean, Mandarin Chinese, Norwegian, Polish, Portuguese, Russian, Serbian, Slovenian, Spanish, Swedish and Thai.

For the fifth consecutive year, NFL International will provide a world feed for all international broadcast partners. English-speaking countries airing the game will hear FOX's **DICK STOCKTON** and **DARYL JOHNSTON** call the action and provide a commentary tailored for international fans.

Super Bowl XL also will be available in a cybercast in seven languages on SuperBowl.com, the NFL's official website. The game will be on the site in Danish, English, French, Japanese, Mandarin Chinese, Russian and Spanish.

The 234 countries and territories that will carry Super Bowl XL:

REGION		COUNTRY/TERRITORY	BROADCASTER
North America			
	1	Bermuda	ESPN; ESPN Dos
	2	Canada	Global TV; RDS; The Team Radio; AFN; Canadian Forces Television
	3	Greenland	AFN
	4	Mexico	ESPN; TV Azteca, Televisa, AFN; Estadio W, Imagen
	5	Puerto Rico	ABC
Europe			
	6	Albania	AFN, NASN
	7	Andorra	Canal Plus Spain
	8	Armenia	AFN; NTV Plus
	9	Austria	ORF; AFN, NASN
	10	Azerbaijan	AFN; NTV Plus
	11	Belarus	AFN; NTV Plus
	12	Belgium	AFN; BeTV, Telenet, NASN
	13	Bosnia	AFN; Canadian Forces Television; OBN
	14	Bulgaria	AFN, NASN
	15	Channel Islands	ITV
	16	Croatia	AFN Canadian Forces Television
	17	Czech Republic	AFN; NASN
	18	Denmark	TV2; AFN
	19	England	ITV; Sky Sports; AFN;
	20	Estonia	AFN; NASN
	21	Finland	MTV3; AFN
	22	France	AFN; NASN; France 2
	23	Georgia	AFN; NASN
	24	Germany	AFN; NASN; Premiere, ARD
	25	Greece	Supersport; AFN
	26	Hungary	AFN; Sport1
	27	Iceland	AFN; IBC
	28	Ireland	ITV; Sky Sports; AFN;
	29	Isle of Man	ITV
	30	Italy	Sky Italia; AFN; Canadian Forces Television; RETI
	31	Kosovo	AFN; Canadian Forces Television
	32	Latvia	AFN; NASN
	33	Liechtenstein	NASN
	34	Lithuania	AFN; NASN
	35	Luxembourg	AFN; NASN
	36	Macedonia	AFN, TV4
	37	Malta	Sky Italia; AFN, NASN
	38	Moldova	AFN; NTV Plus
	39	Monoco	NASN
	40	Netherlands	SBS; AFN; NASN
	41	Northern Ireland	ITV; Sky Sports; AFN;
	42	Norway	AFN; Viasat;
	43	Poland	Canal Plus; AFN; NASN
	44	Portugal	Sport TV; AFN; NASN
	45	Romania	AFN; NASN
	46	Russia	NTV Plus; AFN

47	San Marino	Sky Italia
48	Scotland	Sky Sports; ITV
49	Serbia	RTS; AFN
50	Slovak Republic	AFN; NASN
51	Slovenia	AFN; Prva TV
52	Spain	Canal + Spain; AFN
53	Sweden	Viasat Sport; TV3; AFN
54	Switzerland	AFN; NASN
55	Ukraine	AFN; NTV Plus
56	Vatican City	Sky Italia; AFN
57	Wales	Sky Sports; ITV
Asia / Pacific Rim		
58	American Samoa	AFN
59	Australia	ESPN;AFN, SBS
60	Bangladesh	ESPN Star Sports; AFN
61	Bhutan	ESPN Star Sports
62	Brunei	ESPN Star Sports; AFN
63	Cambodia	ESPN Star Sports; AFN
64	China	SMG; ESPN Star Sports; AFN
65	Chuuk	ESPN
66	Diego Garcia	AFN
67	East Timor	ESPN Star Sports
68	Fiji	AFN; ESPN
69	Hong Kong	ESPN Star Sports; AFN
70	India	ESPN Star Sports; AFN
71	Indonesia	ESPN Star Sports; AFN
72	Japan	NHK; GAORA; NTV: AFN
73	Johnson Atoll	AFN
74	Kazakstan	AFN; NTV Plus
75	Kosrae	AFN
76	Laos	ESPN Star Sports
77	Macau	ESPN Star Sports
78	Malaysia	ESPN Star Sports; AFN
79	Maldives	ESPN Star Sports
80	Marshall Islands	ESPN; AFN
81	Federal States of Micronesia	ESPN; AFN
82	Mongolia	ESPN Star Sports; AFN
83	Myanmar (Burma)	ESPN Star Sports; AFN
84	Nepal	ESPN Star Sports; AFN
85	New Caledonia	ESPN Star Sports
86	New Zealand	ESPN; AFN
87	Pakistan	ESPN Star Sports; AFN
88	Palau	ESPN; AFN
89	Papua New Guinea	ESPN Star Sports; AFN
90	Philippines	Solar; ESPN Star Sports; AFN
91	Saipan	AFN
92	Singapore	ESPN Star Sports; AFN
93	South Korea	AFN; ESPN Star Sports
94	Sri Lanka	ESPN Star Sports; AFN
95	Taiwan	ESPN Star Sports
96	Thailand	UBC; ESPN Star Sports; AFN
97	Turkmenistan	AFN
98	Uzbekistan	AFN; NTV Plus
99	Vietnam	ESPN Star Sports; AFN
100	Wake Island	AFN

Latin America / Caribbean		
101	Anguilla	ESPN; DirecTV Latin America;
102	Antigua & Barbuda	ESPN; DirecTV Latin America: AFN
103	Argentina	ESPN: DirecTV Latin America; AFN
104	Aruba	ESPN: DirecTV Latin America
105	Bahamas	ESPN; ESPN Dos; AFN
106	Barbados	ESPN; DirecTV Latin America; AFN
107	Belize	DirecTV Latin America: AFN
108	Bolivia	ESPN: DirecTV Latin America; AFN
109	Bonaire	ESPN; Direct TV Latin America
110	Brazil	ESPN; AFN; DirecTV Latin America
111	British Virgin Islands	ESPN; DirecTV Latin America;
112	Cayman Islands	ESPN: DirecTV Latin America
113	Chile	ESPN: DirecTV Latin America; AFN
114	Colombia	ESPN: DirecTV Latin America; AFN
115	Costa Rica	ESPN: DirecTV Latin America; AFN
116	Cuba	AFN
117	Curacao	ESPN; Direct TV Latin America
118	Dominica	ESPN: DirecTV Latin America
119	Dominican Republic	ESPN: DirecTV Latin America; AFN
120	Ecuador	ESPN: DirecTV Latin America; AFN
121	El Salvador	ESPN: DirecTV Latin America; AFN
122	Falkland Islands	ESPN
123	French Guyana	ESPN; DirecTV Latin America: AFN
124	Grenada	ESPN; DirecTV Latin America;
125	Guadeloupe	ESPN: DirecTV Latin America
126	Guam	AFN
127	Guatemala	ESPN: DirecTV Latin America; AFN
128	Guyana	ESPN; DirecTV Latin America: AFN
129	Haiti	ESPN; DirecTV Latin America: AFN
130	Honduras	ESPN: DirecTV Latin America; AFN
131	Jamaica	CVM; ESPN; DirecTV Latin America: AFN
132	Martinique	ESPN; DirecTV Latin America;
133	Montserrat	ESPN; DirecTV Latin America;
134	Netherlands Antilles	DirecTV Latin America;
135	Nevis	ESPN
136	Nicaragua	ESPN: DirecTV Latin America; AFN
137	Panama	Cable Onda; ESPN: DirecTV Latin America; AFN; Televisora Nacional
138	Paraguay	ESPN: DirecTV Latin America; AFN
139	Peru	ESPN: DirecTV Latin America; AFN
140	Saba	Direct TV Latin America
141	St. Bhelemy	ESPN;
142	St. Christopher & Nevis	; Direct TV Latin America
143	St. Eustatius	ESPN; ESPN Dos
144	St. Kitts	ESPN; DirecTV Latin America
145	St. Lucia	ESPN: DirecTV Latin America
146	St. Maen	ESPN;
147	St. Martin	Direct TV Latin America
148	St. Vincent & The Grenadines	ESPN; DirecTV Latin America;

149	Suriname	ESPN; DirecTV Latin America: AFN
150	Trinidad & Tobago	ESPN; DirecTV Latin America: AFN
151	Turks & Caicos Islands	DirecTV Latin America;
152	Uruguay	ESPN: DirecTV Latin America; AFN
153	U.S. Virgin Islands	Direct TV Latin America
154	Venezuela	ESPN: DirecTV Latin America; AFN
Africa / Middle East		
155	Afghanistan	AFN; Canadian Forces Television
156	Algeria	Orbit ESPN; AFN: Showtime
157	Angola	ESPN; AFN
158	Ascension Island	AFN
159	Bahrain	Orbit ESPN: AFN; Showtime
160	Benin	ESPN; AFN
161	Botswana	ESPN; AFN
162	Burkina Faso	ESPN; AFN
163	Burundi	ESPN; AFN
164	Cameroon	ESPN; AFN
165	Cape Verde	AFN
166	Central African Republic	ESPN; AFN
167	Chad	Orbit ESPN: AFN; Showtime
168	Comores	ESPN
169	Congo	ESPN
170	Cote d'Ivoire	ESPN; AFN
171	Cyprus	AFN; Canadian Forces Television
172	Democratic Republic of Congo	ESPN; AFN
173	Djibouti	Orbit ESPN; ; Showtime
174	Egypt	Orbit ESPN; AFN; Canadian Forces Television; Showtime
175	Equatorial Guinea	ESPN; AFN
176	Eritrea	ESPN; AFN
177	Ethiopia	ESPN; AFN
178	Gabon	ESPN; AFN
179	Gambia	ESPN; AFN
180	Ghana	ESPN; AFN;
181	Guinea	ESPN; AFN
182	Guinea-Bissau	ESPN; AFN
183	Iran	Orbit ESPN; Showtime
184	Iraq	Orbit ESPN; AFN; Showtime
185	Israel	ESPN Israel; METV; AFN; Canadian Forces Television; Showtime
186	Jordan	Orbit ESPN: AFN; Showtime
187	Kenya	ESPN; AFN
188	Kuwait	Orbit ESPN: AFN; Showtime
189	Kyrgyzstan	AFN; NTV Plus
190	Lebanon	Orbit ESPN: AFN; Showtime
191	Lesotho	ESPN; AFN
192	Liberia	ESPN; AFN
193	Libya	Orbit ESPN; Showtime
194	Madagascar	ESPN; AFN
195	Malawi	ESPN; AFN
196	Mali	ESPN; AFN
197	Mauritania	Orbit ESPN; AFN; Showtime
198	Mauritius	ESPN; AFN
199	Mayotte	ESPN
200	Morocco	Orbit ESPN; AFN; Showtime
201	Mozambique	ESPN; AFN

202	Namibia	ESPN; AFN
203	Niger	ESPN; AFN
204	Nigeria	ESPN; AFN;
205	Oman	Orbit ESPN: AFN; Showtime
206	Palestine	Orbit ESPN;
207	Qatar	Orbit ESPN: AFN; Showtime
208	Reunion	ESPN
209	Rwanda	ESPN; AFN
210	Sao Tome & Principe	ESPN; AFN
211	Saudi Arabia	Orbit ESPN: AFN; Showtime
212	Senegal	ESPN; AFN
213	Seychelles	ESPN; AFN
214	Sierra Leone	ESPN; AFN
215	Somalia	Orbit ESPN; Showtime
216	South Africa	ESPN; AFN
217	St. Helena	ESPN
218	Sudan	Orbit ESPN; Showtime
219	Swaziland	ESPN; AFN
220	Syria	Orbit ESPN: AFN; Canadian Forces Television; Showtime
221	Tajikistan	NTV Plus; AFN
222	Tanzania	ESPN; AFN
223	Togo	ESPN; AFN
224	Tunisia	Orbit ESPN: AFN; Showtime
225	Turkey	; AFN; Canadian Forces Television
226	Uganda	ESPN; AFN
227	United Arab Emirates	Orbit ESPN: AFN; Canadian Forces Television; Showtime
228	Western Sahara	ESPN
229	Yemen	Orbit ESPN: AFN; Showtime
230	Zaire	AFN
231	Zambia	ESPN; AFN
232	Zanzibar	ESPN
233	Zimbabwe	ESPN; AFN
Other		
234	Antarctica	AFN
TOTAL TERRITORIES		234
TOTAL BROADCASTERS		54
TOTAL LANGUAGES		32
TOTAL HOURS		182,403