



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT				
NFL Week 1 - Minn @ New Orleans - Thurs. Sept 9, 2010				
63.5 National Units    15 Local Units (10 in game plus 5 post)				
NFL promos = 2 x :30, 2 x :10 (plus :10 copyright)				
NBC promos = 5:00 (2:30 per half)				
Network		Promos/ Added Value	Local	Length
First Quarter				
Position #1	01:30	BBds :20		01:50
Position #2	01:30	:15 NBC promo		01:45
Position #3	01:30	:10 NFL promo		01:40
Position #4	01:30	:15 NBC promo		01:45
Position #5	01:30	:15 NBC promo		01:45
End of Quarter				
Position #6	01:15	:30 NFL Institutional + :10 NFL auction promo		01:55
Second Quarter				
Position #7	01:30	BBds :20		01:50
Position #8	01:30	:15 NBC promo		01:45
Position #9	01:30	:15 NBC promo		01:45
Position #10	01:30	:15 NBC promo		01:45
Position #11	01:30	:30 NFL spot in "B" position plus :15 NBC promo		02:15
End of Half				
Station Break		:31	02:04	02:45
		:10 NFL promo		
Toyota Halftime Show Opening Animation				
Segment One Halftime Show				
Position #12	:45			:45
Segment Two Halftime Show				
Toyota Halftime Show Closing Animation				
Station Break		:31	01:34	02:45
		:30 NFL Institutional plus :10 NFL copyright		
Third Quarter				
Position #13	01:30	BBds :20		01:50
Position #14	01:15	:15 NBC promo		01:30
Position #15	01:30	:15 NBC promo		01:45
Position #16	01:30	:15 NBC promo		01:45
Position #17	01:30	:15 NBC promo		01:45
End of Quarter				
Station Break		:16	01:34	01:50
Fourth Quarter				
Position #18	01:30	BBds :20		01:50
Position #19	01:30	:15 NBC promo		01:45
Position #20	01:30	:15 NBC promo		01:45
Position #21	01:30	:15 NBC promo		01:45
Position #22	01:30	:15 "MNF" promo		01:45
Position #23		:30 NFL Institutional + :15 NBC promo + :30 "SNF" (truck)		01:15
End of Game				
Station Break		:16	01:34	01:50
Gillette Post Game				
Position #24	01:00			01:00
Terminal Station Break		:16	01:04	01:20

<b>Overtime Games</b>				
:30 network position is tied to end of game station break (total length 2:50)				
Two 1:00 network positions stand by for team time outs or injury time outs				
1:30 network position airs at the 2:00 warning (if we ever get that far)				

Video Greensheets: 2 x :15 video greensheets to air per half at Producer's discretion  
 NBCSports.com and NFL.com one for one greensheets/ticker  
 Pos. # 24 airs only when 4Q breaks rolled up with :30 NFL and :15 promo rolled from NY  
 :30 "SNF" element in pos # 23 rolls from truck  
 If Pos. # 23 doesn't air, :15 NBC promo in #23 becomes drop-in at Producer's discretion (rolls from NY)

2:00 warning

2:00 warning IF breaks don't roll up  
 2:00 warning IF breaks do roll up

FINAL as of 9/9/10