



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT				
<b>NFL Week 1 - Dal @ Was - Sunday, Sept 12, 2010</b> <i>65 Network Units (62 plus 3 challenge) 15 Local Units (10 in game plus 5 post)</i> <i>NFL promos = 2 x :30, 2 x :10 (plus :10 copyright)</i> <i>NBC promos = 5:00 (2:30 per half)</i>				
Network	Promos/ Added Value	Local	Length	
<b>First Quarter</b>				
Position #1	01:30 BBds :20		01:50	3.0
Position #2	01:30 :15 NBC promo		01:45	3.0
Position #3	01:30 :10 NFL promo		01:40	3.0
Position #4	01:30 :15 NBC promo		01:45	3.0
Position #5	01:30 :15 NBC promo		01:45	3.0
<b>End of Quarter</b>				
Position #6	01:15 :30 NFL Institutional		01:45	2.5
<b>Second Quarter</b>				
Position #7	01:30 BBds :20		01:50	3.0
Position #8	01:30 :15 NBC promo		01:45	3.0
Position #9	01:30 :15 NBC promo		01:45	3.0
Position #10	01:30 :15 NBC promo		01:45	3.0
Position #11	01:30 :30 NFL spot in "B" position plus :15 NBC promo		02:15	3.0
Position #12	01:30		01:30	3.0
<b>End of Half</b>				
<b>Station Break</b>		<b>:31</b>	<b>02:04</b>	<b>02:45</b>
		:10 NFL promo		
<i>Toyota Halftime Show Opening Animation</i>				
<b>Segment One Halftime Show</b>				
Position #13	:45		:45	1.5
<b>Segment Two Halftime Show</b>				
<i>Toyota Halftime Show Closing Animation</i>				
<b>Station Break</b>		<b>:31</b>	<b>01:34</b>	<b>02:45</b>
		:30 NFL Institutional plus :10 NFL copyright		
<b>Third Quarter</b>				
Position #14	01:30 BBds :20		01:50	3.0
Position #15	01:00 :15 NBC promo		01:15	2.0
Position #16	01:30 :15 NBC promo		01:45	3.0
Position #17	01:30 :15 NBC promo		01:45	3.0
Position #18	01:30 :15 NBC promo		01:45	3.0
<b>End of Quarter</b>				
<b>Station Break</b>		<b>:16</b>	<b>01:34</b>	<b>01:50</b>
<b>Fourth Quarter</b>				
Position #19	01:30 BBds :20		01:50	3.0
Position #20	01:30 :15 NBC promo		01:45	3.0
Position #21	01:30 :15 NBC promo		01:45	3.0
Position #22	01:30 :15 NBC promo		01:45	3.0
Position #23	01:00 :15 "MNF" promo		01:15	2.0
Position #24	:30 NFL Institutional + :15 NBC promo + :30 "SNF" (truck)		01:15	0.0
<b>End of Game</b>				
<b>Station Break</b>		<b>:16</b>	<b>01:34</b>	<b>01:50</b>

Network Local

2:00 warning  
"Challenge" floater

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

<b>Gillette Post Game</b>				
Position #25	02:00		02:00	4.0
<b>Terminal Station Break</b>		<b>:16</b>	<b>01:04</b>	<b>01:20</b>

<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 # 24 rolls from truck  
 If Pos. # 24 doesn't air, :15 NBC promo in #24 becomes drop-in at Producer's discretion (rolls from NY)

FINAL as of 9/9/10