



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT				
NFL Week 5 - Philly @ San Fran - Sunday, Oct. 10, 2010 <i>62.5 Network Units (59.5 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	
First Quarter				
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	01:00 :15 NBC promo		01:15	2.0
End of Quarter				
Position #6	01:15 :30 NFL Institutional		01:45	2.5
Second Quarter				
Position #7	01:30 BBds :20		01:50	3.0
Position #8	01:00 :15 NBC promo		01:15	2.0
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
End of Half				
Station Break		:31	02:04	02:45
		:10 NFL promo		
<i>Toyota Halftime Show Opening Animation</i>				
Segment One Halftime Show				
Position #13	:45		:45	1.5
Segment Two Halftime Show				
<i>Toyota Halftime Show Closing Animation</i>				
Station Break		:31	01:34	02:45
		:30 NFL Institutional plus :10 NFL copyright		
Third Quarter				
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	01:15 :30 NBC promo		01:45	2.5
End of Quarter				
Station Break		:16	01:34	01:50
Fourth Quarter				
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
End of Game				
Station Break		:16	01:34	01:50

Network Local

2:00 warning
"Challenge" floater

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

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

Overtime Games				
: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 10/8/10