



# NBC SUNDAY NIGHT FOOTBALL NFL FORMAT

## NFL Week 6 - Indy @ Washington - Sunday, Oct. 17, 2010

62 Network Units (59 plus 3 challenge) 15 Local Units (10 in game plus 5 post)  
 NFL promos = 2 x :30, 3 x :10 (plus :10 copyright)  
 NBC promos = 5:15 (2:30 per half plus :15 for bunching)

Network Local

Network	Promos/ Added Value	Local	Length
First Quarter			
Position #1	1:30	BBds :20	1:50
Position #2	1:30	:15 NBC promo	1:45
Position #3	1:30	:10 NFL promo	1:40
Position #4	1:30	:15 NBC promo	1:45
Position #5	1:00	:15 NBC promo	1:15
End of Quarter			
Position #6	1:15	:30 NFL Institutional	1:45
Second Quarter			
Position #7	1:30	BBds :20	1:50
Position #8	1:00	:15 NBC promo	1:15
Position #9	1:30	:15 NBC promo	1:45
Position #10	1:30	:15 NBC promo	1:45
Position #11	1:30	:30 NFL spot in "B" position plus :15 NBC promo	2:15
Position # 12	1:30		1:30
End of Half			
Station Break		:31	2:04 2:45
		:10 NFL promo	
Toyota Halftime Show Opening Animation			
Segment One Halftime Show			
Position #13	:45		:45
Segment Two Halftime Show			
Toyota Halftime Show Closing Animation			
Station Break		:31	1:34 2:45
		:30 NFL Institutional plus :10 NFL copyright	
Third Quarter			
Position #14	1:30	BBds :20	1:50
Position #15	1:00	:30 NBC promo	1:30
Position #16	1:30	:15 NBC promo	1:45
Position #17	1:30	:15 NBC promo	1:45
Position #18	1:00	:10 NFL plus :15 NBC promo	1:25
End of Quarter			
Station Break		:16	1:34 1:50
Fourth Quarter			
Position #19	1:30	BBds :20	1:50
Position #20	1:30	:15 NBC promo	1:45
Position #21	1:30	:15 NBC promo	1:45
Position #22	1:30	:15 NBC promo	1:45
Position #23	1:00	:15 "MNF" promo	1:15
Position #24		:30 NFL Institutional + :15 NBC promo + :30 "SNF" (truck)	1:15
End of Game			
Station Break		:16	1:34 1:50
		Totals	

62.0 10.0  
3.0

<b>Gillette Post Game</b>			
Position #25	1:00		1:00
<b>Terminal Station Break</b>		<b>:16</b>	<b>1:04 1:20</b>

2.0 2.0

<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)

2:00 warning  
"Challenge" floater

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

FINAL as of 10/15/10

