



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT			
NFL Week 7 - Minn @ GB - Sunday, Oct. 24, 2010			
66.5 Network Units (63.5 plus 3 challenge) 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		01:45
Second Quarter			
Position #7	01:30 BBds :20		01:50
Position #8	01:15 :15 NBC promo		01:30
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
Position # 12	01:30		01:30
End of Half			
Station Break		:31	02:04 02:45
		: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	01:34 02:45
		:30 NFL Institutional plus :10 NFL copyright	
Third Quarter			
Position #14	01:30 BBds :20		01:50
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
Position #18	01:30 :15 NBC promo		01:45
End of Quarter			
Station Break		:16	01:34 01:50
Fourth Quarter			
Position #19	01:30 BBds :20		01:50
Position #20	01:30 :15 NBC promo		01:45
Position #21	01:30 :15 NBC promo		01:45
Position #22	01:30 :15 NBC promo		01:45
Position #23	01:30 :15 "MNF" promo		01:45
Position #24	:30 NFL Institutional + :15 NBC promo + :30 "SNF" (truck)		01:15
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

<b>Gillette Post Game</b>			
Position #25	02:00		02:00
<b>Terminal Station Break</b>		<b>:16</b>	<b>01:04 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 10/22/10