



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT					
NFL Week 9 - Dallas @ GB - Sunday Nov. 7, 2010					
70 Network Units (67 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 in action (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	01:45	:30 NFL Institutional			02:15
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	02:00	:15 NBC promo			02:15
Position # 12	01:30				01:30
Position# 13	:30				:30
End of Half					
Station Break		:61		02:04	03:15
		:10 NFL promo			
Toyota Halftime Show Opening Animation					
Segment One Halftime Show					
Position #14	: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 #15	01:30	BBds :20			01:50
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
Position #19	01:30	:15 NBC promo			01:45
End of Quarter					
Station Break		:16		01:34	01:50
Fourth Quarter					
Position #20	01:30	BBds :20			01:50
Position #21	01:30	:15 NBC promo			01:45
Position #22	01:30	:15 NBC promo			01:45
Position #23	01:30	:15 NBC promo			01:45
Position #24	01:30	:15 "MNF" promo			01:45
Position #25		:30 NFL Institutional + :15 NBC promo + :30 "SNF" (truck)			01:15
End of Game					
Station Break		:16		01:34	01:50
Totals					
Gillette Post Game					
Position #26	02:00				02:00
Terminal Station Break		:16		01:04	01:20

Network Local

2:00 warning
"Challenge" floater
floater - can air anywhere in game

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

REVISED as of 11/4/10

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. # 25 airs only when 4Q breaks rolled up with :30 NFL and :15 promo rolled from NY
:30 "SNF" element in pos # 25 rolls from truck
If Pos. # 25 doesn't air, :15 NBC promo in #25 becomes drop-in at Producer's discretion (rolls from NY)