NFL NETWORK GAME COMMERCIAL FORMAT

Indianapolis @ Tennessee - Thursday, December 9, 2010

Pre-Kick	LENGTH	
Position #1	02:45	2:30 + :15 Open BBD
Position #2	02:45	2:30 + :15 NFLN Promo
Position #3	03:15	2:00 + :15 NFLN Promo + 1:00 Local
Position #4	02:52	:15 Closing BBD + 2:00 + :15 NFLN Promo + :22 Hallmark



FLOATERS

LOCAL

NETWORK

KICKOFF @ 8:29

GAME

LENGTH

Two Minute Warning

"21st Pod" Challenge Floater

First Qu	ıarter				
Position #1	01:45	1:30 + :15 Game Opening BBD	3.0		
Position #2	01:40	1:30 + :10 NFLN Promo	3.0		
Position #3	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0		2.0
Position #4	01:45	1:00 + :30 NFL PSA + :15 Middle BBD #1	2.0		
Position #5	01:45	01:45	3.5		
End of First	Quarter				
Position #6	01:40	:30 +:10 NFLN Promo + 1:00 Local	1.0		2.0
Second O	(uarter				
Position #7	01:45	1:30 + :15 Middle BBD #2	3.0		
Position #8	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0		2.0
Position #9	01:45	1:30 + :15 Middle BBD #3	3.0		
Position #10	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0		2.0
Position #11	02:20	:10 NFL PSA + :10 NFLN Promo + 1:45	3.5		
21st Pod	01:30			3.0	
End of Fir	rst Half				
HALFT	IME				
Sponsored Half	ftime Show(Opening Animation			
Position #12	02:05	1:30 + :30 NFLN Promo + :05 NFLN ID	3.0		
Position #13	01:30	:30 + :30 NFL PSA + :30 NFLN Promo	1.0		
Position #14	02:05	:30 + 1:00 Local + :30 NFLN Promo + :05 NFLN ID	1.0		2.0
		Closing Animation			
Third Qu	uarter				
Position #15	01:45	1:30 + :15 Middle BBD #4	3.0		
Position #16	01:45	01:45	3.5		
Position #17	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0		2.0
Position #18	01:40	1:30 + :10 NFL Copyright	3.0		
Position #19	01:50	1:30 + :10 NFLN Promo + :10 Middle BBD #5	3.0		
End of Third	d Quarter				
Position #20	01:40	:30 + :10 NFLN Promo + 1:00 Local	1.0		2.0
Fourth Q	uarter				
Position #21	01:45	1:30 + :15 Middle BBD #6	3.0		
Position #22	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0		2.0
Position #23	01:40	1:30 + :10 NFL PSA	3.0		
Position #24	01:45	:30 + 1:00 Local + :15 NFLN Promo	1.0		2.0
Position #25	02:20	2:00 + :15 Middle BBD #7	4.0		
22nd Pod	01:30			3.0	
Post 0	Gun				
Position #26	01:30	1:00 + :30 NFL Promo	2.0		

Two Minute Warning
"22nd Pod" Challenge Floater

		Total (excluding Post Gun)	56.5	6.0	18.0
Floa	ter				
Floater #1	:15	:15	0.5		

			57.0
Overtime	Games		
Overtime #1	01:30	01:30	3.0
Overtime #2	01:30	01:30	3.0

As of 12-6-10