


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		
GAME	LENGTH	NETWORK	FLOATERS	LOCAL
First Quarter				
Position #1	01:45	3.0		
Position #2	01:40	3.0		
Position #3	01:45	1.0		2.0
Position #4	01:45	2.0		
Position #5	01:45	3.5		
End of First Quarter				
Position #6	01:40	1.0		2.0
Second Quarter				
Position #7	01:45	3.0		
Position #8	01:45	1.0		2.0
Position #9	01:45	3.0		
Position #10	01:45	1.0		2.0
Position #11	02:20	3.5		
21st Pod	01:30		3.0	
End of First Half				
HALFTIME				
<i>Sponsored Halftime Show Opening Animation</i>				
Position #12	02:05	3.0		
Position #13	01:30	1.0		
Position #14	02:05	1.0		2.0
<i>Sponsored Halftime Show Closing Animation</i>				
Third Quarter				
Position #15	01:45	3.0		
Position #16	01:45	3.5		
Position #17	01:45	1.0		2.0
Position #18	01:40	3.0		
Position #19	01:50	3.0		
End of Third Quarter				
Position #20	01:40	1.0		2.0
Fourth Quarter				
Position #21	01:45	3.0		
Position #22	01:45	1.0		2.0
Position #23	01:40	3.0		
Position #24	01:45	1.0		2.0
Position #25	02:20	4.0		
22nd Pod	01:30		3.0	
Post Gun				
Position #26	01:30	2.0		
Total (excluding Post Gun)		56.5	6.0	18.0
Floater				
Floater #1	:15	0.5		
		57.0		
Overtime Games				
Overtime #1	01:30	3.0		
Overtime #2	01:30	3.0		

KICKOFF @ 8:29

Two Minute Warning

"21st Pod" Challenge Floater

Two Minute Warning

"22nd Pod" Challenge Floater

As of 12-6-10