



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT				
NFL Week 15 - GB @ NE - Sunday Dec. 19, 2010 <i>68 Network Units (65 plus 3 challenge) 15 Local Units (10 in game plus 5 post)</i> <i>NFL promos = 2 x :30, 2 x :10 (plus :10 copyright)</i> <i>NBC promos = 5:00 (2:30 per half)</i>				
Network	Promos/ Added Value	Local	Length	
First Quarter				
Position #1	01:30 BBds :20		01:50	3.0
Position #2	01:30 :15 NBC promo		01:45	3.0
Position #3	01:30 :10 Bridgestone SB Halftime promo		01:40	3.0
Position #4	01:30 :15 NBC promo		01:45	3.0
Position #5	01:30 :15 NBC promo		01:45	3.0
End of Quarter				
Position #6	01:15 :30 NFL Institutional		01:45	2.5
Second Quarter				
Position #7	01:30 BBds :20		01:50	3.0
Position #8	01:30 :15 NBC promo		01:45	3.0
Position #9	01:30 :15 NBC promo		01:45	3.0
Position #10	01:30 :15 NBC promo		01:45	3.0
Position #11	01:30 :30 NFL spot in "B" position plus :15 NBC promo		02:15	3.0
Position #12	01:30		01:30	3.0
Position #13	:30		:30	1.0
End of Half				
Station Break		:31	02:04	02:45
		:10 NFL promo		
<i>Toyota Halftime Show Opening Animation</i>				
Segment One Halftime Show				
Position #14	:45		:45	1.5
Segment Two Halftime Show				
<i>Toyota Halftime Show Closing Animation</i>				
Station Break		:31	01:34	02:55
		:30 NFL Institutional + :10 NFL promo + :10 NFL copyright		
Third Quarter				
Position #15	01:30 BBds :20		01:50	3.0
Position #16	01:30 :15 NBC promo		01:45	3.0
Position #17	01:30 :15 NBC promo		01:45	3.0
Position #18	01:30 :15 NBC promo		01:45	3.0
Position #19	01:30 :15 NBC promo		01:45	3.0
End of Quarter				
Station Break		:16	01:34	01:50
Fourth Quarter				
Position #20	01:30 BBds :20		01:50	3.0
Position #21	01:30 :15 NBC promo		01:45	3.0
Position #22	01:30 :15 NBC promo		01:45	3.0
Position #23	01:30 :15 NBC promo		01:45	3.0
Position #24	01:30 :15 "MNF" promo		01:45	3.0
Position #25	:30 NFL Institutional + :15 NBC promo + :30 "SNF" (truck)		01:15	0.0
End of Game				
Station Break		:16	01:34	01:50
Totals				
				68.0
				10.0
				3.0
Wendy's Post Game				
Position #26	02:00		02:00	4.0
Terminal Station Break		:16	01:04	01:20
Overtime Games				
:30 network position is tied to end of game station break (total length 2:20)				
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)				

Network Local

2:00 warning
"Challenge" floater
floater

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

FINAL as of 12/17/10

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" promo 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)