



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT				
NFL Week 16 - MIN @ PHI - Sunday Dec. 26, 2010				
62.5 Network Units (59.5 plus 3 challenge) 15 Local Units (10 in game plus 5 post)				
NFL promos = 3 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	01:30	: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	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 + :10 NFL copyright		
Third Quarter				
Position #14	01:30	BBds :20		01:50
Position #15	01:15	:15 NBC promo + :10 Bridgestone SB Halftime promo		01:40
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	01:00	:15 NBC promo		01:15
Position #23	00:00	:30 NFL Inst + :15 NBC promo + :15 "MNF" promo +:30 "SNF" promo		01:30
End of Game				
Station Break		:16	01:34	01:50
Wendy's Post Game				
Position #24	02:00	:10 NFL.com promo		02:10
Terminal Station Break		:16	01:04	01:20

Network Local

2:00 warning
"Challenge" floater

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2:00 warning

FINAL as of 12/22/10