

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)*

Network Local

			NBC promos = 5:00 (2:30 per half)			
	1	Network	Promos/Added Value Local	Length		
D.	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 NFL 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 Quar	ter				
	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	
2:00 warning	Position #11	01:30	:30 NFL spot in "B" position plus :15 NBC promo	02:15	3.0	
"Challenge" floater		01:30		01:30	3.0	
			End of Half			
	Station Break		:31 02:04	02:45		4.0
			:10 NFL promo			
	Toyota Halftime Show Opening Animation					
	Segment One Halftime Show					
	Position #13	:45		:45	1.5	
	Segment Two	Halftime Sh	now			
	Toyota Halftime Show Closing Animation					
	Station Break		:31 01:34	02:45		3.0
			:30 NFL Institutional + :10 NFL copyright			
	Third Quart	er				
н	Position #14	01:30	BBds :20	01:50	3.0	
	Position #15	01:15	:15 NBC promo + :10 Bridgestone SB Halftime promo	01:40	2.5	
	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	
	End of Quar	ter				
	Station Break		:16 01:34	01:50		3.0
	Fourth Quarter					
	Position #19	01:30	BBds :20	01:50	3.0	
	Position #20	01:30	:15 NBC promo	01:45	3.0	
	Position #21	01:30	:15 NBC promo	01:45	3.0	
	Position #22	01:00	:15 NBC promo	01:15	2.0	
2:00 warning	Position #23	00:00	:30 NFL Inst +:15 NBC promo +:15 "MNF" promo +:30 "SNF" promo	01:30	0.0	
	End of Game			Totals	62.5	10.0
	Station Break		:16 01:34	01:50	İ	3.0
					•	
	Wendy's Pos				1	
	Position #24	02:00	:10 NFL.com promo	02:10	4.0	
	Torminal Ctat	ion Droot	.17	01.20	4	2.0

01:04

01:20

2.0

Overtime Games

Terminal Station Break

: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)

FINAL as of 12/22/10

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 :30 "SNF" promo in pos # 23 rolls from truck