



2:00 warning
"Challenge" floater

NBC SUNDAY NIGHT FOOTBALL NFL FORMAT				
NFL Week 17 - STL @ SEA - Sunday Jan. 2, 2011				
56 Network Units (53 plus 3 challenge) 15 Local Units (10 in game plus 5 post)				
NFL promos = 6 x :30, 2 x :10 (plus :10 copyright) - 2:00 due to bunching and makegood				
NBC promos = 6:45 (2:30 per half + 1:45 due to bunching)				
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 NFL promo		01:40	3.0
Position #4	01:00 :45 NBC promo		01:45	2.0
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 :10 Bridgestone SB Halftime promo		01:40	3.0
Position #9	01:00 :30 NFL Institutional + :15 NBC promo		01:45	2.0
Position #10	01:30 :15 NBC promo		01:45	3.0
Position #11	01:00 :30 NFL spot in "B" position plus :15 NBC promo		01:45	2.0
Position #12	01:30		01:30	3.0
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	1.5
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	3.0
Position #15	01:00 :30 NBC promo		01:30	2.0
Position #16	01:00 :45 NBC promo		01:45	2.0
Position #17	01:30 :15 NBC promo		01:45	3.0
Position #18	01:00 :30 NFL Institutional + :15 NBC promo		01:45	2.0
End of Quarter				
Station Break		:16	01:34	01:50
Fourth Quarter				
Position #19	01:30 BBds :20		01:50	3.0
Position #20	01:00 :30 NFL Institutional + :15 NBC promo		01:45	2.0
Position #21	01:30 :15 NBC promo		01:45	3.0
Position #22	01:00 :45 NBC promo		01:45	2.0
Position #23	00:00 :30 NFL Institutional + :30 NBC promo + :30 "SNF" (truck)		01:30	0.0
End of Game				
Station Break		:16	01:34	01:50
Totals				
				56.0
				10.0
				3.0
Wendy's Post Game				
Position #24	01:30 :10 NFL.com promo		01:40	3.0
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)				
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				

FINAL as of 12/30/10