



# **NBC SUNDAY NIGHT FOOTBALL NFL FORMAT** **NFL Wildcard Game 1 - NO @ SEA - Saturday Jan. 8, 2011**

*57 Network Units (54 plus 3 challenge) 15 Local Units (10 in game plus 5 post)*  
*NFL promos = 6 x :30, 2 x :10 (plus :10 copyright) - 1:30 due to bunching*  
*NBC promos = 6:30 (5:00 normal promotion + 1:30 due to bunching)*

**Network    Local**

	Network	Promos/Added Value	Local	Length	
<b>First Quarter</b>					
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	01:00	:30 NBC promo		01:30	2.0
<b>End of Quarter</b>					
Position #6	01:15	:30 NFL Institutional		01:45	2.5
<b>Second Quarter</b>					
Position #7	01:30	BBds :20		01:50	3.0
Position #8	01:30	:15 NBC promo		01:45	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
<b>End of Half</b>					
<b>Station Break</b>		<b>:31</b>	<b>02:04</b>	<b>02:45</b>	<b>4.0</b>
		:10 NFL promo			
<i>Toyota Halftime Show Opening Animation</i>					
<b>Segment One Halftime Show</b>					
Position #13	:45			:45	1.5
<b>Segment Two Halftime Show</b>					
<i>Toyota Halftime Show Closing Animation</i>					
<b>Station Break</b>		<b>:31</b>	<b>01:34</b>	<b>02:45</b>	<b>3.0</b>
		:30 NFL Institutional + :10 NFL copyright			
<b>Third Quarter</b>					
Position #14	01:30	BBds :20		01:50	3.0
Position #15	01:30	:15 NBC promo		01:45	3.0
Position #16	01:00	:30 NBC promo + :10 Bridgestone SB promo		01:40	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
<b>End of Quarter</b>					
<b>Station Break</b>		<b>:16</b>	<b>01:34</b>	<b>01:50</b>	<b>3.0</b>
<b>Fourth Quarter</b>					
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	:30 NBC promo		01:30	2.0
Position #23	00:00	:30 NFL Institutional + :60 NBC promo		01:30	0.0
<b>End of Game</b>					
<b>Totals</b>					
<i>pre OT/Terminal StationBreak</i>		<b>:16</b>	<b>01:34</b>	<b>01:50</b>	

**57.0    10.0**  
**2.0**

**Overtime Games**  
**IF OT, station break only airs between end of reg. and start of OT - break 1:50 total**  
 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**  
**End of Half/Pre3rdQ "Wendy's 1st half analysis" :10 enhancement**

**FINAL as of 1/7/11**

2:00 warning  
 "Challenge" floater