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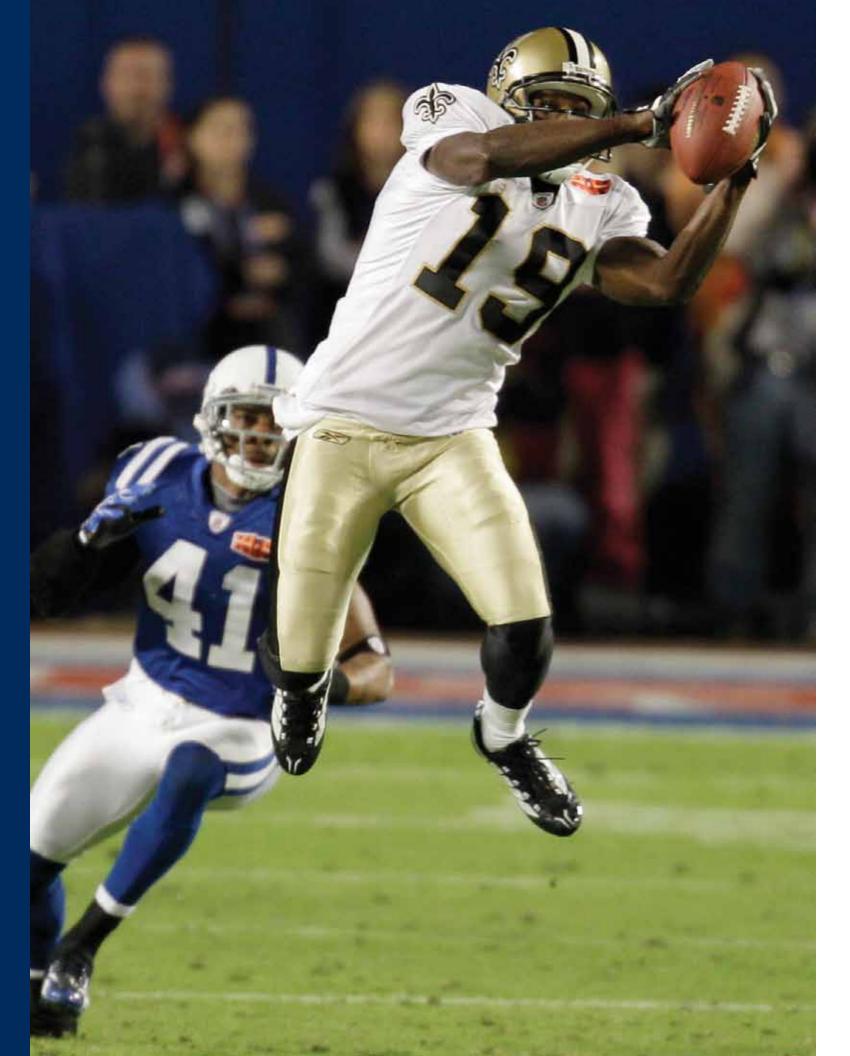


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The purpose of this guide is to provide our international broadcasters with detailed information on NFL Operations and Programming for the 2010 season.

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Notes

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NFL INTERNET SITES

NFL.COM

The league's official site. It provides information on NFL teams and players during the regular season, postseason and offseason.

SUPERBOWL.COM

The official site for Super Bowl XLV takes you inside The Big Game.

NFLMEDIA.COM

Site developed by NFL Public Relations and dedicated to the media. Please visit this website for up-to-date media related information and Super Bowl credential applications.

NFL.BIZ

Site designed for licensees to view and download NFL logos, style guide.

NFL.COM/NFLNETWORK

The official site for NFL Network.

NFLNETWORKAFFILIATES.COM

This site is the destination for many of the tools and resources you need to support your business goals as an NFL Network partner.

NFLINTERNATIONAL.COM

The official international programming site. It provides information on more than 100 hours of NFL features including weekly magazine shows, instructional vignettes, bloopers and documentaries.

LOCAL MARKET WEBSITES

www.nflcanada.com www.nflchina.com www.nfljapan.com www.nfl.com.mx www.nfluk.com

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2010 Schedule

INTRODUCTION

SCHEDULE

2010

This complete NFL handbook contains resources and information that will assist your programming and production departments. All of us at NFL International understand that our success is measured by that of our broadcast partners and their viewers' passion for football.

2010 NFL SCHEDULE KICKS OFF WITH THE SUPER BOWL XLIV CHAMPION NEW **ORLEANS SAINTS HOSTING THE MINNESOTA VIKINGS**

- The season begins with the NFL's annual Thursday primetime kickoff game. This year the opener on September 9 on NBC (8:30 PM ET) features the Super Bowl XLIV champion New Orleans Saints at home against the NFC North champion Minnesota Vikings in a rematch of last season's memorable NFC Championship Game. In a format introduced in 2004, the Super Bowl champion annually hosts the NFL Thursday night
- NBC will carry two primetime games on Kickoff Weekend (Thursday and Sunday nights) for a season total of 18 primetime games (the opening Thursday night kickoff and 17 Sunday Night Football games). The Sunday night Kickoff Weekend game will feature an NFC East showdown when the Dallas Cowboys visit the Washington Redskins.
- Among the Kickoff Weekend highlights are the debuts of two venues. The New Meadowlands Stadium will host two games on Kickoff Weekend, including one in primetime. On Sunday, September 12, the New York Giants will face the Carolina Panthers (1:00 PM ET. FOX) in the first regular-season game at the stadium. A day later, the New York Jets will meet the Baltimore Ravens in the first nationally televised Monday Night Football game (7:00 PM ET, ESPN) of the season. The second contest of ESPN's opening weekend doubleheader will feature the Kansas City Chiefs hosting the San Diego Chargers, showcasing the unique renovation of one of the NFL's iconic venues - Arrowhead Stadium (10:15 PM ET, ESPN). For the remainder of the season, ESPN will televise one Monday night game for the next 15 weeks. There will be no Monday night game on the final regular-season weekend (Week 17), enhancing the ability to schedule the opening weekend of the NFL playoffs.
- The regular season will conclude with Week 17 on Sunday, January 2. All 16 games scheduled for Week 17 are division contests. In the final three weeks, there will be a total of 28 division matchups, up from 15 division games in the final three weeks of 2009, to enhance the potential for more games at the end of the season with playoff ramifications.
- · The 2010 season will come to a close on Sunday, February 6, 2011, when the NFL will crown a champion at Super Bowl XLV at Cowbovs Stadium in North Texas
- · Two of the highlights in a season sure to have many will come in late October and early November when the NFL again extends beyond the borders of the United States. On October 31 at London's historic Wembley Stadium, the NFL will continue its International Series of regular-season games when the San Francisco 49ers host the Denver Broncos (1:00 PM ET, CBS). Then on Sunday, November 7, the Buffalo Bills will venture north to Canada for the third consecutive season when they host the Chicago Bears in Toronto at the Rogers Centre (1:00 PM ET, FOX).
- NFL Network will kick off an eight-game schedule on November 11 when the Atlanta Falcons host the Rayens. The network will televise seven games on Thursday night and a Saturday night game on Christmas Day featuring the Cowboys and Arizona Cardinals. All NFL Network games will start at 8:20 PM ET, except for the December 25 matchup, which will kick off at 7:30 PM ET.

- · The season again will utilize "flexible scheduling" in Weeks 11-17. In Weeks 11-16, the schedule lists the games tentatively set for Sunday Night Football on NBC. Only Sunday afternoon games are eligible to be moved to Sunday night, in which case the tentatively scheduled Sunday night game would be moved to an afternoon start time. Flexible scheduling will not be applied to games airing on Thursday, Saturday or Monday nights.
- A flexible scheduling move would be announced at least 12 days before the game. For Week 17, the change will be announced no later than six days before the game. The schedule does not list a Sunday night game in Week 17, but an afternoon game with playoff implications will be moved to that time slot to conclude the season.
- Flexible scheduling will ensure quality matchups in all Sunday time slots in those weeks and give "surprise" teams a chance to play their way into
- Thanksgiving will feature an NFL tripleheader. The early game will send the New England Patriots to Detroit to face the Lions (12:30 PM ET, CBS). The late afternoon game will feature the Saints at the Cowboys (4:15 PM ET, FOX). The holiday feast concludes with the Jets welcoming the Cincinnati Bengals (8:20 PM ET, NFLN) in the first Thanksgiving game hosted by a New York team since the AFL's first two Thanksgiving games in 1960 and 1961, when the lets were known as the Titans
- The NFL's 32 teams will each play 16 games over 17 weeks. Byes are scheduled for Weeks 4 through 10.
- The 2010 playoffs will include four division winners and two wild cards from each conference. The playoffs begin with Wild Card Weekend on Saturday and Sunday, January 8-9. The two division winners with the best records in each conference will earn first-round byes.
- Wild Card Weekend winners join the top two division champions in each conference in the Divisional Playoffs on Saturday and Sunday, January 15-16. The AFC and NFC Championship Games will be played on Sunday, January 23. The winners meet two weeks later on Sunday, February 6 in North Texas in Super Bowl XLV.
- Preceding the Super Bowl for the second year in a row, the **Pro Bowl** will be played on Sunday, January 30 at Aloha Stadium in Hawaii.
- FOX will carry NFC games, the NFC playoffs, the NFC Championship Game, the Pro Bowl and Super Bowl XLV. CBS will present the AFC, the AFC playoffs and the AFC Championship Game. The 64 AFC-NFC interconference games (excluding primetime) are carried by CBS when the AFC team is the visitor and by FOX when the NFC team is on the road. All postseason games are televised nationally.
- In addition to its Sunday night package, NBC will televise a Wild Card playoff doubleheader on Saturday, January 8.
- By NFL policy, ESPN and NFL Network games also will be carried on free, over-the-air television in the city of the visiting team and in the city where the game is played if it is sold out 72 hours in advance of kickoff.
- The NFL is the only sports league that carries all regular-season and postseason games on free, over-the-air television.

NFL PREGAME TIMING SCHEDULE* (To be determined)

CICKOFF	1:02 PM ET	•	4:05 PM ET	4:15 PM ET		8:30:30	
	CBS	FOX	CBS FOX	CBS	FOX		
Both Teams Take the Field	1:01:00	1:01:00	4:04:00	4:14:00	4:14:00	8:29:30	
Coin Toss	1:00:00	1:00:00	4:03:00	4:13:00	4:13:00	8:25:00	
National Anthem Ends	12:59:00	1:00:00	4:00:00	4:12:00	4:11:00	8:28:30	
National Anthem Begins	12:57:00	12:58:00	3:58:00	4:10:00	4:09:00	8:26:30	on NBC cue
Home Team Player Introductions	12:54:00	12:55:00	3:56:00	4:07:00	4:07:00	8:22:00	on NFL Network cue
Home Team Leaves Locker Room	12:52:00	12:53:00	3:54:30	4:05:00	4:05:00	8:20:00	
Visiting Team Player Introductions	12:52:00	12:53:00	3:55:00	4:05:00	4:05:00	8:19:30	
Visiting Team Leaves Locker Room	12:50:00	12:51:00	3:53:30	4:03:00	4:03:00	8:17:30	
Home Team Two Minute Warning	12:50:00	12:51:00	3:53:00	4:03:00	4:03:00	8:18:00	
Visiting Team Two Minute Warning	12:48:00	12:49:00	3:51:30	4:01:00	4:01:00	8:15:30	
Officiating Meeting in Locker Room	11:30:00	11:30:00	2:30:00	2:45:00	2:45:00	6:50:00	8:20 PM scheduled game time
Network Live in Stadium	12:52 to 12	:56:45	12:55:30 to 12:58	4:00 onwa	rd		

ESPN MONDAY NIGHT FOOTBALL

8:40:00		KICKOFF
8:39:00		Both Teams Take the Field
8:38:30		National Anthem Ends
8:36:30	on ESPN cue	National Anthem Begins
8:34:30		Coin Toss
8:30:45	on ESPN cue	Home Team Player Introductions
8:29:00		Visiting Team Player Introductions
8:28:45		Home Team Leaves Locker Room
8:27:00		Visiting Team Leaves Locker Room
8:26:45		Home Team Two Minute Warning
8:25:00		Visiting Team Two Minute Warning
7:00:00	8:30 PM scheduled	Officiating Meeting in Locker Room
	game time	
	8:39:00 8:38:30 8:36:30 8:34:30 8:30:45 8:29:00 8:28:45 8:27:00 8:26:45 8:25:00	8:39:00 8:38:30 8:36:30 on ESPN cue 8:34:30 8:30:45 on ESPN cue 8:29:00 8:28:45 8:27:00 8:26:45 8:25:00 7:00:00 8:30 PM scheduled

Note: All games must kickoff within 10 minutes of the end of visiting team introductions Both teams must be on the field for national anthems in all games

NFL COMMERCIAL FORMAT

Effective for all 2010 games, including preseason, beginning with the Hall of Fame game:

- breaks between the 1st and 2nd and 3rd and 4th guarters) with the final break in each half normally coming at the twominute warning. The by-quarter pattern for all preseason, regular season, and postseason games will be 5-5-5-5.
- 2. All 20 network commercial breaks, and the breaks between the 1st and 2nd and the 3rd and 4th guarters, will be slightly over two minutes in duration (ready for play signal at 1:50pm). The networks plan to insert 90 seconds of commercial programming in each break.
- 3. All team timeouts called after the network commercial breaks for a quarter have been inserted (or when the network does not call a break) will be roughly one minute in length. The ready-for-play signal will be given after 30 seconds. Breaks after scores when the network does not go to commercial will be roughly the same length. Some radio stations/preseason TV stations are planning to sell a limited amount of commercial time in these breaks.
- 4. The network on-field commercial coordinator (Orange Sleeves) has the responsibility of signaling the network's desire for each of the 20 commercial breaks as well as the breaks between the 1st and 2nd and the 3rd and 4th quarters. (He does not control the length of the breaks)

1. There will be 20 commercial breaks in the game (plus the 5. The NFL Sideline TV Coordinator (Green Hat) will be located next to the network's Orange Sleeves and will facilitate the administration of the commercial format and the signaling of halftime.

NFL NETWORK THURSDAY AND SATURDAY NIGHT FOOTBALL

8.20.00

8-18-30

8.16.30

8:12:00

8:10:30

808:30

6:50:00

8:14:30

on NFL Network cue

on NFL Network cue

8:20 PM scheduled

game time

- 6. Each commercial break will be timed by the game officials and the NFL Sideline TV Coordinator, beginning with the referee's signal of a commercial timeout . . . arms extended parallel to the ground with fists clenched.
- 7. Stations televising preseason games must work with the home team in assuring that a local on-field TV commercial coordinator wearing Orange Sleeves is provided. Whether or not such a person is in evidence, game officials have been instructed to protect local television and club radio in the preseason by stopping all games on the predetermined commercial format basis.
- 8. In 2003, there was the introduction of a 21st "floating" break in CBS and FOX game broadcasts on the following conditions:
 - (1) The floating spot does not become available unless there is a "normal stop" taken as a TV break because of an extended injury or an Instant Replay Review.
- (2) The extra break can only be the sixth (6) break in a quarter, meaning it can not occur in a quarter that already has "carryover" breaks from the previous period.

2010 WEEK-BY-WEEK SCHEDULE (All times Eastern)

VEEK 1 OX NATIONAL WEEK		WEEK 4 FOX NATIONAL WEEK		WEEK 7 CBS NATIONAL WEEK	
hursday, Sep 9 NBC	8:30pm	Sunday, Oct 3 CBS	1:00pm	Sunday, Oct 24 CBS	1:00p
ikings at Saints		Jets at Bills		Bengals at Falcons	
funday, Sep 12 CBS olphins at Bills	1:00pm	Bengals at Browns Ravens at Steelers		Browns at Saints Steelers at Dolphins	
olts at Texans		Broncos at Titans		Jaguars at Chiefs	
engals at Patriots		FOX	1:00pm	Bills at Ravens	
oncos at Jaguars		Lions at Packers		FOX	1:00p
aiders at Titans rowns at Buccaneers		Panthers at Saints Seahawks at Rams		Rams at Buccaneers Eagles at Titans	
DX	1:00pm	49ers at Falcons		49ers at Panthers	
ons at Bears		CBS	4:05pm	Redskins at Bears	
alcons at Steelers		Colts at Jaguars		FOX	4:05p
anthers at Giants DX	4.1Emm	Texans at Raiders	4.1Enm	Cardinals at Seahawks	4.15
9ers at Seahawks	4:15pm	FOX Redskins at Eagles	4:15pm	Raiders at Broncos	4:15p
ardinals at Rams		Cardinals at Chargers		Patriots at Chargers	
ackers at Eagles		NBC	8:20pm	NBC	8:20
BC owboys at Redskins	8:20pm	Bears at Giants		Vikings at Packers	
onday, Sep 21 ESPN	7:00pm	Monday, Oct 4 ESPN	8:30pm	Monday, Oct 26 ESPN	8:30
avens at Jets	7:00pm	Patriots at Dolphins		Giants at Cowboys	
SPN	10:15pm	BYES: Cowboys, Vikings,		BYES: Lions, Jets, Texans, Coli	ts
nargers at Chiefs		Buccaneers, Chiefs			
/EEK 2		WEEK 5		WEEK 8	
BS NATIONAL WEEK		CBS NATIONAL WEEK		FOX NATIONAL WEEK	
unday, Sep 19 CBS	1:00pm	Sunday, Oct 10 CBS	1:00pm	Sunday, Oct 31 CBS	1:00
avens at Bengals	·	Chiefs at Colts		Jaguars at Cowboys	
ills at Packers		Broncos at Ravens		Broncos at 49ers (London)	
olphins at Vikings niefs at Browns		Jaguars at Bills	1.00	Dolphins at Bengals Bills at Chiefs	
eelers at Titans		FOX Rams at Lions	1:00pm	FOX	1:00
)X	1:00pm	Bears at Panthers		Packers at Jets	1:00
uccaneers at Panthers		Buccaneers at Bengals		Panthers at Rams	
ardinals at Falcons		Falcons at Browns		Redskins at Lions	
ears at Cowboys agles at Lions		Giants at Texans Packers at Redskins		CBS	4:05
OX	4:05pm	FOX	4:05pm	Titans at Chargers	
ams at Raiders	4:05pm	Saints at Cardinals	4:05piii	FOX Cooksyste at Daidera	4:15
eahawks at Broncos		CBS	4:15pm	Seahawks at Raiders Vikings at Patriots	
BS	4:15pm	Chargers at Raiders		Buccaneers at Cardinals	
atriots at Jets		Titans at Cowboys		NBC	8:20
exans at Redskins aguars at Chargers		NBC	8:20pm	Steelers at Saints	
BC	8:20pm	Eagles at 49ers		Monday, Nov 1 ESPN	8:30
iants at Colts	0:20piii	Monday, Oct 11 ESPN Vikings at Jets	8:30pm	Texans at Colts	
londay, Sep 20 ESPN aints at 49ers	8:30pm	BYES: Seahawks, Dolphins, Patriots, Steelers		BYES: Giants, Eagles, Bears, F Ravens, Browns	Falcons,
VEEK 3 BS NATIONAL WEEK		WEEK 6 FOX NATIONAL WEEK		WEEK 9 CBS NATIONAL WEEK	
ınday, Sep 26 CBS	1:00pm	Sunday, Oct 17 CBS	1:00pm	Sunday, Nov 7 CBS	1:00
lls at Patriots rowns at Ravens		Browns at Steelers Dolphins at Packers		Jets at Lions Dolphins at Ravens	
teelers at Buccaneers		Chargers at Rams		Patriots at Browns	
engals at Panthers		Ravens at Patriots		Chargers at Texans	
tans at Giants		Chiefs at Texans		FOX	1:00
OX	1:00pm	FOX	1:00pm	Buccaneers at Falcons	
ons at Vikings alcons at Saints		Saints at Buccaneers Lions at Giants		Saints at Panthers Bears at Bills (Toronto)	
Pers at Chiefs		Falcons at Eagles		Cardinals at Vikings	
owboys at Texans		Seahawks at Bears		FOX	4:05
ОХ	4:05pm	CBS	4:05pm	Giants at Seahawks	
agles at Jaguars		Raiders at 49ers		CBS	4:15
edskins at Rams		Jets at Broncos		Chiefs at Raiders	
bargars at Saabawks	4:15pm	FOX Cowboys at Vikings	4:15pm	Colts at Eagles	
hargers at Seahawks aiders at Cardinals		Cowboys at Vikings	0.20	NBC	8:20
olts at Broncos		NBC Colts at Redskins	8:20pm	Cowboys at Packers	0.00
	8:20pm	Monday, Oct 18 ESPN	8:30pm	Monday, Nov 8 ESPN Steelers at Bengals	8:30p
BC		INDITURY, ULL TO ESTIV	OLOUPIII	Precies at nelligate	
BC ets at Dolphins		Titans at Jaguars	•	BYES: Redskins, Rams, 49ers	la cum





10	WEEK-BY-WEE
	TU .

WEEK 10		WEEK 13*
FOX NATIONAL WEEK Thursday, Nov 11 NFLN	8:20pm	Thursday, Dec 2 NF Texans at Eagles
Ravens at Falcons Sunday, Nov 14 CBS Texans at Jaguars Jets at Browns Titans at Dolphins	1:00pm	Sunday, Dec 5 CBS Broncos at Chiefs Jaguars at Titans Bills at Vikings Browns at Dolphins
Bengals at Colts FOX Panthers at Buccaneers Vikings at Bears Lions at Bills	1:00pm	FOX Falcons at Buccaneers Bears at Lions Redskins at Giants
CBS Chiefs at Broncos	4:05pm	Saints at Bengals 49ers at Packers CBS
FOX Cowboys at Giants Rams at 49ers	4:15pm	Raiders at Chargers FOX
Seahawks at Cardinals NBC Patriots at Steelers	8:20pm	Rams at Cardinals Cowboys at Colts Panthers at Seahawks
Monday, Nov 15 Eagles at Redskins	8:30pm	NBC Steelers at Ravens
BYES: Packers, Saints, Raiders,	, Chargers	Monday, Dec 6 ESP Jets at Patriots
WEEK 11* CBS NATIONAL WEEK		WEEK 14* CBS NATIONAL WEEK
Thursday, Nov 18 NFLN Bears at Dolphins	8:20pm	Thursday, Dec 9 NF Colts at Titans
Sunday, Nov 21 CBS Ravens at Panthers Bills at Bengals Browns at Jaguars Texans at Jets	1:00pm	Sunday, Dec 12 CBS Bengals at Steelers Patriots at Bears Browns at Bills Raiders at Jaguars
Raiders at Steelers FOX Packers at Vikings Redskins at Titans Cardinals at Chiefs	1:00pm	FOX Falcons at Panthers Packers at Lions Giants at Vikings Buccaneers at Redskii
Lions at Cowboys FOX Falcons at Rams Seahawks at Saints Buccaneers at 49ers	4:05pm	FOX Seahawks at 49ers Rams at Saints CBS Dolphins at Jets
CBS Colts at Patriots	4:15pm	Chiefs at Chargers Broncos at Cardinals
NBC Giants at Eagles	8:20pm	NBC Eagles at Cowboys
Monday, Nov 22 ESPN Broncos at Chargers	8:30pm	Monday, Dec 13 ESF Ravens at Texans
WEEK 12* FOX NATIONAL WEEK		WEEK 15* CBS NATIONAL WEEK
Thursday, Nov 25 CBS Patriots at Lions	12:30pm	Thursday, Dec 16 Ni 49ers at Chargers
FOX Saints at Cowboys	4:15pm	Sunday, Dec 19 CBS Bills at Dolphins
NFLN Bengals at Jets	8:20pm	Browns at Bengals Jaguars at Colts Texans at Titans
Sunday, Nov 28 CBS Titans at Texans Jaguars at Giants Steelers at Bills	1:00pm	Chiefs at Rams FOX Redskins at Cowboys
FOX Buccaneers at Ravens Panthers at Browns Vikings at Redskins Eagles at Bears Packers at Falcons	1:00pm	Eagles at Giants Saints at Ravens Cardinals at Panthers Lions at Buccaneers FOX Falcons at Seahawks
FOX Chiefs at Seahawks Dolphins at Raiders	4:05pm	CBS Broncos at Raiders Jets at Steelers
NBC Chargers at Colts	8:20pm	NBC Packers at Patriots

Chargers at Colts Monday, Nov 29

49ers at Cardinals

hargers ec 19 CBS

Bears at Vikings

13*		WEEK 16* FOX NATIONAL WEEK	
y, Dec 2 NFLN t Eagles	8:20pm	Friday, Dec 23 NFLN	8:20pm
Dec 5 CBS at Chiefs It Titans	1:00pm	Panthers at Steelers SATURDAY, Dec 25 NFLN Cowboys at Cardinals	7:30pm
kings at Dolphins at Buccaneers Lions at Giants Bengals	1:00pm	Sunday, Dec 26 CBS Patriots at Bills Ravens at Browns Jets at Bears Titans at Chiefs FOX 49ers at Rams	1:00pm
Packers It Chargers	4:05pm	Lions at Dolphins Redskins at Jaguars Seahawks at Buccaneers Vikings at Eagles	
Cardinals	4:15pm	CBS Colts at Raiders Texans at Broncos	4:05pm
at Colts at Seahawks	8:20pm	FOX Giants at Packers	4:15pm
at Ravens	OOp	NBC	8:20pm
Dec 6 ESPN atriots	8:30pm	Chargers at Bengals Monday, Dec 27 ESPN Saints at Falcons	8:30pm
14* TONAL WEEK		WEEK 17* CBS & FOX NATIONAL WEEK	
y, Dec 9 NFLN itans	8:20pm	Sunday, Jan 2 CBS Dolphins at Patriots	1:00pm
Dec 12 CBS at Steelers at Bears at Bills at Jaguars	1:00pm	Steelers at Browns Jaguars at Texans Raiders at Chiefs Bills at Jets Titans at Colts	
at Panthers at Lions Vikings ers at Redskins	1:00pm	Bengals at Ravens FOX Cowboys at Eagles Panthers at Falcons Vikings at Lions	1:00pm
s at 49ers Saints	4:05pm	Giants at Redskins Buccaneers at Saints Bears at Packers	
at Jets Chargers	4:15pm	CBS Rams at Seahawks Chargers at Broncos	4:15pm
at Cardinals	8:20pm	FOX Cardinals at 49ers	4:15pm
Dec 13 ESPN t Texans	8:30pm		
. 15* IONAL WEEK y, Dec 16 NFLN Chargers	8:20pm	* Due to flexible schedul one game from Sunday noon may be moved to night at 8:20pm.	after-
. 3		g	



1:00pm

1:00pm

4:05pm 4:15pm 8:20pm

4:15 pm

8:30 pm

1:00 pm

1:00 pm

SAN FRANCISCO 49ERS

Sep. 12 at Seahawks

Sep. 20 vs. Saints

Sep. 26 at Chiefs

Oct. 03 at Falcons

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DALLAS COWBOYS

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ST. LOUIS RAMS

Sen 12 vs Cardinals

Sep. 26 vs. Redskins

Oct. 03 vs. Seahawks

Oct. 17 vs. Chargers

Oct. 24 at Buccaneers

Oct. 31 vs. Panthers

Sep. 19 at Raiders

Oct. 10 at Lions

Nov. 07 BYE

Nov. 14 at 49ers

Nov. 21 vs. Falcons

Nov. 28 at Broncos

Dec. 05 at Cardinals

Dec. 12 at Saints

Dec. 19 vs. Chiefs

Dec. 26 vs. 49ers

Jan. 02 at Seahawks

Sep. 12 at Redskins

Sep. 19 vs. Bears

Sep. 26 at Texans

Oct. 10 vs. Titans

Oct. 17 at Vikings

Oct. 25 vs. Giants

Oct. 31 vs. Jaguars

Nov. 07 at Packers

Nov 14 at Giants

Nov. 21 vs. Lions

Nov. 25 vs. Saints

Dec. 12 vs. Eagles

Dec. 19 vs. Redskins

Dec. 25 at Cardinals

DETROIT LIONS

Jan. 02 at Eagles

Sep. 12 at Bears

Sep. 19 vs. Eagles

Sep. 26 at Vikings

Oct. 03 at Packers

Oct. 10 vs. Rams

Oct. 17 at Giants

Oct. 31 vs. Redskins

Nov. 21 at Cowbovs

Nov. 25 vs. Patriots

Dec. 05 vs. Bears

Dec. 12 vs. Packers

Dec. 26 at Dolphins

Jan. 02 vs. Vikings

Sep. 12 at Eagles

Sep. 19 vs. Bills

Sep. 27 at Bears

Oct. 03 vs. Lions

Oct. 10 at Redskins

Oct. 17 vs. Dolphins

Oct. 24 vs. Vikings

Nov. 07 vs. Cowbovs

Oct. 31 at Jets

Dec. 19 at Buccaneers

GREEN BAY PACKERS

Oct. 24 BYE

Nov. 07 vs. Jets

Nov 14 at Bills

Dec. 05 at Colts

Oct. 03 BYE

ARIZONA CARDINALS

Sep. 12 at Rams Sep. 19 at Falcons

Sep. 26 vs. Raiders Oct. 03 at Chargers

Oct. 10 vs. Saints

Oct. 24 at Seahawks

Nov. 07 at Vikings

Nov. 21 at Chiefs

Nov. 29 vs. 49ers

Dec. 05 vs. Rams

Dec. 12 vs. Broncos

Dec. 19 at Panthers

Dec. 25 vs. Cowbovs

ATLANTA FALCONS

Jan. 02 at 49ers

Sep. 12 at Steelers

Sep. 26 at Saints

Oct. 03 vs. 49ers

Oct. 10 at Browns

Oct. 17 at Eagles

Oct. 31 BYE

Oct. 24 vs. Bengals

Nov. 11 vs. Ravens

Nov. 28 vs. Packers

Dec. 12 at Panthers

Dec. 27 vs. Saints

Jan. 02 vs. Panthers

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Dec. 19 at Seahawks

Dec. 05 at Buccaneers

Nov. 21 at Rams

Nov. 07 vs. Buccaneers

Sep. 19 vs. Cardinals

Nov. 14 vs. Seahawks

Oct. 31 vs. Buccaneers

Oct. 17 BYE

2010 AFC TEAM SCHEDULES (All times Eastern)						
BALT	IMORE RAVENS		DENV	'ER BRONCOS		
Sep. 13	at Jets	7:00 pm	Sep. 12	at Jaguars	1:00	
Sep. 19	at Bengals	1:00 pm	Sep. 19	vs. Seahawks	4:05	
Sep. 26	vs. Browns	1:00 pm	Sep. 26	vs. Colts	4:15	
Oct. 03	at Steelers	1:00 pm	Oct. 03	at Titans	1:00	
Oct. 10	vs. Broncos	1:00 pm	Oct. 10	at Ravens	1:00	
Oct. 17	at Patriots	1:00 pm	Oct. 17	vs. Jets	4:05	
Oct. 24	vs. Bills	1:00 pm	Oct. 24	vs. Raiders	4:15	
Oct. 31	BYE		Oct. 31	at 49ers (London)	1:00	
Nov. 07	vs. Dolphins	1:00 pm	Nov. 07	BYE		
Nov. 11	at Falcons	8:20 pm	Nov. 14	vs. Chiefs	4:05	

Nov. 21 at Panthers

Dec. 05 vs. Steelers

Dec. 13 at Texans

Dec. 19 vs. Saints

Dec. 26 at Browns

Jan. 02 vs. Bengals

BUFFALO BILLS

Sep. 12 vs. Dolphins

Sep. 19 at Packers

Sep. 26 at Patriots

Oct. 10 vs. Jaquars

Oct 24 at Rayens

Oct. 31 at Chiefs

Nov. 14 vs. Lions

Nov. 21 at Bengals

Nov. 28 vs. Steelers

Dec. 05 at Vikings

Dec. 12 vs. Browns

Dec. 19 at Dolphins

Dec. 26 vs. Patriots

Jan. 02 at Jets

Nov. 07 vs. Bears (Toronto)

Oct. 03 vs. Jets

Oct. 17 BYE

Nov. 28 vs. Buccaneers

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7:00 pm	Sep. 12	at Jaguars	1:00
1:00 pm	Sep. 19	vs. Seahawks	4:05
1:00 pm	Sep. 26	vs. Colts	4:15
1:00 pm	Oct. 03	at Titans	1:00
1:00 pm	Oct. 10	at Ravens	1:00
1:00 pm	Oct. 17	vs. Jets	4:05
1:00 pm	Oct. 24	vs. Raiders	4:15
	Oct. 31	at 49ers (London)	1:00
1:00 pm	Nov. 07	BYE	
8:20 pm	Nov. 14	vs. Chiefs	4:05
1:00 pm	Nov. 22	at Chargers	8:30
1:00 pm	Nov. 28	vs. Rams	4:15
8:20 pm	Dec. 05	at Chiefs	1:00
8:30 pm	Dec. 12	at Cardinals	4:15
1:00 pm	Dec. 19	at Raiders	4:15
1:00 pm	Dec. 26	vs. Texans	4:05
1:00 pm	Jan. 02	vs. Chargers	4:15

HOUSTON TEXANS

Sep. 12 vs. Colts

Sep. 19 at Redskins

Sep. 26 vs. Cowboys

Oct. 03 at Raiders

Oct. 10 vs. Giants

Oct. 17 vs. Chiefs

Oct 24 BYF

Nov. 01 at Colts

Nov. 07 vs. Chargers

Nov. 14 at Jaquars

Nov. 28 vs. Titans

Dec. 02 at Eagles

Dec. 19 at Titans

Dec. 26 at Broncos

Jan. 02 vs. Jaguars

INDIANAPOLIS COLTS

Dec. 13 vs. Ravens

Nov. 21 at Jets

1:00 pm

4:15 pm

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	KANS	SAS CITY CHIEFS	5
1:00 pm	Sep. 13	vs. Chargers	10:15 pm
4:05 pm	Sep. 19	at Browns	1:00 pm
4:15 pm	Sep. 26	vs. 49ers	1:00 pm
1:00 pm	Oct. 03	BYE	
1:00 pm	Oct. 10	at Colts	1:00 pm
4:05 pm	Oct. 17	at Texans	1:00 pm
4:15 pm	Oct. 24	vs. Jaguars	1:00 pm
1:00 pm	Oct. 31	vs. Bills	1:00 pm
	Nov. 07	at Raiders	4:15 pm
4:05 pm	Nov. 14	at Broncos	4:05 pm
8:30 pm	Nov. 21	vs. Cardinals	1:00 pm
4:15 pm	Nov. 28	at Seahawks	4:05 pm
1:00 pm	Dec. 05	vs. Broncos	1:00 pm
4:15 pm	Dec. 12	at Chargers	4:15 pm
4:15 pm	Dec. 19	at Rams	1:00 pm
4:05 pm	Dec. 26	vs. Titans	1:00 pm
4:15 pm	Jan. 02	vs. Raiders	1:00 pm
	MIAM	I DOLPHINS	

Sep. 12 at Bills

Sep. 26 vs. Jets

Oct. 10 BYE

Sep. 19 at Vikings

Oct. 04 vs. Patriots

Oct. 17 at Packers

Oct. 24 vs. Steelers

Oct. 31 at Bengals

Nov. 07 at Ravens

Nov. 14 vs. Titans

Nov. 18 vs. Bears

Nov. 28 at Raiders

Dec. 05 vs. Browns

Dec. 12 at Jets

Dec. 19 vs. Bills

Dec. 26 vs. Lions

Sep. 26

Oct 04

Oct. 10

Oct. 17

Oct. 24

Oct. 31

Nov. 07

Nov. 14

Nov. 21

Nov. 25

Dec. 06

Dec. 12

Dec. 19

Dec. 26

Jan. 02

Jan. 02 at Patriots

	AND RAIDERS	1.00
Sep. 12		1:00 pm
Sep. 19	vs. Rams	4:05 pm
Sep. 26	at Cardinals	4:15 pm
Oct. 03	vs. Texans	4:05 pm
Oct. 10	vs. Chargers	4:15 pm
Oct. 17	at 49ers	4:05 pm
Oct. 24	at Broncos	4:15 pm
Oct. 31	vs. Seahawks	4:15 pm
Nov. 07	vs. Chiefs	4:15 pm
Nov. 14	BYE	
Nov. 21	at Steelers	1:00 pm
Nov. 28	vs. Dolphins	4:05 pm
Dec. 05	at Chargers	4:05 pm
Dec. 12	at Jaguars	1:00 pm
Dec. 19	vs. Broncos	4:15 pm
Dec. 26	vs. Colts	4:05 pm
Jan. 02	at Chiefs	1:00 pm

OAKI	AND RAIDE	RS
Sep. 12	at Titans	1:00 pm
Sep. 19	vs. Rams	4:05 pm
Sep. 26	at Cardinals	4:15 pm
Oct. 03	vs. Texans	4:05 pm
Oct. 10	vs. Chargers	4:15 pm
Oct. 17	at 49ers	4:05 pm
Oct. 24	at Broncos	4:15 pm
Oct. 31	vs. Seahawks	4:15 pm
Nov. 07	vs. Chiefs	4:15 pm
Nov. 14	BYE	
Nov. 21	at Steelers	1:00 pm
Nov. 28	vs. Dolphins	4:05 pm
Dec. 05	at Chargers	4:05 pm
Dec. 12	at Jaguars	1:00 pm
Dec. 19	vs. Broncos	4:15 pm
Dec. 26	vs. Colts	4:05 pm
Jan. 02	at Chiefs	1:00 pm
DITT	SBURGH STE	ELEDE
	vs. Falcons at Titans	1:00 pm 1:00 pm
	at Buccaneers	1:00 pm
	vs. Ravens	1:00 pm
Oct. 10		1:00 pm
		1.00 nm
	vs. Browns at Dolphins	1:00 pm 1:00 pm
	at Doiphins at Saints	8:20 pm
	at Bengals vs. Patriots	8:30 pm 8:20 pm
	vs. Patriots vs. Raiders	8:20 pm
INUV. ZI	vs. Raiuers	1:00 pm

	SBURGH STE	
	vs. Falcons	1:00 pm
	at Titans	1:00 pm
	at Buccaneers	1:00 pm
	vs. Ravens	1:00 pm
Oct. 10	BYE	
Oct. 17	vs. Browns	1:00 pm
Oct. 24	at Dolphins	1:00 pm
Oct. 31	at Saints	8:20 pm
Nov. 08	at Bengals	8:30 pm
Nov. 14	vs. Patriots	8:20 pm
Nov. 21	vs. Raiders	1:00 pm
Nov. 28	at Bills	1:00 pm
Dec. 05	at Ravens	8:20 pm
Dec. 12	vs. Bengals	1:00 pm
Dec. 19	vs. Jets	4:15 pm
Dec. 23	vs. Panthers	8:20 pm
Jan. 02	at Browns	1:00 pm

SAN DIEGO CHARGERS

CARC	LINA PANTHERS
Sep. 12	at Giants
Sep. 19	vs. Buccaneers
Sep. 26	vs. Bengals
Oct. 03	at Saints
Oct. 10	vs. Bears
Oct. 17	BYE
Oct. 24	vs. 49ers
Oct. 31	at Rams
Nov. 07	vs. Saints
Nov. 14	at Buccaneers
Nov. 21	vs. Ravens
Nov. 28	at Browns
Dec. 05	at Seahawks
Dec. 12	vs. Falcons
Dec. 19	vs. Cardinals
Dec. 23	at Steelers 8
Jan. 02	at Falcons
CHIC	AGO BEARS
Sep. 12	vs. Lions
Sen 19	at Cowhovs

Sep. 27 vs. Packers

Oct. 10 at Panthers

Oct. 17 vs. Seahawks

Oct. 24 vs. Redskins

Nov. 14 vs. Vikings

Nov. 18 at Dolphins

Nov. 28 vs. Eagles

Dec. 12 vs. Patriots

Dec. 20 at Vikings

Jan. 02 at Packers

Dec. 26 vs. Jets

Dec. 05 at Lions

Nov. 07 at Bills (Toronto)

Oct. 31 BYE

Oct. 03 at Giants

oo piii	1404. 07	vs. cowboys
00 pm	Nov. 14	BYE
00 pm	Nov. 21	at Vikings
00 pm	Nov. 28	at Falcons
15 pm	Dec. 05	vs. 49ers
00 pm	Dec. 12	at Lions
00 pm	Dec. 19	at Patriots
20 pm	Dec. 26	vs. Giants
00 pm	Jan. 02	vs. Bears
	MINN	IESOTA VIKINGS
00		
00 pm		at Saints
00 pm	Sep. 19	vs. Dolphins
30 pm	Sep. 26	vs. Lions
20 pm	Oct. 03	BYE
00 pm	Oct. 11	at Jets
00 pm	Oct. 17	vs. Cowboys
00 pm	Oct. 24	at Packers
	Oct. 31	at Patriots
00 pm	Nov. 07	vs. Cardinals
00 pm	Nov. 14	at Bears
20 pm	Nov. 21	vs. Packers
00 pm	Nov. 28	at Redskins
00 pm	Dec. 05	vs. Bills

Dec. 12 vs. Giants

Dec. 20 vs. Bears

Dec. 26 at Eagles

Jan. 02 at Lions

	UCL U3 VS. Pantners	i:uu pm	OCI. U3 at Faicons	i:uu pm
4:15 pm	Oct. 10 at Cardinals	4:05 pm	Oct. 10 vs. Eagles	8:20 pm
4:15 pm	Oct. 17 at Buccaneers	1:00 pm	Oct. 17 vs. Raiders	4:05 pm
8:30 pm	Oct. 24 vs. Browns	1:00 pm	Oct. 24 at Panthers	1:00 pm
1:00 pm	Oct. 31 vs. Steelers	8:20 pm	Oct. 31 vs. Broncos (London)	1:00 pm
8:20 pm	Nov. 07 at Panthers	1:00 pm	Nov. 7 BYE	
4:15 pm	Nov. 14 BYE		Nov. 14 vs. Rams	4:15 pm
1:00 pm	Nov. 21 vs. Seahawks	4:05 pm	Nov. 21 vs. Buccaneers	4:05 pm
4:15 pm	Nov. 25 at Cowboys	4:15 pm	Nov. 29 at Cardinals	8:30 pm
4:15 pm	Dec. 05 at Bengals	1:00 pm	Dec. 05 at Packers	1:00 pm
8:20 pm	Dec. 12 vs. Rams	4:05 pm	Dec. 12 vs. Seahawks	4:05 pm
1:00 pm	Dec. 19 at Ravens	1:00 pm	Dec. 16 at Chargers	8:20 pm
7:30 pm	Dec. 27 at Falcons	8:30 pm	Dec. 26 at Rams	1:00 pm
1:00 pm	Jan. 02 at Buccaneers	1:00 pm	Jan. 02 vs. Cardinals	4:15 pm
	NEW YORK GIANTS		SEATTLE SEAHAWK	S
1:00 pm	Sep. 12 vs. Panthers	1:00 pm	Sep. 12 vs. 49ers	4:15 pm
1:00 pm	Sep. 19 at Colts	8:20 pm	Sep. 19 at Broncos	4:05 pm
1:00 pm	Sep. 26 vs. Titans	1:00 pm	Sep. 26 vs. Chargers	4:15 pm
1:00 pm	Oct. 03 vs. Bears	8:20 pm	Oct. 03 at Rams	1:00 pm
1:00 pm	Oct. 10 at Texans	1:00 pm	Oct. 10 BYE	
1:00 pm	Oct. 17 vs. Lions	1:00 pm	Oct. 17 at Bears	1:00 pm
	Oct. 25 at Cowboys	8:30 pm	Oct. 24 vs. Cardinals	4:05 pm
1:00 pm	Oct. 31 BYE		Oct. 31 at Raiders	4:15 pm
1:00 pm	Nov. 07 at Seahawks	4:05 pm	Nov. 07 vs. Giants	4:05 pm
1:00 pm	Nov. 14 vs. Cowboys	4:15 pm	Nov. 14 at Cardinals	4:15 pm
1:00 pm	Nov. 21 at Eagles	8:20 pm	Nov. 21 at Saints	4:05 pm
12:30 pm	Nov. 28 vs. Jaguars	1:00 pm	Nov. 28 vs. Chiefs	4:05 pm
1:00 pm	Dec. 05 vs. Redskins	1:00 pm	Dec. 05 vs. Panthers	4:15 pm
1:00 pm	Dec. 12 at Vikings	1:00 pm	Dec. 12 at 49ers	4:05 pm
1:00 pm	Dec. 19 vs. Eagles	1:00 pm	Dec. 19 vs. Falcons	4:05 pm
1:00 pm	Dec. 26 at Packers	4:15 pm	Dec. 26 at Buccaneers	1:00 pm
1:00 pm	Jan. 02 at Redskins	1:00 pm	Jan. 02 vs. Rams	4:15 pm
5	PHILADELPHIA EAG	LES	TAMPA BAY BUCCAN	IEERS
4:15 pm	Sep. 12 vs. Packers	4:15 pm	Sep. 12 vs. Browns	1:00 pm
1:00 pm	Sep. 19 at Lions	1:00 pm	Sep. 19 at Panthers	1:00 pm

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NEW ORLEANS SAINTS

Sep. 09 vs. Vikinas

Sep. 26 vs. Falcons

Oct. 03 vs. Panthers

Sep. 20 at 49ers

IL	ADELPHIA EAGLE	S	TAME	PA BAY BUCCANE	ERS
12	vs. Packers	4:15 pm	Sep. 12	vs. Browns	1:00 pm
19	at Lions	1:00 pm	Sep. 19	at Panthers	1:00 pm
26	at Jaguars	4:05 pm	Sep. 26	vs. Steelers	1:00 pm
03	vs. Redskins	4:15 pm	Oct. 03	BYE	
0	at 49ers	8:20 pm	Oct. 10	at Bengals	1:00 pm
7	vs. Falcons	1:00 pm	Oct. 17	vs. Saints	1:00 pm
24	at Titans	1:00 pm	Oct. 24	vs. Rams	1:00 pm
31	BYE		Oct. 31	at Cardinals	4:15 pm
07	vs. Colts	4:15 pm	Nov. 07	at Falcons	1:00 pm
15	at Redskins	8:30 pm	Nov. 14	vs. Panthers	1:00 pm
21	vs. Giants	8:20 pm	Nov. 21	at 49ers	4:05 pm
28	at Bears	1:00 pm	Nov. 28	at Ravens	1:00 pm
02	vs. Texans	8:20 pm	Dec. 05	vs. Falcons	1:00 pm
12	at Cowboys	8:20 pm	Dec. 12	at Redskins	1:00 pm
19	at Giants	1:00 pm	Dec. 19	vs. Lions	1:00 pm
26	vs. Vikings	1:00 pm	Dec. 26	vs. Seahawks	1:00 pm
)2	vs. Cowboys	1:00 pm	Jan. 02	at Saints	1:00 pm

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1:00 pm	Oct. 24	vs. Rams	1:00 pm
	Oct. 31	at Cardinals	4:15 pm
4:15 pm	Nov. 07	at Falcons	1:00 pm
8:30 pm	Nov. 14	vs. Panthers	1:00 pm
8:20 pm	Nov. 21	at 49ers	4:05 pm
1:00 pm	Nov. 28	at Ravens	1:00 pm
8:20 pm	Dec. 05	vs. Falcons	1:00 pm
8:20 pm	Dec. 12	at Redskins	1:00 pm
1:00 pm	Dec. 19	vs. Lions	1:00 pm
1:00 pm	Dec. 26	vs. Seahawks	1:00 pm
1:00 pm	Jan. 02	at Saints	1:00 pm
	WASI	HINGTON	REDSKINS
4:15 pm	Sep. 12	vs. Cowboys	8:20 pm
4:05 pm	Sep. 19	vs. Texans	4:15 pm

Sep. 12	vs. Cowboys	8:20 p
Sep. 19	vs. Texans	4:15 p
Sep. 26	at Rams	4:05 p
Oct. 03	at Eagles	4:15 p
Oct. 10	vs. Packers	1:00 p
Oct. 17	vs. Colts	8:20 p
Oct. 24	at Bears	1:00 p
Oct. 31	at Lions	1:00 p
Nov. 07	BYE	
Nov. 15	vs. Eagles	8:30 p
Nov. 21	at Titans	1:00 p
Nov. 28	vs. Vikings	1:00 p
Dec. 05	at Giants	1:00 p
Dec. 12	vs. Buccaneers	1:00 p
Dec. 19	at Cowboys	1:00 p
Dec. 26	at Jaguars	1:00 p
Jan. 02	vs. Giants	1:00 p

CINCINNATI BENGALS

Sep. 12	at Patriots	1:00 pm	Sep. 12	at Texans	1:00 pm
Sep. 19	vs. Ravens	1:00 pm	Sep. 19	vs. Giants	8:20 pm
Sep. 26	at Panthers	1:00 pm	Sep. 26	at Broncos	4:15 pm
Oct. 03	at Browns	1:00 pm	Oct. 03	at Jaguars	4:05 pm
Oct. 10	vs. Buccaneers	1:00 pm	Oct. 10	vs. Chiefs	1:00 pm
Oct. 17	BYE		Oct. 17	at Redskins	8:20 pm
Oct. 24	at Falcons	1:00 pm	Oct. 24	BYE	
Oct. 31	vs. Dolphins	1:00 pm	Nov. 01	vs. Texans	8:30 pm
Nov. 08	vs. Steelers	8:30 pm	Nov. 07	at Eagles	4:15 pm
Nov. 14	at Colts	1:00 pm	Nov. 14	vs. Bengals	1:00 pm
Nov. 21	vs. Bills	1:00 pm	Nov. 21	at Patriots	4:15 pm
Nov. 25	at Jets	8:20 pm	Nov. 28	vs. Chargers	8:20 pm
Dec. 05	vs. Saints	1:00 pm	Dec. 05	vs. Cowboys	4:15 pm
Dec. 12	at Steelers	1:00 pm	Dec. 09	at Titans	8:20 pm
Dec. 19	vs. Browns	1:00 pm	Dec. 19	vs. Jaguars	1:00 pm
Dec. 26	vs. Chargers	8:20 pm	Dec. 26	at Raiders	4:05 pm
an. 02	at Ravens	1:00 pm	Jan. 02	vs. Titans	1:00 pm

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CLEVELAND BROWNS			JACKS	SONVILLE JAGUA	RS	
	Sep. 12	at Buccaneers	1:00 pm	Sep. 12	vs. Broncos	1:00 pm
	Sep. 19	vs. Chiefs	1:00 pm	Sep. 19	at Chargers	4:15 pm
	Sep. 26	at Ravens	1:00 pm	Sep. 26	vs. Eagles	4:05 pm
	Oct. 03	vs. Bengals	1:00 pm	Oct. 03	vs. Colts	4:05 pm
	Oct. 10	vs. Falcons	1:00 pm	Oct. 10	at Bills	1:00 pm
	Oct. 17	at Steelers	1:00 pm	Oct. 18	vs. Titans	8:30 pm
	Oct. 24	at Saints	1:00 pm	Oct. 24	at Chiefs	1:00 pm
	Oct. 31	BYE		Oct. 31	at Cowboys	1:00 pm
	Nov. 07	vs. Patriots	1:00 pm	Nov. 07	BYE	
	Nov. 14	vs. Jets	1:00 pm	Nov. 14	vs. Texans	1:00 pm
	Nov. 21	at Jaguars	1:00 pm	Nov. 21	vs. Browns	1:00 pm
	Nov. 28	vs. Panthers	1:00 pm	Nov. 28	at Giants	1:00 pm
	Dec. 05	at Dolphins	1:00 pm	Dec. 05	at Titans	1:00 pm
	Dec. 12	at Bills	1:00 pm	Dec. 12	vs. Raiders	1:00 pm
	Dec. 19	at Bengals	1:00 pm	Dec. 19	at Colts	1:00 pm
	Dec. 26	vs. Ravens	1:00 pm	Dec. 26	vs. Redskins	1:00 pm
	Jan. 02	vs. Steelers	1:00 pm	Jan. 02	at Texans	1:00 pm

NEW ENGLAND PATRIOTS Sep. 12 Sep. 19

1:00 pm	SAN DIEGO CHARO	JENO
4:15 pm	Sep. 13 at Chiefs	10:15 pm
1:00 pm	Sep. 19 vs. Jaguars	4:15 pm
8:30 pm	Sep. 26 at Seahawks	4:15 pm
	Oct. 03 vs. Cardinals	4:15 pm
1:00 pm	Oct. 10 at Raiders	4:15 pm
4:15 pm	Oct. 17 at Rams	1:00 pm
4:15 pm	Oct. 24 vs. Patriots	4:15 pm
1:00 pm	Oct. 31 vs. Titans	4:05 pm
8:20 pm	Nov. 07 at Texans	1:00 pm
4:15 pm	10 BYE	
12:30 pm	Nov. 22 vs. Broncos	8:30 pm
8:30 pm	Nov. 28 at Colts	8:20 pm
1:00 pm	Dec. 05 vs. Raiders	4:05 pm
8:20 pm	Dec. 12 vs. Chiefs	4:15 pm
1:00 pm	Dec. 16 vs. 49ers	8:20 pm
1:00 pm	Dec. 26 at Bengals	8:20 pm
	Jan. 02 at Broncos	4:15 pm
	4:15 pm 1:00 pm 8:30 pm 1:00 pm 4:15 pm 4:15 pm 1:00 pm 8:20 pm 4:15 pm 12:30 pm 8:30 pm 1:00 pm 8:20 pm	1:00 pm Sep. 19 vs. Jaguars 8:30 pm Sep. 26 at Seahawks 0ct. 03 vs. Cardinals 1:00 pm Oct. 10 at Raiders 4:15 pm Oct. 24 vs. Patriots 1:00 pm Oct. 31 vs. Titans 8:20 pm Nov. 07 at Texans 1:10 pm Nov. 22 vs. Broncos 8:30 pm Nov. 28 at Colts 1:00 pm Dec. 16 vs. Agers 1:00 pm Dec. 16 vs. Agers 1:00 pm Dec. 26 at Bengals

1:00 pm

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NEW	YURK JETS	
Sep. 13	vs. Ravens	7:00 pm
Sep. 19	vs. Patriots	4:15 pm

Sep. 13	vs. Ravens	7:00 pm	TE
		•	
Sep. 19	vs. Patriots	4:15 pm	Sep
Sep. 26	at Dolphins	8:20 pm	Sep
Oct. 03	at Bills	1:00 pm	Sep
Oct. 11	vs. Vikings	8:30 pm	Oct
Oct. 17	at Broncos	4:05 pm	Oct
Oct. 24	BYE		Oct
Oct. 31	vs. Packers	1:00 pm	Oct
Nov. 07	at Lions	1:00 pm	Oct
Nov. 14	at Browns	1:00 pm	Nov
Nov. 21	vs. Texans	1:00 pm	Nov
Nov. 25	vs. Bengals	8:20 pm	Nov
Dec. 06	at Patriots	8:30 pm	Nov
Dec. 12	vs. Dolphins	4:15 pm	Dec
Dec. 19	at Steelers	4:15 pm	Dec
Dec. 26	at Bears	1:00 pm	Dec
Jan. 02	vs. Bills	1:00 pm	Dec
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Sep. 12	vs. Raiders	i:uu pm
Sep. 19	vs. Steelers	1:00 pm
Sep. 26	at Giants	1:00 pm
Oct. 03	vs. Broncos	1:00 pm
Oct. 10	at Cowboys	4:15 pm
Oct. 18	at Jaguars	8:30 pm
Oct. 24	vs. Eagles	1:00 pm
Oct. 31	at Chargers	4:05 pm
Nov. 7	BYE	
Nov. 14	at Dolphins	1:00 pm
Nov. 21	vs. Redskins	1:00 pm
Nov. 28	at Texans	1:00 pm
Dec. 05	vs. Jaguars	1:00 pm
Dec. 09	vs. Colts	8:20 pm
Dec. 19	vs. Texans	1:00 pm
Dec. 26	at Chiefs	1:00 pm
Jan. 02	at Colts	1:00 pm

NFL

NETWORK GAMES AND DATES (All times Eastern)



NBC					
Thursday 9/9/10 Vikings @ Saints	8:30pm	Sunday 10/17/10 Colts @ Redskins	8:20pm	Sunday 11/28/10* Chargers @ Colts	8:20pm
Sunday 9/12/10 Cowboys @ Redskins	8:20pm	Sunday 10/24/10 Vikings @ Packers	8:20pm	Sunday 12/5/10* Steelers @ Ravens	8:20pm
Sunday 9/19/10 Giants @ Colts	8:20pm	Sunday 10/31/10 Steelers @ Saints	8:20pm	Sunday 12/12/10* Eagles @ Cowboys	8:20pm
Sunday 9/26/10 Jets @ Dolphins	8:20pm	Sunday 11/7/10 Cowboys @ Packers	8:20pm	Sunday 12/19/10* Packers @ Patriots	8:20pm
Sunday 10/3/10 Bears @ Giants	8:20pm	Sunday 11/14/10 Patriots @ Steelers	8:20pm	Sunday 12/26/10* Chargers @ Bengals	8:20pm
Sunday 10/10/10 Eagles @ 49ers	8:20pm	Sunday 11/21/10* Giants @ Eagles	8:20pm	Sunday 1/2/11** TBD	8:20pm

*Due to flexible scheduling, one game from Sunday afternoon may be moved to Sunday night at 8:20pm **Teams to be announced by NFL at least six days prior



CBS

1:00pm	Sunday 10/24 Bengals at Falcons Browns at Saints Steelers at Dolphins Jaguars at Chiefs Bills at Ravens Raiders at Broncos Patriots at Chargers	1:00pm 4:15pm	Sunday 11/28 Titans at Texans Jaguars at Giants Steelers at Bills Chiefs at Seahawks Dolphins at Raiders Sunday 12/5 Broncos at Chiefs	1:00pm 4:05pm 1:00pm
1:00pm	Sunday 10/31 Jaguars at Cowboys Broncos at 49ers (London) Dolphins at Bengals	1:00pm	Jaguars at Titans Bills at Vikings Browns at Dolphins Raiders at Chargers	4:05pm
4:15pm	Bills at Chiefs Titans at Chargers Sunday 11/7 Lets at Lions	4:05pm	Sunday 12/12 Bengals at Steelers Patriots at Bears Browns at Bills	1:00pm
1:00pm	Dolphins at Ravens Patriots at Browns Chargers at Texans Chiefs at Raiders	4:15pm	Raiders at Jaguars Dolphins at Jets Chiefs at Chargers Broncos at Cardinals	4:15pm
4:15pm	Sunday 11/14 Texans at Jaguars Jets at Browns	1:00pm	Sunday 12/19 Bills at Dolphins Browns at Bengals Jaguars at Colts Texans at Titans	1:00pm
1:00pm	Bengals at Colts Chiefs at Broncos Sunday 11/21	4:05pm	Chiefs at Rams Broncos at Raiders Jets at Steelers	4:05pm
4:05pm	Ravens at Panthers Bills at Bengals Browns at Jaguars Texans at Jets	1:00pm	Sunday 12/26 Patriots at Bills Ravens at Browns Jets at Bears	1:00pm
1:00pm	Raiders at Steelers Colts at Patriots Sunday 11/25		Titans at Chiefs Colts at Raiders Texans at Broncos	4:05pm
4:15pm	Patriots at Lions	12:30pm	Sunday 1/2 Dolphins at Patriots Steelers at Browns	1:00pm
1:00pm 4:05pm			Jaguars at Texans Raiders at Chiefs Bills at Jets Titans at Colts Bengals at Ravens Rams at Seahawks Chargers at Broncos	4:15pm
	1:00pm 4:15pm 1:00pm 4:05pm 1:00pm 4:15pm 1:00pm	1:00pm Bengals at Falcons Browns at Saints Steelers at Dolphins Jaguars at Chiefs Bills at Ravens Raiders at Broncos Patriots at Chargers 1:00pm Sunday 10/31 Jaguars at Cowboys Broncos at 49ers (London) Dolphins at Bengals Bills at Chiefs 1:15pm Titans at Chargers Sunday 11/7 Jets at Lions Dolphins at Ravens Patriots at Browns Chargers at Texans Chiefs at Raiders Colts at Eagles Sunday 11/14 Texans at Jaguars Jets at Browns Titans at Dolphins Bengals at Colts Chiefs at Broncos Sunday 11/21 Ravens at Panthers Bills at Bengals Browns at Jaguars Texans at Jets Raiders at Steelers Colts at Patriots Sunday 11/25 Patriots at Lions	1:00pm Bengals at Falcons Browns at Saints	Bengals at Falcons Browns at Saints Jaguars at Glants Steelers at Dolphins Jaguars at Chiefs Bills at Ravens Raiders at Broncos 4:15pm Sunday 10/31 Jaguars at Chiefs Bills at Chiefs Broncos at Ophins Browns at Dolphins Browns at Dolphins Browns at Dolphins Browns at Dolphins Browns at Bengals Browns at Bills at Chiefs Broncos at Chargers Sunday 11/7 Bets at Lions Browns at Bills Browns at Bengals Broncos at Cardinals Chiefs at Raiders Chiefs at Browns Broncos at Cardinals Chiefs at Browns Titans at Dolphins Browns at Bengals Browns at Dolphins Browns at Bengals Browns at Jaguars Browns at Browns Jaguars at Cotts Chiefs at Rams Browns at Browns Jaguars at Cotts Browns at Browns Jaguars at Cotts Chiefs at Rams Browns at Browns Jaguars at Cotts Texans at Jets Browns at Browns Jaguars at Cotts Texans at Browns Jaguars at Texans Jaguars at Texans

NETWORK GAMES AND DATES (All times Eastern)



NFL NETWORK

Thursday 11/11		Thursday 12/9	
Ravens at Falcons	8:20pm	Colts at Titans	8:20pr
Thursday 11/18 Bears at Dolphins	8:20pm	Thursday 12/16 49ers at Chargers	8:20pr
Thursday 11/25		Thursday 12/23	
Illuisuay II/23		illaisaay iL/LS	
Bengals at Jets	8:20pm	Panthers at Steelers	8:20pr
•	8:20pm		8:20pr
Bengals at Jets	8:20pm 8:20pm	Panthers at Steelers	8:20pr 7:30pr



ESPN

vionday 9/2i		Monday 10/18		Monday 11/22	
Ravens at Jets	7:00pm	Titans at Jaguars	8:30pm	Broncos at Chargers	8:30pm
Chargers at Chiefs	10:15pm	Monday 10/25		Monday 11/29	
Monday 9/20		Giants at Cowboys	8:30pm	49ers at Cardinals	8:30pm
Saints at 49ers	8:30pm	Monday 11/1		Monday 12/6	
Monday 9/27		Texans at Colts	8:30pm	Jets at Patriots	8:30pm
Packers at Bears	8:30pm	Monday 11/08		Monday 12/13	
Monday 10/4		Steelers at Bengals	8:30pm	Ravens at Texans	8:30pm
Patriots at Dolphins	8:30pm	Monday 11/15		Monday 12/20	
Monday 10/11		Eagles at Redskins	8:30pm	Bears at Vikings	8:30pm
/ikings at Jets	8:30pm			Monday 12/27	
				Saints at Falcons	8:30pm



FUX					
Sunday 9/12 Lions at Bears Falcons at Steelers Panthers at Giants 49ers at Seahawks Cardinals at Rams	1:00pm 4:15pm	Sunday 10/31 Packers at Jets Panthers at Rams Redskins at Lions Seahawks at Raiders Vikings at Patriots	1:00pm 4:15pm	Sunday 12/12 Falcons at Panthers Packers at Lions Giants at Vikings Buccaneers at Redskins Seahawks at 49ers	1:00pm 4:05pm
Packers at Eagles		Buccaneers at Cardinals		Rams at Saints	
Sunday 9/19 Buccaneers at Panthers Cardinals at Falcons Bears at Cowboys Eagles at Lions Rams at Raiders	1:00pm 4:05pm	Sunday 11/7 Buccaneers at Falcons Saints at Panthers Bears at Bills (Toronto) Cardinals at Vikings Giants at Seahawks	1:00pm 4:05pm	Sunday 12/19 Redskins at Cowboys Eagles at Giants Saints at Ravens Cardinals at Panthers Lions at Buccaneers	1:00pm
Seahawks at Broncos		Sunday 11/14	•	Falcons at Seahawks	4:05pm
Sunday 9/26 Lions at Vikings Falcons at Saints 49ers at Chiefs	1:00pm	Panthers at Buccaneers Vikings at Bears Lions at Bills Cowboys at Giants	1:00pm 4:15pm	Sunday 12/26 49ers at Rams Lions at Dolphins Redskins at Jaguars	1:00pm
Cowboys at Texans Eagles at Jaguars Redskins at Rams	4:05pm	Rams at 49ers Seahawks at Cardinals Sunday 11/21	4.15pm	Seahawks at Buccaneers Vikings at Eagles Giants at Packers	4:15pm
Sunday 10/3 Lions at Packers Panthers at Saints Seahawks at Rams	1:00pm	Packers at Vikings Redskins at Titans Cardinals at Chiefs Lions at Cowboys	1:00pm	Sunday 1/2 Cowboys at Eagles Panthers at Falcons Vikings at Lions	1:00pm
49ers at Falcons Redskins at Eagles Cardinals at Chargers	4:15pm	Falcons at Rams Seahawks at Saints Buccaneers at 49ers	4:05pm	Giants at Redskins Buccaneers at Saints Bears at Packers	
Sunday 10/10		Thursday 11/25		Cardinals at 49ers	4:15pm
Rams at Lions Bears at Panthers	1:00pm	Saints at Cowboys	4:15pm		
Bedis at Pailtiers Buccaneers at Bengals Falcons at Browns Giants at Texans Packers at Redskins Saints at Cardinals	4.0500	Sunday 11/28 Buccaneers at Ravens Panthers at Browns Vikings at Redskins Eagles at Bears	1:00pm		
Sunday 10/17	4:05pm	Packers at Falcons Rams at Broncos	4.15nm		
Saints at Buccaneers Lions at Giants Falcons at Eagles Seahawks at Bears Cowboys at Vikings	1:00pm 4:15pm	Sunday 12/5 Falcons at Buccaneers Bears at Lions Redskins at Giants	4:15pm 1:00pm		
Sunday 10/24	1.139111	Saints at Bengals 49ers at Packers			
Eagles at Titans 49ers at Panthers Redskins at Bears	1:00pm	Rams at Cardinals Cowboys at Colts Panthers at Seahawks	4:15pm		
Cardinals at Seahawks	4:05pm				

NFL

NFL

NFL Programming

NFL EXTRA (All times Eastern)

Delivered every Thursday, NFL EXTRA provides fully-produced features and player profiles that can be incorporated into your own customized NFL show. NFL Films can also provide action footage of specific players upon request. **Note:** the number of segments per weekly transmission will vary.

(22 transmissions X 15 minutes approx.)

DISTRIBUTION

This feed will be available in 1080i (4:3 title safe) via satellite; SD will no longer be available by satellite, but can be made available on tape. To confirm delivery of this program, please contact: International Operations at NFL Films: Phone: +1-856-638-6836; Fax: +1-856-638-0139

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com) **Cindie Hurley** (E-mail: cindie.hurley@nfl.com)

If you are an IMG partner or are located in the Europe & Middle East regions, please contact IMG Technical Operations: Phone: +44-208-233-5780/7559

Ollie Scott (E-mail: ollie.scott@imgworld.com)
Owen Norris (E-mail: owen.norris@imgworld.com)
Lee Dumont (E-mail: lee.dumont@imgworld.com)

Satellite: Available in North America, Europe and Asia. Transmission details will be available in August.

Fiber: The program can be made available on fiber upon request. Cost of fiber feed will be covered by broadcaster.

Tape: Tapes can be made available upon request and will ship from NFL Films on the dates listed below. Please provide your Federal Express Account Number. We can also coordinate with the courier of your choice.

DELIVERY SCHEDULE

The first 10 minutes of each transmission will carry a test signal.

EPISODE	DELIVERY	TRANSM	IT TIMES
EFISODE	DELIVERY	GMT	EASTERN
1	16 Sept	1345-1415	0945-1015
2	23 Sept	1345-1415	0945-1015
3	30 Sept	1345-1415	0945-1015
4	7 Oct	1345-1415	0945-1015
5	14 Oct	1345-1415	0945-1015
6	21 Oct	1345-1415	0945-1015
7	28 Oct	1345-1415	0945-1015
8	4 Nov	1345-1415	0945-1015
9	11 Nov	1445-1515	0945-1015
10	18 Nov	1445-1515	0945-1015
11	25 Nov	1445-1515	0945-1015

SCRIPTS AND FORMATS

Scripts and formats will be posted Thursday mornings via the NFL's website for media. **www.nflmedia.com**.

MUSIC CUE SHEETS

Music Cue Sheets will be posted on the website, **www.nflmedia.com**, as they are compiled.

EPISODE	DELIVERY	TRANSMIT TIMES	
El 130BE	BELIVER	GMT	EASTERN
12	2 Dec	1445-1515	0945-1015
13	9 Dec	1445-1515	0945-1015
14	16 Dec	1445-1515	0945-1015
15	23 Dec	1445-1515	0945-1015
16	30 Dec	1445-1515	0945-1015
17	6 Jan	1445-1515	0945-1015
18	13 Jan	1445-1515	0945-1015
19	20 Jan	1445-1515	0945-1015
20	27 Jan	1445-1515	0945-1015
21	3 Feb	1445-1515	0945-1015
22	10 Feb	1445-1515	0945-1015

REGIONAL TROUBLESHOOTING NUMBERS

EUROPE & MIDDLE EAST ONLY:

+44-208-233-5597/5598

ALL OTHER REGIONS: +1-856-222-4390

These numbers should replace any and all existing troubleshooting numbers for NFL Films.





SNS I: Delivered every Monday and consists of a short capsule of every Sunday NFL game, using the U.S. network footage. Highlights are 3-5 minutes per game. During weeks with no team bye's (wks-1-3 & 11-17), this may result in transmission windows that are longer than 60 minutes.

DELIVERY/DISTRIBUTION

This program is available via fiber or satellite. To confirm delivery of this program to your station, please contact the International Operations department at NFL Films: Tel.: +1-856-638-6836; Fax: +1-856-638-0139

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com)
Cindie Hurley (E-mail: cindie.hurley@nfl.com)
Ellen Barlow (E-mail: ellen.barlow@nfl.com)

NFLF Office Phone: +1-856-638-6836 **NFLF Office Fax**: +1-856-638-0139 If you are an IMG partner or are located in the Europe & Middle East regions, please contact IMG Technical Operations: Phone: +44-208-233-5780/7559

Ollie Scott (E-mail: ollie.scott@imgworld.com)
Owen Norris (E-mail: owen.norris@imgworld.com)
Lee Dumont (E-mail: lee.dumont@imgworld.com)

Satellite: Available in North America, Europe and Asia. Transmission details will be available in August.

Fiber: This program can be made available on fiber upon request. Cost of fiber feed will be covered by broadcaster.

Tape: Can be made available upon request. Tape will ship from NFL Films on the dates listed below.

DELIVERY SCHEDULE

The first 10 minutes of each transmission will carry a test signal. Look for transmission updates on www.nflmedia.com

	SNS I	TRANSMIT TIMES	IT TIMES
"	SNST	GMT	EASTERN
1	13 Sept	0500-0600	0100-0200
2	20 Sept	0500-0600	0100-0200
3	27 Sept	0500-0600	0100-0200
4	4 Oct	0500-0600	0100-0200
5	11 Oct	0500-0600	0100-0200
6	18 Oct	0500-0600	0100-0200
7	25 Oct	0500-0600	0100-0200
8	1 Nov	0500-0600	0100-0200
9	8 Nov	0600-0700	0100-0200
10	15 Nov	0600-0700	0100-0200
11	22 Nov	0600-0700	0100-0200

TRANSMIT TIMES SNS I GMT EASTERN 12 29 Nov 0600-0700 0100-0200 13 6 Dec 0600-0700 0100-0200 14 13 Dec 0600-0700 0100-0200 15 20 Dec 0600-0700 0100-0200 16 0600-0700 0100-0200 27 Dec 17 3 Jan 0600-0700 0100-0200 18 10 Jan 0600-0700 0100-0200 0100-0200 19 17 Jan 0600-0700 20 24 Jan 0600-0700 0100-0200 21 0600-0700 7 Feb 0100-0200

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ALL OTHER REGIONS: +1-856-222-4390

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SCRIPTS AND FORMATS

Scripts and formats are available Thursday mornings via the NFL's website for media, **www.nflmedia.com**.

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HAMELIN

NFL GAMEDAY

Delivered every Thursday, NFL GameDay is a recap of all the previous weekend's NFL action and showcases the Emmyaward-winning cinematography and music composition of NFL Films.

DISTRIBUTION

This feed will be available in 1080i (4:3 title safe) via satellite; SD will no longer be available by satellite, but can be made available on tape. To confirm delivery of this program, please contact:

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com) **Cindie Hurley** (E-mail: cindie.hurley@nfl.com)

DELIVERY SCHEDULE

The first 10 minutes of each transmission will carry a test signal.

		TRANSMIT TIMES			
EPISODE	DELIVERY	IRANSM	II IIMES		
		GMT	EASTERN		
1	16 Sept	1300-1345	0900-0945		
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3	30 Sept	1300-1345	0900-0945		
4	7 Oct	1300-1345	0900-0945		
5	14 Oct	1300-1345	0900-0945		
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8	4 Nov	1300-1345	0900-0945		
9	11 Nov	1400-1445	0900-0945		
10	18 Nov	1400-1445	0900-0945		
11	25 Nov	1400-1445	0900-0945		

SCRIPTS AND FORMATS

Scripts and formats are available Thursday mornings via the NFL's website for media, **www.nflmedia.com**.

MUSIC CUE SHEETS

Music Cue Sheets will be posted on the website, **www.nflmedia.com**, as they are compiled.

If you do not have a 30-minute slot for the program, NFL GameDay is still a valuable resource for accessing great film footage to use in other magazine or news programming.

(22 Episodes X 30 minutes)

If you are an IMG partner or are located in the Europe & Middle East regions, please contact IMG Technical Operations: Phone: +44-208-233-5780/7559

Ollie Scott (E-mail: ollie.scott@imgworld.com)
Owen Norris (E-mail: owen.norris@imgworld.com)
Lee Dumont (E-mail: lee.dumont@imgworld.com)

Satellite: Available in North America, Europe and Asia. Transmission details will be available in August.

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		GMT	EASTERN
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16	30 Dec	1400-1445	0900-0945
17	6 Jan	1400-1445	0900-0945
18	13 Jan	1400-1445	0900-0945
19	20 Jan	1400-1445	0900-0945
20	27 Jan	1400-1445	0900-0945
21	3 Feb	1400-1445	0900-0945
22	10 Feb	1400-1445	0900-0945

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EUROPE & MIDDLE EAST ONLY:

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ALL OTHER REGIONS: +1-856-222-4390

These numbers should replace any and all existing troubleshooting numbers for NFL Films.

ADDITIONAL PROGRAMMING

SEASON LAUNCH KIT

NFL International's annual Season Launch Kit will provide you with a variety of supplemental programming designed to assist you with your own NFL programming.

(Delivery on August 4, 2010)

NFL

PROGRAMMING

SEASON IN SIX MINUTES – A recap of all the best plays, hits, and camera shots from the 2009-10 season cut to music. The highlight covers the first game up to and including Super Bowl XLIV in South Florida.

Running time: 6 minutes

PLAY FOOTBALL VIGNETTES – A series of 30 second vignettes using high-tech video game footage from EA Sports to explain the game of football delivered with a cutting edge visual style.

25 vignettes x 30 seconds

PAGEANTRY VIGNETTES – "A carnival of color, sound and action." Twenty-one vignettes from NFL Films that will introduce you to all the celebration and excitement of the game.

25 vignettes x 30 seconds

SUPER BOWL MEMORIES – A series of 30 one-minute vignettes capturing all the passion and pageantry of the world's biggest sporting event. Only one vignette is included in the transmission of our annual Launch Kit. This year's Super Bowl Memories vignette will take you back to South Florida for Super Bowl XLIV. The remaining 30 vignettes can be ordered on tape.

1 vignette x 60 seconds

NORTH TEXAS AND LONDON B-ROLL – B-roll footage of the Super Bowl, Pro Bowl, and International Series, cities including cityscapes, nightlife, downtown, restaurants, beaches, etc. Use to create your own Super Bowl, Pro Bowl & International Series promos.



ROAD TO THE SUPER BOWL

One of the signature programs of the National Football League, "RTSB" is available one week before the Super Bowl on January 29, 2011. It's a review of the season from training camp through the Conference Championship games. There is no better program to get your viewers excited about Super Bowl Sunday.

Approx. running time: 50 minutes

PROMOTIONAL SUPPORT

NFL Films will produce promotional spots during the season and make them available to all of our broadcast partners. They can be used as footage to create your own custom promos or air them as is.

Dates and spots to be determined

LIBRARY PROGRAMMING

Our broadcast partners are entitled to purchase additional hours of programming from the archives of NFL Films. We have over 75 hours of NFL productions ranging from old-time classics to recent productions that focus on the stars of today including the critically acclaimed series "America's Game." A full list of titles, running times and summaries of each show can be found on www.nflinternational.com

NFL SUNDAY TICKET HD



NFL Sunday Ticket offers fun, excitement and value to our NFL fans. This number-one rated pay sports package offers NFL fans the opportunity to receive every Sunday afternoon NFL game that is played on a simultaneous, live basis. Beginning with the 2010 season, NFL Sunday Ticket will be available in all HD. With NFL Sunday Ticket, subscribers can choose up to 14 different games each Sunday, watch one or watch them all! The Sunday Ticket package also includes a special pregame show. If you are interested in carrying this exclusive sports package, please contact Erica Booze at +1-212-450-2504 (7-9 simultaneous games at 1pm ET and 2-5 simultaneous games at 4pm ET)

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NFL

PROGRAMMING

NFL NETWORK PROGRAMMING

NFL Network provides football fans with a network to call their own. Seven days a week, 24 hours a day, 365 days a year, fans turn to NFL Network to receive information and insight straight from team headquarters, league offices and wherever else the NFL is making news. Please visit www.nfl.com/nflnetwork for listings and the most up to date information.



KEY PROGRAMMING

EXCLUSIVE LIVE PRIMETIME GAMES

NFL Network's late season eight-game Thursday-Saturday night package kicks off November 11 when the Baltimore Ravens host the Atlanta Falcons.

NFL TOTAL ACCESS

NFL Network's signature show is THE football show of record. NFL Total Access is uniquely structured to see the game through the participants' eyes. Covering all 32 teams, NFL Total Access features interviews with players, coaches and other key league personnel. Using the most advanced technology, NFL Total Access has the ability to go live to any NFL team headquarters at any time.



NFL GAMEDAY MORNING

Kick off Sunday morning with a four-hour, information packed pregame show. Get the first word on all the Sunday action with NFL insiders bringing you the latest news, injury reports, pre-game analysis and game previews.



NFL GAMEDAY FINAL

The definitive Sunday night wrap up of the day that was in the NFL. The most extensive highlights coupled with expert analysis (one hour and thirty minutes).

NFL REPLAY

For the first time, NFL games will be re-aired with the original television announcers and cameras. This offering features the four most-exciting games each week in a 75-minute format (eliminating halftime and other non-critical elements) 8:00pm ET & 9:45pm ET Tuesdays and Wednesdays. Enhancements to each broadcast include additional camera angles, sideline sound and post-game interviews.



NFL GAMEDAY SCOREBOARD

After Sunday's early games conclude, NFL Network's *NFL Scoreboard* takes viewers around the league for post-game press conferences and game highlights.



NFL GAMEDAY STATZONE

NFL Network provides the best place on television to get up-to-the-minute scores, statistics and news each game day during the season. A three-hour program airing at 1:00pm ET on Sundays, NFL GameDay StatZone features continuously scrolling real-time game statistics with audio from Sirius NFL Radio's Around the League program.



NFL Network is the only place on television where fans can view all 65 of NFL preseason games each August. Fans can enjoy all the game action in HD.



NFL NETWORK PROGRAMMING (continued)



AMERICA'S GAME: The Super Bowl Champions

Profiling the winning team of each of the NFL's 44 Super Bowls, America's Game is a critically acclaimed 44-part documentary series featuring first-person accounts, behind-the-scenes access and Hollywood narrators telling the details of how each team became a champion.

AMERICA'S GAME: The Missing Rings

This installment to the critically acclaimed documentary series, profiles teams that made it and were expected to win Super Bowl game(s) but came up short.

NFL'S TOP 10

Putting a fresh twist on the countdown genre, NFL's Top 10 is a fast-paced series taking an irreverent look at some of the most intriguing subjects in the NFL and creating and debating a top ten list for each category.

SPECIAL EVENTS PROGRAMMING



KICKOE

On September 9th, the NFL will kickoff the 2010 season at the home of the Super Bowl XLIV champions New Orleans Saints. If you would like to come on-site, please contact Cindie Hurley at cindie.hurley@nfl.com or Jeff Lombardi at jeff.lombardi@nfl.com.



INTERNATIONAL SERIES

The NFL's International Series of competitive regular-season games will return to London in 2010 when the San Francisco 49ers host the Denver Broncos. The game will be played at Wembley Stadium on Sunday, October 31 with kickoff set for 5:00 p.m. UK time (1:00 p.m. ET). Very limited audio commentary space is available. If you are interested in securing a space, please contact Cindie Hurley and Jeff Lombardi no later than September 1, 2010.





CHAMPIONSHIP GAMES

If you would like to attend a championship game on-site, please contact Jeff Lombardi or Cindie Hurley no later than November 26th.



SUPER BOWL

We invite you to come on-site to Super Bowl XLV at Cowboys Stadium in North Texas on February 6, 2011. At the Super Bowl you will have the opportunity to join press conferences, interview players and coaches on Media Day and experience the events and parties that lead up to game day. The NFL produces a world feed which is a clean broadcast that mirrors the U.S. host broadcaster. If you are interested in attending the Super Bowl on-site and/or broadcast the World Feed please contact Jeff Lombardi or Cindie Hurley and refer to page(s) 19 and 22-24 which include all the applicable forms and timelines.



PRO BOWL

Although we do not produce a world feed for the Pro Bowl, we encourage you do an on-site broadcast where you can have access to the best players in the League. If you are interested in attending please contact Jeff Lombardi or Cindie Hurley no later than November 26, 2010.

NFL Operations

GAME DELIVERY INFORMATION

NFL Films helps coordinate delivery of all NFL games and serves as the liaison between the U.S. domestic networks and international licensees. To confirm delivery of games to your station or to request on-site facilities, please contact the NFL Films' International Operations Department:

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com) **Cindie Hurley** (E-mail: cindie.hurley@nfl.com) **Ellen Barlow** (E-mail: ellen.barlow@nfl.com)

NFLF Office Phone: +1-856-638-6836 **NFLF Office Fax**: +1-856-638-0139

If you are an IMG partner or are located in the Europe & Middle East regions, please contact IMG Technical Operations:

Ollie Scott (E-mail: ollie.scott@imgworld.com) Owen Norris (E-mail: owen.norris@imgworld.com) **Lee Dumont** (E-mail: lee.dumont@imgworld.com)

REGIONAL TROUBLESHOOTING

Office Phone: +44-208-233-5780/7559

IMG MCR - EUROPE & MIDDLE EAST: +44-208-233-5597/5598 NFL Films - ALL OTHER REGIONS: +1-856-222-4390

These numbers should replace any and all existing troubleshooting numbers for NFL Films.

DISTRIBUTION

Satellite/Fiber

Games are delivered live via satellite or fiber transmissions. As there are many options to consider, licensees must contact NFL Films to discuss these arrangements. Transmission details for each game are posted weekly on www.nflmedia.com.

Tape

OPERATIONS

NFL Films can make arrangements to record and ship fulllength games to your station. Please provide your Federal Express Account Number. We will coordinate with the courier of your choice if preferred.

Commercial Formats (Run-downs; break patterns)

Formats are available Thursday or Friday of each week via the website, **www.nflmedia.com**. Updates will be posted as we receive them. Any format can be faxed upon request.

A.D. Coordination (Listen-only lines)

NFL Films can provide you with the telephone number to access and listen to the A.D.'s countdown into and out of commercial breaks. Throughout the NFL season, this

information will be available at **www.nflmedia.com**. but you must request this service through NFL Films to assure that a line is reserved for your station.

International Sound

Available for all games, on the U.S. network backhaul feed. Occasionally, international sound is available on the fronthaul feed as well. During the NFL season, this information can be found at www.nflmedia.com

Refeeds

NFL Films can refeed portions of a game if needed. Client must agree to pay all out-of-pocket costs prior to the transmission.

On-site services

If you are planning on-site coverage of any NFL games, NFL Films will make arrangements for credentials, commentary/ camera positions, cabling, uplinks and other technical requirements. Please see page 19 for further details.

NFLMEDIA.COM

At this website you can find information regarding delivery of NFL games and programs. Below are instructions for registering and finding the information you need.

If you are not already registered:

- Go to www.nflmedia.com
- Click on "Register"
- Enter required fields
- · Click "Submit"

Finding satellite coordinates, network formats, and program scripts:

- Find **Resources** on the top of your screen. Click on it.
- On the left menu, click "NFL Games & Programs Distribution"
- · Click on desired information.

ON-SITE SERVICES

CREDENTIALS FOR ENG NEWS CREWS:

If your station would like to request credentials for **ENG** news-style coverage at any NFL game, please note the following procedure:

- Requests must be made by the sports director.
- Complete the 2010 Credential Request Form and email it to Erica Booze at least 14 days before the game or event you plan to attend.
- The 2010 Credential Request Form is provided separately
- All requests must be made through the League Office please do not contact teams directly.

2010 INTERNATIONAL SERIES CREDENTIALS WEMBLEY STADIUM (London):

- Application forms will be sent via email in early September.
- Applications are due by September 17, 2010.

PRO BOWL & SUPER BOWL CREDENTIALS

- Please register (if you have not done so previously) at www.nflmedia.com.
- You can begin applying for Super Bowl credentials in mid October via a special link that will be emailed to you.
- Super Bowl Credentials Applications are due by November 19, 2010.

Erica Booze (E-mail: erica.booze@nfl.com) **Phone**: +1-212-450-2504 **Fax**: +1-212-847-0801

ON-SITE GAME BROADCASTS OR TRANSMISSIONS:

If you are planning to do a live broadcast, transmissions, or **production**, at an NFL game, please contact NFL Films:

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com) Cindie Hurley (E-mail: cindie.hurley@nfl.com)

Phone: +1-856-638-6836 **Fax**: +1-856-638-0139

NFL Films will work with the team PR Department and Stadium Operations to provide credentials, commentary positions, camera positions, cabling, power, and parking. We will coordinate feeds from the U.S. network truck to your truck or commentary position.

Please note the following guidelines:

- NFL Films coordination for on-site events is not optional. This is a policy to ensure international broadcasters get what they request and that NFL guidelines are followed.
- Requests must be received in writing at least three weeks prior to the game desired.
- If space for a commentary position or truck is not available, the request may be refused.
- The international broadcaster is responsible for a coordination fee. This coordination fee will cover all out-of-pocket costs associated with the broadcast.

SUPER BOWL XLV REQUESTS:

If your station is planning to broadcast from Super Bowl XLV in North Texas on February 6, 2011, you must fill out and return a "Letter of Intent" As Soon As Possible. Signing this letter of intent does not obligate your station in any way but it is necessary so the NFL can prepare for your needs.

CHAMPIONSHIP GAME AND PRO BOWL REQUESTS:

If your station is planning to broadcast live from the AFC or NFC Championship Games on January 23, 2011 or from the Pro Bowl in Hawaii on January 30, 2011, you must notify NFL Films no later than Friday, November 26, 2010.

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com) Cindie Hurley (E-mail: cindie.hurley@nfl.com)

Phone: +1-856-638-6836 **Fax**: +1-856-638-0139

SHOOT & TALENT COORDINATING:

If your station is planning to do a shoot / interview with an NFL Player or Cheerleader, please contact Kennie Smith at NFL Films:

Kennie Smith (kennie.smith@nfl.com)

Tel: +1-856-222-2880

NFL Films will make talent and location arrangements as well as hire crew members and rental equipment. **Requests** are due 3 weeks prior to the date requested. Client is responsible for all costs and client approval of cost estimate is required before moving forward.

2010

SCHEDULE

FILMS

NFL FILMS FOOTAGE AND DUB REQUESTS

All requests must be made in writing using NFL Films' footage and dub request form. This form is available at www.nflmedia.com or by contacting Ellen Barlow at ellen.barlow@nfl.com.

PLEASE NOTE THE FOLLOWING:

- All PAL conversions are done out-of-house and require additional time.
- Arrangements can also be made to deliver materials via satellite or fiber upon request.
- NFL Films can provide cost estimates for all services upon request.
- · Ask about our HD availability.

TIMETABLE FOR DELIVERY:

- For NTSC dubs, please allow 3–5 business days to receive your material.
- For PAL dubs, please allow 5–7 business days to receive vour material.
- For shipments outside the U.S., additional time may be needed for customs clearance.
- · Large-volume jobs may require additional time.

COST:

Client is responsible for all out-of-pocket costs including:

- Tape stock and dub charges (see rate card below)
- Research charges (\$135 per hour, one-hour minimum charge)
- Shipping (please provide your company account number if possible)

DUB RATE CARD:

FORMAT	LENGTH OF TAPE	PRICE
BETA SP (NTSC)	UP TO 30 MINUTES	\$84.00
BETA SP (NTSC)	31-60 MINUTES	\$137.00
BETA SP (NTSC)	61-90 MINUTES	\$189.00
DIGIBETA (NTSC)	UP TO 30 MINUTES	\$179.00
DIGIBETA (NTSC)	31-45 MINUTES	\$268.00
DIGIBETA (NTSC)	46-60 MINUTES	\$305.00
DIGIBETA (NTSC)	61-90 MINUTES	\$457.00
DIGIBETA (NTSC)	91-120 MINUTES	\$557.00
DVC PRO 25 MB (NTSC)	UP TO 60 MINUTES	\$45.00
DVC PRO 25 MB (NTSC)	61-120 MINUTES	\$65.00
DVD DUB	UP TO 30 MINUTES	\$25.00
DVD DUB	31-60 MINUTES	\$35.00
DVD DUB	61-90 MINUTES	\$40.00
DVD DUB	91-120 MINUTES	\$45.00
HD CAM	UP TO 10 MINUTES	\$125.00
HD CAM	11-20 MINUTES	\$230.00
HD CAM	21 -40 MINUTES	\$290.00
HD CAM	41- 60 MINUTES	\$480.00
HD CAM	61-90 MINUTES	\$695.00
HD CAM	91-120 MINUTES	\$890.00

FORMAT	LENGTH OF TAPE	PRICE
BET SP (PAL)	UP TO 10 MINUTES	\$242.00
BET SP (PAL)	11 TO 30 MINUTES	\$342.00
BET SP (PAL)	31-60 MINUTES	\$604.00
BET SP (PAL)	61-90 MINUTES	\$846.00
DIGIBETA(PAL)	UP TO 10 MINUTES	\$368.00
DIGIBETA(PAL)	11-30 MINUTES	\$494.00
DIGIBETA(PAL)	31-60 MINUTES	\$846.00
DIGIBETA(PAL)	61-90 MINUTES	\$1,260.00

Sponsorship/Licensing

SPONSORSHIP OPPORTUNITIES

Sponsorship sales and marketing represents an important part of the NFL's domestic and international business. Partners of the NFL are encouraged to share in the equity value of its logos, trademarks and key assets including promotions, player imagery, client hospitality and many others.

The NFL works closely with its partners to build custom, market-specific platforms and promotions designed against specific marketing and business objectives. NFL sponsorships are proven to create impactful business and marketing alliances enabling partners to create a valuable point of difference in the marketplace which may not be achieved by

a media package on NFL game broadcasts. An NFL partnership offers a powerful means to enhance and activate against your media spending.

If interested in more information about NFL sponsors and/or sponsorship opportunities, please contact:

Marc Reeves (E-mail: marc.reeves@nfl.com)

Phone: +1-212-450-2788

NOTE: Please contact the NFL for local sponsor list.

LICENSING OPPORTUNITIES

Merchandise licensing rights allow for the creation of NFL or team-branded products. While licensing rights are most often used for distribution of products to general retail, licensed products may also be used to authenticate broadcast content and promotions.

1. PRODUCT PLACEMENT

- Broadcast partners may use relevant products within NFL programming (e.g. NFL commentator wears an NFL co-branded golf shirt)
- Other programming (e.g. network sitcom or soap opera) may integrate NFL items

2. ON-AIR PROMOTIONS

 Create a joint promotion with our licensing or retail partners (e.g. on-air "watch and win" contest with NFL prizes, retail promotions designed to drive viewership)

3. PREMIUMS

- Create customized products for use as corporate and employee gifts
- Generate "buzz" around an upcoming event with a custom consumer premium

For more information on NFL licensing opportunities, please contact:

Teri Niadna (E-mail: teri.niadna@nfl.com) **Phone**: +1-212-450-2774

NFL ADVERTISING & PROMOTION POLICIES

- The NFL controls all marketing and promotion of the NFL and its member clubs. All broadcasters are required to seek approval of all on-air and off-air promotions through the NFL.
- · Commercial endorsements may not be made within the content of NFL programming.
- Broadcasters may not use names, likenesses, or voices of players, managers, coaches, and officials to endorse any product or service.
- NFL marks and logos may not be used outside NFL programming except for "tune-in" promotion.
- Broadcaster may not pass through the rights to use the marks and logos of the NFL to any third party.
- NFL marks and logos can only be used to promote "tune-in" for the NFL programming, and may not be used in conjunction with a commercial endorsement of any product or service.
- Broadcasters may not use any of the programs or elements of programs in, or in connection with, or in anyway related to gambling, hard liquor, or pornography.
- Broadcasters do not have the right to sell or distribute footage from NFL games or NFL programming except if expressly permitted by your broadcast agreement. Broadcasters must always seek prior approval before editing content of any NFL programming.

The foregoing is a summary of certain NFL policies. Please refer to your Broadcast License Agreement with the NFL for the definitive terms and conditions regarding your right and obligations to NFL programming.

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Super Bowl XLV

SUPER BOWL XLV

LETTER OF INTENT FOR ON-SITE BROADCAST



(month/day/year)

(Company Name) Intends to broadcast Super Bowl XLV from Cowboys Stadium in North Texas on February 6, 2011. At this time, we anticipate needing the following facilities:
☐ Commentary Booth (No Camera/Audio Only)
☐ Studio Booth (Camera)
☐ Camera-Only Position/s outside the broadcast booth (In Stadium)
Reporter Field-Level position (if available)
☐ Park/Power for Production truck
☐ Park/Power for Uplink truck or Hybrid truck
Office space (please circle: single end; middle/end; or full trailer office)
☐ Level 3 Fiber Circuit (Outbound)
We understand that this information is for planning purposes only and we are not obligated financially to pay for the above facilities at this time.
Representative:
(Please print name)
Telephone Number:
Fax Number:
E-mail Address:
Signature:

Please sign and return to NFL Films International Operations Department (Jeff Lombardi) via fax +1-856-638-0139 **as soon as possible**.





See our "Super Bowl Planning Guide" for further details. In the meantime, please note the following dates:

Immediately	Letters of intent returned (available on page 22 of this guide)
September 17, 2010	International Series (London) Accreditation Requests due
November 12, 2010	Technical Request Forms Due (will be provided with the Planning Guide)
November 19, 2010	Accreditation Requests Due (see page 19 of this guide)
November 26, 2010	Deadline for Onsite production plans at Championship & Pro Bowl Games
December 8-9, 2010	Broadcaster Site Survey, North Texas
January 7, 2011	On-Site services contracts signed by broadcasters and returned to NFL Films
January 23, 2011	Conference Championship Games
January 30, 2011	Pro Bowl in Hawaii
February 1, 2011	Media Day with Super Bowl players & coaches
February 4, 2011	Broadcast Technical Fax Checks begin (by appointment with NFL Films)
February 4, 2011	SECURITY Lock Down - All Trucks Must be parked in the Compound
February 5, 2011	World Feed Production Meeting (on-site in North Texas)
February 5, 2011	World Feed FULL Transmission Fax - 1700 CT(Local) / 1800 ET
February 6, 2011	Super Bowl XLV in North Texas

Notes	
	IONAL BROADCAST NOTES
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