



2011 INTERNATIONAL
**BROADCAST
GUIDE**



NATIONAL FOOTBALL LEAGUE



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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 2011 season.

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*New address as of September 1, 2011

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 XLVI 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 Clubs, partners and licensees to view and access NFL creative assets including logos and style guides.

NFL Japan

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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.nflchina.com
www.nfljapan.com
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2011 Schedule

INTRODUCTION

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.

2011 NFL SCHEDULE KICKS OFF WITH THE SUPER BOWL XLV CHAMPION GREEN BAY PACKERS HOSTING THE NEW ORLEANS SAINTS

- The season begins with the NFL's annual Thursday primetime kickoff game. The opener on September 8 on NBC (8:30 PM ET) will feature the past two Super Bowl winners when the defending-champion Green Bay Packers welcome the Super Bowl XLIV-champion New Orleans Saints to Lambeau Field. In a format introduced in 2004, the Super Bowl champion annually hosts the NFL Thursday night season kickoff.
- The NFL will commemorate the 10th anniversary of the September 11th attacks on Sunday, September 11, the first Sunday of the regular season. On that day, the New York Giants will travel to Washington to face the Redskins (4:15 PM ET, FOX) followed by the New York Jets hosting the Dallas Cowboys (8:20 PM ET, NBC).
- The Cowboys-Jets contest is the second of NBC's two primetime games on Kickoff Weekend (Thursday and Sunday nights). The network will televise a total of 18 primetime regular-season games (the opening Thursday night kickoff and 17 Sunday Night Football games).
- Among the highlights of Kickoff Weekend are eight division games, including a pair on Monday night, September 12. ESPN's Monday Night Football doubleheader will feature the AFC East's New England Patriots at the Miami Dolphins (7:00 PM ET) followed by the AFC West's Oakland Raiders visiting the Denver Broncos (10:15 PM ET).
- For the remainder of the season, ESPN will televise one game each Monday night 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 1. For the second consecutive year, all 16 games scheduled for Week 17 are division contests. In the final three weeks, there will be a total of 29 division matchups (three in Week 15, 10 in Week 16) – up from 28 division games in the final three weeks of 2010 and 15 in 2009 – to enhance the potential for more games at the end of the season with playoff ramifications.
- The 2011 season concludes on Sunday, February 5 when the NFL will crown a champion at Super Bowl XLVI at Lucas Oil Stadium in Indianapolis (NBC).
- As always, the NFL has the holidays covered. Thanksgiving will feature an NFL tripleheader. The early game will send the Packers to Detroit to face their long-time rivals, the Lions (12:30 PM ET, FOX). The late afternoon game will feature the Dolphins at the Cowboys (4:15 PM ET, CBS). The holiday feast concludes with an evening of firsts. It's a family affair when the San Francisco 49ers, led by new head coach Jim Harbaugh, meet the Baltimore Ravens (8:20 PM ET, NFL NETWORK) and head coach John Harbaugh. The game – the first NFL Thanksgiving game in Baltimore – is the first between sibling head coaches in NFL history.
- On Christmas night, it's a renewal of one of the greatest rivalries in football history when the Chicago Bears travel to Green Bay to face the Packers (8:20 PM ET, NBC). Bears-Packers is the only game scheduled for December 25. There are 13 Week 16 games set for Saturday, December 24, including the matchup between the Giants and Jets (1:00 PM ET, FOX).
- The NFL will again extend beyond the borders of the United States this year. On October 23, the league will resume its international series of regular-season games when the Tampa Bay Buccaneers host the Chicago Bears (1:00 PM ET, FOX) at London's historic Wembley Stadium. Then on Sunday, October 30, the Buffalo Bills will venture north to Canada for the fourth consecutive season when they host the Washington Redskins in Toronto at the Rogers Centre (4:05 PM ET, FOX).
- NFL Network will kick off an eight-game schedule on Thursday, November 10 when the San Diego Chargers host the Raiders. The network will televise seven games on Thursday night and a Saturday night game on December 17 between the Cowboys and Buccaneers in Tampa Bay. All NFL Network games will start at 8:20 PM ET.
- The season again will utilize “flexible scheduling” in Weeks 10-15 and 17. In Weeks 10-15, 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. The Christmas night game between the Bears and Packers in Week 16 will not be flexed. 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 primetime.
- The NFL's 32 teams will each play 16 games over 17 weeks. Byes will begin in Week 5 and end in Week 11.
- **The 2011 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 7-8. 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 14-15. **The AFC and NFC Championship Games** will be played on Sunday, January 22. The winners meet two weeks later on Sunday, February 5 in Indianapolis in **Super Bowl XLVI**.
- The **2012 Pro Bowl** will be played on Sunday, January 29 at Aloha Stadium in Hawaii.
- FOX will carry NFC games, the NFC playoffs and the NFC Championship Game. 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 7, the Pro Bowl and Super Bowl XLVI.
- 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.
- Westwood One Radio will broadcast all NFL primetime games, the three Thanksgiving Day games and the entire NFL playoffs.

NFL PREGAME TIMING SCHEDULE* (To be determined)

SUNDAY AFTERNOON GAMES						NBC SUNDAY NIGHT FOOTBALL	
KICKOFF	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
Home Team Player Introductions	12:54:00	12:55:00	3:56:00		4:07:00	4:07:00	8:22:00
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 onward		

ESPN MONDAY NIGHT FOOTBALL

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

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 NETWORK THURSDAY AND SATURDAY NIGHT FOOTBALL

KICKOFF	8:29:00	
Both Teams Take the Field	8:28:00	
National Anthem Ends	8:27:30	
National Anthem Begins	8:25:30	on NFL Network cue
Coin Toss	8:23:30	
Home Team Player Introductions	8:21:00	on NFL Network cue
Visiting Team Player Introductions	8:19:30	
Home Team Leaves Locker Room	8:19:00	
Visiting Team Leaves Locker Room	8:17:30	
Home Team Two Minute Warning	8:17:00	
Visiting Team Two Minute Warning	8:15:30	
Officiating Meeting in Locker Room	6:50:00	8:20 PM scheduled game time

NFL COMMERCIAL FORMAT

Effective for all 2011 games, including preseason, regular season and postseason, beginning with the Hall of Fame Game each year.

1. There will be 20 commercial breaks during each game, as well as commercial breaks between the 1st and 2nd and the 3rd and 4th quarters. The break pattern for all games will be 5 per quarter (5-5-5-5). The final break in each half normally will come at the 2:00 Warning.
2. In the event that the televising Network does not have the opportunity to take the allotted 5 breaks in a quarter, the missed breaks may carry over into subsequent quarters. In a carryover situation, there is a maximum of 8 breaks in any quarter, with the exception noted in #6.
3. All 20 Network commercial breaks, and the breaks between the 1st and 2nd and the 3rd and 4th quarters, will be 1:50 in duration, effective with the Referee's signal to start the break (punch out) until the Referee's signal to resume play—except as may be modified by the League office on an individual break basis.
4. Networks will be allowed to take a 21st Pod (floating break) once during each game. The 21st Pod is activated only if the Network takes a regular break for an Officials' Instant Replay review or an extended injury.
5. If a Network enters a quarter carrying over 2 breaks from the previous quarter, they may not take the 21st Pod as the 8th break of the quarter unless the 8th break opportunity is an Instant Replay review or extended injury.
6. If 8 breaks have been taken in the 4th quarter (or 7 plus the 2:00 warning to come), and a significant injury or replay review occurs and the Network is still behind, League Representatives and Game Officials may grant a 22nd Pod, if requested by the Network, in an effort to use the down time wisely.

2011 WEEK-BY-WEEK SCHEDULE (All times Eastern)

WEEK 1 FOX NATIONAL WEEK Thursday, Sep 8 NBC 8:30pm Saints at Packers Sunday, Sep 11 CBS 1:00pm Steelers at Ravens Bengals at Browns Colts at Texans Titans at Jaguars Bills at Chiefs FOX 1:00pm Falcons at Bears Eagles at Rams Lions at Buccaneers FOX 4:15pm Seahawks at 49ers Giants at Redskins Vikings at Chargers Panthers at Cardinals NBC 8:20pm Cowboys at Jets Monday, Sep 12 ESPN 7:00pm Patriots at Dolphins Raiders at Broncos 10:15pm	WEEK 4 CBS NATIONAL WEEK Sunday, Oct 2 CBS 1:00pm Titans at Browns Steelers at Texans Bills at Bengals FOX 1:00pm Saints at Jaguars Vikings at Chiefs Panthers at Bears 49ers at Eagles Redskins at Rams Lions at Cowboys FOX 4:05pm Giants at Cardinals Falcons at Seahawks CBS 4:15pm Broncos at Packers Patriots at Raiders Dolphins at Chargers NBC 8:20pm Jets at Ravens Monday, Oct 3 ESPN 8:30pm Colts at Buccaneers	WEEK 7 FOX NATIONAL WEEK Sunday, Oct 23 CBS 1:00pm Texans at Titans Broncos at Dolphins Chargers at Jets FOX 1:00pm Seahawks at Browns Falcons at Lions Bears at Buccaneers (London) Redskins at Panthers CBS 4:05pm Chiefs at Raiders Steelers at Cardinals FOX 4:15pm Packers at Vikings Rams at Cowboys NBC 8:20pm Colts at Saints Monday, Oct 24 ESPN 8:30pm Ravens at Jaguars BYES: Bengals, Bills, Eagles, 49ers, Giants, Patriots
WEEK 2 CBS NATIONAL WEEK Sunday, Sep 18 CBS 1:00pm Chiefs at Lions Raiders at Bills Ravens at Titans Browns at Colts Jaguars at Jets FOX 1:00pm Seahawks at Steelers Packers at Panthers Buccaneers at Vikings Cardinals at Redskins Bears at Saints FOX 4:05pm Cowboys at 49ers CBS 4:15pm Chargers at Patriots Bengals at Broncos Texans at Dolphins NBC 8:20pm Eagles at Falcons Monday, Sep 19 ESPN 8:30pm Rams at Giants	WEEK 5 CBS NATIONAL WEEK Sunday, Oct 9 CBS 1:00pm Bengals at Jaguars Titans at Steelers Raider at Texans Chiefs at Colts FOX 1:00pm Saints at Panthers Eagles at Bills Seahawks at Giants Cardinals at Vikings FOX 4:05pm Buccaneers at 49ers CBS 4:15pm Chargers at Broncos Jets at Patriots NBC 8:20pm Packers at Falcons Monday, Oct 10 ESPN 8:30pm Bears at Lions BYES: Browns, Cowboys, Dolphins, Rams, Ravens, Redskins	WEEK 8 CBS NATIONAL WEEK Sunday, Oct 30 CBS 1:00pm Colts at Titans Jaguars at Texans Dolphins at Giants FOX 1:00pm Cardinals at Ravens Vikings at Panthers Saints at Rams FOX 4:05pm Redskins at Bills (Toronto) Lions at Broncos CBS 4:15pm Browns at 49ers Bengals at Seahawks Patriots at Steelers NBC 8:20pm Cowboys at Eagles Monday, Oct 31 ESPN 8:30pm Chargers at Chiefs BYES: Bears, Buccaneers, Falcons, Jets, Packers, Raiders
WEEK 3 FOX NATIONAL WEEK Sunday, Sep 25 CBS 1:00pm Patriots at Bills Jaguars at Panthers Texans at Saints Dolphins at Browns Broncos at Titans FOX 1:00pm Lions at Vikings Giants at Eagles 49ers at Bengals CBS 4:05pm Chiefs at Chargers Ravens at Rams Jets at Raiders FOX 4:15pm Packers at Bears Falcons at Buccaneers Cardinals at Seahawks NBC 8:20pm Steelers at Colts Monday, Sep 26 ESPN 8:30pm Redskins at Cowboys	WEEK 6 FOX NATIONAL WEEK Sunday, Oct 16 CBS 1:00pm Bills at Giants Colts at Bengals Jaguars at Steelers FOX 1:00pm Panthers at Falcons Eagles at Redskins 49ers at Lions Rams at Packers CBS 4:05pm Texans at Ravens Browns at Raiders FOX 4:15pm Saints at Buccaneers Cowboys at Patriots NBC 8:20pm Vikings at Bears Monday, Oct 17 ESPN 8:30pm Dolphins at Jets BYES: Broncos, Cardinals, Chargers, Chiefs, Seahawks, Titans	WEEK 9 FOX NATIONAL WEEK Sunday, Nov 6 CBS 1:00pm Jets at Bills Dolphins at Chiefs Browns at Texans FOX 1:00pm Buccaneers at Saints Falcons at Colts Seahawks at Cowboys 49ers at Redskins CBS 4:05pm Broncos at Raiders Bengals at Titans FOX 4:15pm Rams at Cardinals Giants at Patriots Packers at Chargers NBC 8:20pm Ravens at Steelers Monday, Nov 7 ESPN 8:30pm Bears at Eagles BYES: Jaguars, Lions, Panthers, Vikings



2011 WEEK-BY-WEEK SCHEDULE (All times Eastern)



WEEK 10 FOX NATIONAL WEEK Thursday, Nov 10 NFLN 8:20pm Raiders at Chargers Sunday, Nov 13 CBS 1:00pm Jaguars at Colts Broncos at Chiefs Steelers at Bengals Titans at Panthers Texans at Buccaneers Bills at Cowboys FOX 4:05pm Saints at Falcons Lions at Bears Redskins at Dolphins Rams at Browns Cardinals at Eagles CBS 4:05pm Ravens at Seahawks FOX 4:15pm Giants at 49ers NBC 8:20pm Patriots at Jets Monday, Nov 17 ESPN 8:30pm Vikings at Packers

WEEK 11* CBS NATIONAL WEEK Thursday, Nov 17 NFLN 8:20pm Jets at Broncos Sunday, Nov 20 CBS 1:00pm Bengals at Ravens Bills at Dolphins Titans at Falcons Raiders at Vikings Jaguars at Browns FOX 1:00pm Cowboys at Redskins Panthers at Lions Buccaneers at Packers FOX 4:05pm Seahawks at Rams Cardinals at 49ers CBS 4:15pm Chargers at Bears NBC 8:20pm Eagles at Giants Monday, Nov 21 ESPN 8:30pm Chiefs at Patriots BYES: Colts, Saints, Steelers, Texans
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WEEK 12* CBS NATIONAL WEEK Thursday, Nov 24 FOX 12:30pm Packers at Lions CBS 4:15pm Dolphins at Cowboys NFLN 8:20pm 49ers at Ravens Sunday, Nov 27 CBS 1:00pm Browns at Bengals Texans at Jaguars Bills at Jets FOX 1:00pm Cardinals at Rams Buccaneers at Titans Panthers at Colts Vikings at Falcons FOX 4:05pm Bears at Raiders Redskins at Seahawks CBS 4:15pm Broncos at Chargers Patriots at Eagles NBC 8:20pm Steelers at Chiefs Monday, Nov 28 ESPN 8:30pm Giants at Saints

WEEK 13 Thursday, Dec 1 NFLN 8:20pm Eagles at Seahawks Sunday, Dec 4 CBS 1:00pm Ravens at Browns Bengals at Steelers Chiefs at Bears Jets at Redskins Raiders at Dolphins Titans at Bills FOX 1:00pm Panthers at Buccaneers Falcons at Texans Lions at Saints CBS 4:05pm Broncos at Vikings FOX 4:15pm Rams at 49ers Cowboys at Cardinals Packers at Giants NBC 8:20pm Colts at Patriots Monday, Dec 5 ESPN 8:30pm Chargers at Jaguars

WEEK 14* CBS NATIONAL WEEK Thursday, Dec 8 NFLN 8:20pm Browns at Steelers Sunday, Dec 12 CBS 1:00pm Raiders at Packers Patriots at Redskins Colts at Ravens Chiefs at Jets Texans at Bengals FOX 1:00pm Falcons at Panthers Vikings at Lions Buccaneers at Jaguars Eagles at Dolphins Saints at Titans FOX 4:05pm 49ers at Cardinals Bears at Broncos CBS 4:15pm Bills at Chargers NBC 8:20pm Giants at Cowboys Monday, Dec 12 ESPN 8:30pm Ravens at Seahawks

WEEK 15* CBS NATIONAL WEEK Thursday, Dec 15 NFLN 8:20pm Jaguars at Falcons Saturday, Dec 17 NFLN 8:20pm Cowboys at Buccaneers Sunday, Dec 18 CBS 1:00pm Dolphins at Bills Titans at Colts Bengals at Rams FOX 1:00pm Redskins at Giants Panthers at Texans Packers at Chiefs Saints at Vikings Seahawks at Bears FOX 4:05pm Lions at Raiders CBS 4:15pm Jets at Eagles Browns at Cardinals Patriots at Broncos NBC 8:20pm Ravens at Chargers Monday, Dec 19 ESPN 8:30pm Steelers at 49ers

WEEK 16* FOX NATIONAL WEEK Friday, Dec 22 NFLN 8:20pm Texans at Colts Saturday, Dec 24 CBS 7:30pm Browns at Ravens Dolphins at Patriots Raiders at Chiefs Jaguars at Titans Broncos at Bills FOX 1:00pm Buccaneers at Panthers Cardinals at Bengals Giants at Jets Rams at Steelers Vikings at Redskins CBS 4:05pm Chargers at Lions FOX 4:15pm Eagles at Cowboys 49ers at Seahawks Sunday, Dec 25 NBC 8:20pm Bears at Packers Monday, Dec 26 ESPN 8:30pm Falcons at Saints
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WEEK 17* CBS & FOX NATIONAL WEEK Sunday, Jan 1 CBS 1:00pm Colts at Jaguars Titans at Texans Bills at Patriots Jets at Dolphins Ravens at Bengals Steelers at Browns FOX 1:00pm Buccaneers at Falcons Cowboys at Giants Panthers at Saints 49ers at Rams Lions at Packers Redskins at Eagles Bears at Vikings CBS 4:15pm Chiefs at Broncos Chargers at Raiders FOX 4:15pm Seahawks at Cardinals

POST SEASON SCHEDULE WILD CARD WEEKEND Saturday, Jan 7 NBC 4:30/8:00pm AFC Game or NFC Game Sunday, Jan 8 CBS or FOX 1:00/4:30pm AFC Game or NFC Game DIVISIONAL WEEKEND Saturday, Jan 14 FOX 4:30/8:00pm AFC Game or NFC Game Sunday, Jan 15 CBS or FOX 1:00/4:30pm AFC Game or NFC Game CHAMPIONSHIP WEEKEND Sunday, Jan 22 CBS 3:00pm AFC Conference Championship Game Sunday, Jan 22 FOX 6:30pm NFC Conference Championship Game PRO BOWL Sunday, Jan 29 NBC 3:00pm 2012 Pro Bowl SUPER BOWL Sunday, Feb 5 NBC 6:30pm Super Bowl XLVI *Due to flexible scheduling, one game from Sunday afternoon may be moved to Sunday night at 8:20pm

2011 AFC TEAM SCHEDULES (All times Eastern)



BALTIMORE RAVENS

Sep 11	vs. Steelers	1:00 pm
Sep 18	at Titans	1:00 pm
Sep 25	at Rams	4:05 pm
Oct 02	vs. Jets	8:20 pm
Oct 09	BYE	
Oct 16	vs. Texans	4:05 pm
Oct 24	at Jaguars	8:30 pm
Oct 30	vs. Cardinals	1:00 pm
Nov 06	at Steelers	8:20 pm
Nov 13	at Seahawks	4:05 pm
Nov 20	vs. Bengals	1:00 pm
Nov 24	vs. 49ers	8:20 pm
Dec 04	at Browns	1:00 pm
Dec 11	vs. Colts	1:00 pm
Dec 18	at Chargers	8:20 pm
Dec 24	vs. Browns	1:00 pm
Jan 01	at Bengals	1:00 pm

DENVER BRONCOS

Sep 12	vs. Raiders	10:15 pm
Sep 18	vs. Bengals	4:15 pm
Sep 25	at Titans	1:00 pm
Oct 02	at Packers	4:15 pm
Oct 09	vs. Chargers	4:15 pm
Oct 16	BYE	
Oct 23	at Dolphins	1:00 pm
Oct 30	vs. Lions	4:05 pm
Nov 06	at Raiders	4:05 pm
Nov 13	at Chiefs	1:00 pm
Nov 17	vs. Jets	8:20 pm
Nov 27	at Chargers	4:15 pm
Dec 04	at Vikings	4:05 pm
Dec 11	vs. Bears	4:05 pm
Dec 18	vs. Patriots	4:15 pm
Dec 24	at Bills	1:00 pm
Jan 01	vs. Chiefs	4:15 pm

KANSAS CITY CHIEFS

Sep 11	vs. Bills	1:00 pm
Sep 18	at Lions	1:00 pm
Sep 25	at Chargers	4:05 pm
Oct 02	vs. Vikings	1:00 pm
Oct 09	at Colts	1:00 pm
Oct 16	BYE	
Oct 23	at Raiders	4:05 pm
Oct 31	vs. Chargers	8:30 pm
Nov 06	vs. Dolphins	1:00 pm
Nov 13	vs. Broncos	1:00 pm
Nov 21	at Patriots	8:30 pm
Nov 27	vs. Steelers	8:20 pm
Dec 04	at Bears	1:00 pm
Dec 11	at Jets	1:00 pm
Dec 18	vs. Packers	1:00 pm
Dec 24	vs. Raiders	1:00 pm
Jan 01	at Broncos	4:15 pm

OAKLAND RAIDERS

Sep 12	at Broncos	10:15 pm
Sep 18	at Redskins	1:00 pm
Sep 25	vs. Jets	4:05 pm
Oct 02	vs. Patriots	4:15 pm
Oct 09	at Texans	1:00 pm
Oct 16	vs. Browns	4:05 pm
Oct 23	vs. Chiefs	4:05 pm
Oct 30	BYE	
Nov 06	vs. Broncos	4:05 pm
Nov 10	at Chargers	8:20 pm
Nov 20	at Vikings	1:00 pm
Nov 27	vs. Bears	4:05 pm
Dec 04	at Dolphins	1:00 pm
Dec 11	at Packers	1:00 pm
Dec 18	vs. Lions	4:05 pm
Dec 24	vs. Chiefs	1:00 pm
Jan 01	vs. Chargers	4:15 pm

BUFFALO BILLS

Sep 11	at Chiefs	1:00 pm
Sep 18	vs. Raiders	1:00 pm
Sep 25	vs. Patriots	1:00 pm
Oct 02	at Bengals	1:00 pm
Oct 09	vs. Eagles	1:00 pm
Oct 16	at Giants	1:00 pm
Oct 23	BYE	
Oct 30	vs. Redskins (Toronto)	4:05 pm
Nov 06	vs. Jets	1:00 pm
Nov 13	at Cowboys	1:00 pm
Nov 20	at Dolphins	1:00 pm
Nov 27	at Jets	1:00 pm
Dec 04	vs. Titans	1:00 pm
Dec 11	at Chargers	4:15 pm
Dec 18	vs. Dolphins	1:00 pm
Dec 24	vs. Broncos	1:00 pm
Jan 01	at Patriots	1:00 pm

HOUSTON TEXANS

Sep 11	vs. Colts	1:00 pm
Sep 18	at Dolphins	4:15 pm
Sep 25	at Saints	1:00 pm
Oct 02	vs. Steelers	1:00 pm
Oct 09	vs. Raiders	1:00 pm
Oct 16	at Ravens	4:05 pm
Oct 23	at Titans	1:00 pm
Oct 30	vs. Jaguars	1:00 pm
Nov 06	vs. Browns	1:00 pm
Nov 13	at Buccaneers	1:00 pm
Nov 20	BYE	
Nov 27	at Jaguars	1:00 pm
Dec 04	vs. Falcons	1:00 pm
Dec 11	at Panthers	1:00 pm
Dec 18	vs. Panthers	1:00 pm
Dec 22	at Colts	8:20 pm
Jan 01	vs. Titans	1:00 pm

MIAMI DOLPHINS

Sep 12	vs. Patriots	7:00 pm
Sep 18	vs. Texans	4:15 pm
Sep 25	at Browns	1:00 pm
Oct 02	at Chargers	4:15 pm
Oct 09	BYE	
Oct 17	at Jets	8:30 pm
Oct 23	vs. Broncos	1:00 pm
Oct 30	at Giants	1:00 pm
Nov 06	at Chiefs	1:00 pm
Nov 13	vs. Redskins	1:00 pm
Nov 20	vs. Bills	1:00 pm
Nov 24	at Cowboys	4:15 pm
Dec 04	vs. Raiders	1:00 pm
Dec 11	vs. Eagles	1:00 pm
Dec 18	at Bills	1:00 pm
Dec 24	at Patriots	1:00 pm
Jan 01	vs. Jets	1:00 pm

PITTSBURGH STEELERS

Sep 11	at Ravens	1:00 pm
Sep 18	vs. Seahawks	1:00 pm
Sep 25	at Buccaneers	4:15 pm
Oct 02	at Texans	1:00 pm
Oct 09	vs. Titans	1:00 pm
Oct 16	vs. Jaguars	1:00 pm
Oct 23	at Cardinals	4:05 pm
Oct 30	vs. Patriots	4:15 pm
Nov 06	vs. Ravens	8:20 pm
Nov 13	at Bengals	1:00 pm
Nov 20	BYE	
Nov 27	at Chiefs	8:20 pm
Dec 04	vs. Bengals	1:00 pm
Dec 08	vs. Browns	8:20 pm
Dec 19	at 49ers	8:30 pm
Dec 24	vs. Rams	1:00 pm
Jan 01	at Browns	1:00 pm

CINCINNATI BENGALS

Sep 11	at Browns	1:00 pm
Sep 18	at Broncos	4:15 pm
Sep 25	vs. 49ers	1:00 pm
Oct 02	vs. Bills	1:00 pm
Oct 09	at Jaguars	1:00 pm
Oct 16	vs. Colts	1:00 pm
Oct 23	BYE	
Oct 30	at Seahawks	4:15 pm
Nov 06	at Titans	4:05 pm
Nov 13	vs. Steelers	1:00 pm
Nov 20	at Ravens	1:00 pm
Nov 27	vs. Browns	1:00 pm
Dec 04	at Steelers	1:00 pm
Dec 11	vs. Texans	1:00 pm
Dec 18	at Rams	1:00 pm
Dec 24	vs. Cardinals	1:00 pm
Jan 01	vs. Ravens	1:00 pm

INDIANAPOLIS COLTS

Sep 11	at Texans	1:00 pm
Sep 18	vs. Browns	1:00 pm
Sep 25	vs. Steelers	8:20 pm
Oct 03	at Buccaneers	8:30 pm
Oct 09	vs. Chiefs	1:00 pm
Oct 16	at Bengals	1:00 pm
Oct 23	at Saints	8:20 pm
Oct 30	at Titans	1:00 pm
Nov 06	vs. Falcons	1:00 pm
Nov 13	vs. Jaguars	1:00 pm
Nov 20	BYE	
Nov 27	vs. Panthers	1:00 pm
Dec 04	at Patriots	8:20 pm
Dec 11	at Ravens	1:00 pm
Dec 18	vs. Titans	1:00 pm
Dec 22	vs. Texans	8:20 pm
Jan 01	at Jaguars	1:00 pm

NEW ENGLAND PATRIOTS

Sep 12	at Dolphins	7:00 pm
Sep 18	vs. Chargers	4:15 pm
Sep 25	at Bills	1:00 pm
Oct 02	at Raiders	4:15 pm
Oct 09	vs. Jets	4:15 pm
Oct 16	vs. Cowboys	4:15 pm
Oct 23	BYE	
Oct 30	at Steelers	4:15 pm
Nov 06	vs. Giants	4:15 pm
Nov 13	at Jets	8:20 pm
Nov 21	vs. Chiefs	8:30 pm
Nov 27	at Eagles	4:15 pm
Dec 04	vs. Colts	8:20 pm
Dec 11	at Redskins	1:00 pm
Dec 18	at Broncos	4:15 pm
Dec 24	vs. Dolphins	1:00 pm
Jan 01	vs. Bills	1:00 pm

SAN DIEGO CHARGERS

Sep 11	vs. Vikings	4:15 pm
Sep 18	at Patriots	4:15 pm
Sep 25	vs. Chiefs	4:05 pm
Oct 02	vs. Dolphins	4:15 pm
Oct 09	at Broncos	4:15 pm
Oct 16	BYE	
Oct 23	at Jets	1:00 pm
Oct 31	at Chiefs	8:30 pm
Nov 06	vs. Packers	4:15 pm
Nov 10	vs. Raiders	8:20 pm
Nov 20	at Bears	4:15 pm
Nov 27	vs. Broncos	4:15 pm
Dec 05	at Jaguars	8:30 pm
Dec 11	vs. Bills	4:15 pm
Dec 18	vs. Ravens	8:20 pm
Dec 24	at Lions	4:05 pm
Jan 01	at Raiders	4:15 pm

CLEVELAND BROWNS

Sep 11	vs. Bengals	1:00 pm
Sep 18	at Colts	1:00 pm
Sep 25	vs. Dolphins	1:00 pm
Oct 02	vs. Titans	1:00 pm
Oct 09	BYE	
Oct 16	at Raiders	4:05 pm
Oct 23	vs. Seahawks	1:00 pm
Oct 30	at 49ers	4:15 pm
Nov 06	at Texans	1:00 pm
Nov 13	vs. Rams	1:00 pm
Nov 20	vs. Jaguars	1:00 pm
Nov 27	at Bengals	1:00 pm
Dec 04	vs. Ravens	1:00 pm
Dec 08	at Steelers	8:20 pm
Dec 18	at Cardinals	4:15 pm
Dec 24	at Ravens	1:00 pm
Jan 01	vs. Steelers	1:00 pm

JACKSONVILLE JAGUARS

Sep 11	vs. Titans	1:00 pm
Sep 18	at Jets	1:00 pm
Sep 25	at Panthers	1:00 pm
Oct 02	vs. Saints	1:00 pm
Oct 09	vs. Bengals	1:00 pm
Oct 16	at Steelers	1:00 pm
Oct 24	vs. Ravens	8:30 pm
Oct 30	at Texans	1:00 pm
Nov 06	BYE	
Nov 13	at Colts	1:00 pm
Nov 20	at Browns	1:00 pm
Nov 27	vs. Texans	1:00 pm
Dec 05	vs. Chargers	8:30 pm
Dec 11	vs. Buccaneers	1:00 pm
Dec 15	at Falcons	8:20 pm
Dec 24	at Titans	1:00 pm
Jan 01	vs. Colts	1:00 pm

NEW YORK JETS

Sep 11	vs. Cowboys	8:20 pm
Sep 18	vs. Jaguars	1:00 pm
Sep 25	at Raiders	4:05 pm
Oct 02	at Ravens	8:20 pm
Oct 09	at Patriots	4:15 pm
Oct 17	vs. Dolphins	8:30 pm
Oct 23	vs. Chargers	1:00 pm
Oct 30	BYE	
Nov 06	at Bills	1:00 pm
Nov 13	vs. Patriots	8:20 pm
Nov 17	at Broncos	8:20 pm
Nov 27	vs. Bills	1:00 pm
Dec 04	at Redskins	1:00 pm
Dec 11	vs. Chiefs	1:00 pm
Dec 18	at Eagles	4:15 pm
Dec 24	vs. Giants	1:00 pm
Jan 01	at Dolphins	1:00 pm

TENNESSEE TITANS

Sep 11	at Jaguars	1:00 pm
Sep 18	vs. Ravens	1:00 pm
Sep 25	vs. Broncos	1:00 pm
Oct 02	at Browns	1:00 pm
Oct 09	at Steelers	1:00 pm
Oct 16	BYE	
Oct 23	vs. Texans	1:00 pm
Oct 30	vs. Colts	1:00 pm
Nov 06	vs. Bengals	4:05 pm
Nov 13	at Panthers	1:00 pm
Nov 20	at Falcons	1:00 pm
Nov 27	vs. Buccaneers	1:00 pm
Dec 04	at Bills	1:00 pm
Dec 11	vs. Saints	1:00 pm
Dec 18	at Colts	1:00 pm
Dec 24	vs. Jaguars	1:00 pm
Jan 01	at Texans	1:00 pm

2011 NFC TEAM SCHEDULES (All times Eastern)



ARIZONA CARDINALS

Sep 11	vs. Panthers	4:15 pm
Sep 18	at Redskins	1:00 pm
Sep 25	at Seahawks	4:15 pm
Oct 02	vs. Giants	4:05 pm
Oct 09	at Vikings	1:00 pm
Oct 16	BYE	
Oct 23	vs. Steelers	4:05 pm
Oct 30	at Ravens	1:00 pm
Nov 06	vs. Rams	4:15 pm
Nov 13	at Eagles	1:00 pm
Nov 20	at 49ers	4:05 pm
Nov 27	at Rams	1:00 pm
Dec 04	vs. Cowboys	4:15 pm
Dec 11	vs. 49ers	4:05 pm
Dec 18	vs. Browns	4:15 pm
Dec 24	vs. Bengals	1:00 pm
Jan 01	vs. Seahawks	4:15 pm

DALLAS COWBOYS

Sep 11	at Jets	8:20 pm
Sep 18	at 49ers	4:05 pm
Sep 26	vs. Redskins	8:30 pm
Oct 02	vs. Lions	1:00 pm
Oct 09	BYE	
Oct 16	at Patriots	4:15 pm
Oct 23	vs. Rams	4:15 pm
Oct 30	at Eagles	8:20 pm
Nov 06	vs. Seahawks	1:00 pm
Nov 13	vs. Bills	1:00 pm
Nov 20	at Redskins	1:00 pm
Nov 24	vs. Dolphins	4:15 pm
Dec 04	at Cardinals	4:15 pm
Dec 11	vs. Giants	8:20 pm
Dec 17	at Buccaneers	8:20 pm
Dec 26	vs. Falcons	4:15 pm
Jan 01	at Giants	1:00 pm

NEW ORLEANS SAINTS

Sep 08	at Packers	8:30 pm
Sep 18	vs. Bears	1:00 pm
Sep 25	vs. Texans	1:00 pm
Oct 02	at Jaguars	1:00 pm
Oct 09	at Panthers	1:00 pm
Oct 16	at Buccaneers	4:15 pm
Oct 23	vs. Colts	8:20 pm
Oct 30	at Rams	1:00 pm
Nov 06	vs. Buccaneers	1:00 pm
Nov 13	at Falcons	1:00 pm
Nov 20	BYE	
Nov 28	vs. Giants	8:30 pm
Dec 04	vs. Lions	1:00 pm
Dec 11	at Titans	1:00 pm
Dec 18	at Vikings	1:00 pm
Dec 26	vs. Falcons	8:30 pm
Jan 01	vs. Panthers	1:00 pm

SAN FRANCISCO 49ERS

Sep 11	vs. Seahawks	4:15 pm
Sep 18	vs. Cowboys	4:05 pm
Sep 25	at Bengals	1:00 pm
Oct 02	at Eagles	1:00 pm
Oct 09	vs. Buccaneers	4:05 pm
Oct 16	at Lions	1:00 pm
Oct 23	BYE	
Oct 30	vs. Browns	4:15 pm
Nov 06	at Redskins	1:00 pm
Nov 13	vs. Giants	4:15 pm
Nov 20	vs. Cardinals	4:05 pm
Nov 24	at Ravens	8:20 pm
Dec 04	vs. Rams	4:15 pm
Dec 11	at Cardinals	4:05 pm
Dec 19	vs. Steelers	8:30 pm
Dec 24	at Seahawks	4:15 pm
Jan 01	at Rams	1:00 pm

ATLANTA FALCONS

Sep 11	at Bears	1:00 pm
Sep 18	vs. Eagles	8:20 pm
Sep 25	at Buccaneers	4:15 pm
Oct 02	at Seahawks	4:05 pm
Oct 09	vs. Packers	8:20 pm
Oct 16	vs. Panthers	1:00 pm
Oct 23	at Lions	1:00 pm
Oct 30	BYE	
Nov 06	at Colts	1:00 pm
Nov 13	vs. Saints	1:00 pm
Nov 20	vs. Titans	1:00 pm
Nov 27	vs. Vikings	1:00 pm
Dec 04	at Texans	1:00 pm
Dec 11	at Panthers	1:00 pm
Dec 15	vs. Jaguars	8:20 pm
Dec 26	at Saints	8:30 pm
Jan 01	vs. Buccaneers	1:00 pm

NETWORK GAMES AND DATES (All times Eastern)



NBC

Thursday 9/9 Saints at Packers	8:30pm	Sunday 10/16 Vikings at Bears	8:20pm	Sunday 11/27* Steelers at Chiefs	8:20pm
Sunday 9/11 Cowboys at Jets	8:20pm	Sunday 10/23 Colts at Saints	8:20pm	Sunday 12/4* Colts at Patriots	8:20pm
Sunday 9/18 Eagles at Falcons	8:20pm	Sunday 10/30 Cowboys at Eagles	8:20pm	Sunday 12/11* Giants at Cowboys	8:20pm
Sunday 9/25 Steelers at Colts	8:20pm	Sunday 11/7 Ravens at Steelers	8:20pm	Sunday 12/18* Ravens at Chargers	8:20pm
Sunday 10/2 Jets at Ravens	8:20pm	Sunday 11/13 Patriots at Jets	8:20pm	Sunday 12/25* Bears at Packers	8:20pm
Sunday 10/09 Packers at Falcons	8:20pm	Sunday 11/20* Giants at Eagles	8:20pm	Sunday 1/01** 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

Sunday 9/11 Steelers at Ravens Bengals at Browns Colts at Texans Titans at Jaguars Bills at Chiefs	1:00pm	Sunday 10/23 Texans at Titans Broncos at Dolphins Chargers at Jets Chiefs at Raiders Steelers at Cardinals	1:00pm	Sunday 12/4 Ravens at Browns Bengals at Steelers Chiefs at Bears Jets at Redskins Raiders at Dolphins Titans at Bills Broncos at Vikings	1:00pm
Sunday 9/18 Chiefs at Lions Raiders at Bills Ravens at Titans Browns at Colts Jaguars at Jets Chargers at Patriots Bengals at Broncos Texans at Dolphins	1:00pm	Sunday 10/30 Colts at Titans Jaguars at Texans Dolphins at Giants Browns at 49ers Bengals at Seahawks Patriots at Steelers	1:00pm	Sunday 12/11 Raiders at Packers Dolphins at Giants Patriots at Redskins Colts at Ravens Chiefs at Jets Texans at Bengals Bills at Chargers	1:00pm
Sunday 9/25 Patriots at Bills Jaguars at Panthers Texans at Saints Dolphins at Browns Broncos at Titans Chiefs at Chargers Ravens at Rams Jets at Raiders	1:00pm	Sunday 11/6 Jets at Bills Dolphins at Chiefs Browns at Texans Broncos at Raiders Bengals at Titans	1:00pm	Sunday 12/18 Dolphins at Bills Titans at Colts Bengals at Rams Jets at Eagles Browns at Cardinals Patriots at Broncos	1:00pm
Sunday 10/2 Titans at Browns Steelers at Texans Bills at Bengals Broncos at Packers Patriots at Raiders Dolphins at Chargers	1:00pm	Sunday 11/13 Jaguars at Colts Broncos at Chiefs Steelers at Bengals Titans at Panthers Texans at Buccaneers Bills at Cowboys Ravens at Seahawks	1:00pm	Sunday 12/24 Browns at Ravens Dolphins at Patriots Raiders at Chiefs Jaguars at Titans Broncos at Bills Chargers at Lions	1:00pm
Sunday 10/09 Bengals at Jaguars Titans at Steelers Raiders at Texans Chiefs at Colts Chargers at Broncos Jets at Patriots	1:00pm	Sunday 11/20 Bengals at Ravens Bills at Dolphins Titans at Falcons Raiders at Vikings Jaguars at Browns Chargers at Bears	1:00pm	Sunday 1/1 Colts at Jaguars Titans at Texans Bills at Patriots Jets at Dolphins Ravens at Bengals Steelers at Browns Chiefs at Broncos Chargers at Raiders	1:00pm
Sunday 10/16 Bills at Giants Colts at Bengals Jaguars at Steelers Texans at Ravens Browns at Raiders	1:00pm	Thursday 11/24 Dolphins at Cowboys	4:15pm		4:15pm
	4:15pm	Sunday 11/27 Browns at Bengals Texans at Jaguars Bills at Jets Broncos at Chargers Patriots at Eagles	1:00pm		
	4:05pm				

NETWORK GAMES AND DATES (All times Eastern)



NFL NETWORK

Thursday 11/10 Raiders at Chargers	8:20pm	Thursday 12/8 Browns at Steelers	8:20pm
Thursday 11/17 Jets at Broncos	8:20pm	Thursday 12/15 Jaguars at Falcons	8:20pm
Thursday 11/24 49ers at Ravens	8:20pm	Saturday 12/17 Cowboys at Buccaneers	8:20pm
Thursday 12/1 Eagles at Seahawks	8:20pm	Thursday 12/22 Texans at Colts	8:20pm



ESPN

Monday 9/12 Patriots at Dolphins Raiders at Broncos	7:00pm 10:15pm	Monday 10/17 Dolphins at Jets	8:30pm	Monday 11/21 Chiefs at Patriots	8:30pm
Monday 9/19 Rams at Giants	8:30pm	Monday 10/24 Ravens at Jaguars	8:30pm	Monday 11/28 Giants at Saints	8:30pm
Monday 9/26 Redskins at Cowboys	8:30pm	Monday 10/31 Chargers at Chiefs	8:30pm	Monday 12/5 Chargers at Jaguars	8:30pm
Monday 10/3 Colts at Buccaneers	8:30pm	Monday 11/7 Bears at Eagles	8:30pm	Monday 12/12 Rams at Seahawks	8:30pm
Monday 10/10 Bears at Lions	8:30pm	Monday 11/14 Vikings at Packers	8:30pm	Monday 12/19 Steelers at 49ers	8:30pm
				Monday 12/26 Falcons at Saints	8:30pm



FOX

Sunday 9/11 Falcons at Bears Eagles at Rams Lions at Buccaneers Seahawks at 49ers Giants at Redskins Vikings at Chargers Panthers at Cardinals	1:00pm	Sunday 10/23 Seahawks at Browns Falcons at Lions Bears at Buccaneers (London) Redskins at Panthers Packers at Vikings Rams at Cowboys	1:00pm	Sunday 12/4 Panthers at Buccaneers Falcons at Texans Lions at Saints Rams at 49ers Cowboys at Cardinals Packers at Giants	1:00pm
Sunday 9/18 Seahawks at Steelers Packers at Panthers Buccaneers at Vikings Cardinals at Redskins Bears at Saints Cowboys at 49ers	1:00pm	Sunday 10/30 Cardinals at Ravens Vikings at Panthers Saints at Rams Redskins at Bills (Toronto) Lions at Broncos	1:00pm	Sunday 12/11 Falcons at Panthers Vikings at Lions Buccaneers at Jaguars Eagles at Dolphins Saints at Titans 49ers at Cardinals Bears at Broncos	1:00pm
Sunday 9/25 Lions at Vikings Giants at Eagles 49ers at Bengals Packers at Bears Falcons at Buccaneers Cardinals at Seahawks	1:00pm	Sunday 11/6 Buccaneers at Saints Falcons at Colts Seahawks at Cowboys 49ers at Redskins Rams at Cardinals Giants at Patriots Packers at Chargers	1:00pm	Sunday 12/18 Redskins at Giants Packers at Chiefs Saints at Vikings Seahawks at Bears Panthers at Texans Lions at Raiders	1:00pm
Sunday 10/2 Saints at Jaguars Vikings at Chiefs Panthers at Bears 49ers at Eagles Redskins at Rams Lions at Cowboys Giants at Cardinals Falcons at Seahawks	1:00pm	Sunday 11/13 Saints at Falcons Lions at Bears Redskins at Dolphins Rams at Browns Cardinals at Eagles Giants at 49ers	1:00pm	Sunday 12/24 Buccaneers at Panthers Rams at Steelers Cardinals at Bengals Giants at Jets Vikings at Redskins Eagles at Cowboys 49ers at Seahawks	1:00pm
Sunday 10/9 Saints at Panthers Eagles at Bills Seahawks at Giants Cardinals at Vikings Buccaneers at 49ers	1:00pm	Thursday 11/24 Packers at Lions	12:30pm	Sunday 1/1 Buccaneers at Falcons Cowboys at Giants Panthers at Saints 49ers at Rams Lions at Packers Redskins at Eagles Bears at Vikings Seahawks at Cardinals	1:00pm
Sunday 10/16 Panthers at Falcons Eagles at Redskins 49ers at Lions Rams at Packers Saints at Buccaneers Cowboys at Patriots	1:00pm	Sunday 11/27 Cardinals at Rams Buccaneers at Titans Panthers at Colts Vikings at Falcons Bears at Raiders Redskins at Seahawks	1:00pm		4:15pm
	4:15pm		4:05pm		

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 the International Operations department 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	TRANSMIT TIMES	
		GMT	EASTERN
1	15 Sept	1345-1415	0945-1015
2	22 Sept	1345-1415	0945-1015
3	29 Sept	1345-1415	0945-1015
4	6 Oct	1345-1415	0945-1015
5	13 Oct	1345-1415	0945-1015
6	20 Oct	1345-1415	0945-1015
7	27 Oct	1345-1415	0945-1015
8	3 Nov	1345-1415	0945-1015
9	10 Nov	1445-1515	0945-1015
10	17 Nov	1445-1515	0945-1015
11	24 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	
		GMT	EASTERN
12	1 Dec	1445-1515	0945-1015
13	8 Dec	1445-1515	0945-1015
14	15 Dec	1445-1515	0945-1015
15	22 Dec	1445-1515	0945-1015
16	29 Dec	1445-1515	0945-1015
17	5 Jan	1445-1515	0945-1015
18	12 Jan	1445-1515	0945-1015
19	19 Jan	1445-1515	0945-1015
20	26 Jan	1445-1515	0945-1015
21	2 Feb	1445-1515	0945-1015
22	9 Feb	1445-1515	0945-1015

REGIONAL TROUBLESHOOTING NUMBERS

ASIA SATELLITE ONLY: +1-212-280-8188
or +97-288-610-001
EUROPE & MIDDLE EAST ONLY: +44-208-233-5597/5598
NORTH AMERICA ONLY: +1-856-222-4390

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



SATELLITE NEWS SERVICE (SNS)

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-1-4 & 12-17), this may result in transmission windows that are longer than 60 minutes.
(20 feeds X 45-60 minutes)

DELIVERY/DISTRIBUTION

This feed will be available in 1080i (4:3 title safe) via satellite; SD can be made available on tape. 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)

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	
		GMT	EASTERN
1	12 Sept	0500-0600	0100-0200
2	19 Sept	0500-0600	0100-0200
3	26 Sept	0500-0600	0100-0200
4	3 Oct	0500-0600	0100-0200
5	10 Oct	0500-0600	0100-0200
6	17 Oct	0500-0600	0100-0200
7	24 Oct	0500-0600	0100-0200
8	31 Oct	0500-0600	0100-0200
9	7 Nov	0600-0700	0100-0200
10	14 Nov	0600-0700	0100-0200

#	SNS I	TRANSMIT TIMES	
		GMT	EASTERN
11	21 Nov	0600-0700	0100-0200
12	28 Nov	0600-0700	0100-0200
13	5 Dec	0600-0700	0100-0200
14	12 Dec	0600-0700	0100-0200
15	19 Dec	0600-0700	0100-0200
16	26 Dec	0600-0700	0100-0200
17	2 Jan	0600-0700	0100-0200
18	9 Jan	0600-0700	0100-0200
19	16 Jan	0600-0700	0100-0200
20	23 Jan	0600-0700	0100-0200

REGIONAL TROUBLESHOOTING NUMBERS

ASIA SATELLITE ONLY: +1-212-280-8188
or +97-288-610-001
EUROPE & MIDDLE EAST ONLY: +44-208-233-5597/5598
NORTH AMERICA ONLY: +1-856-222-4390

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

SCRIPTS AND FORMATS

Scripts and formats will be posted on the website, **www.nflmedia.com**, as soon as they become available.

NFL GAMEDAY



Delivered every Thursday, *NFL GameDay* is a recap of all the previous weekend's NFL action and showcases the Emmy-award-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)

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.
(21 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.

Fiber: This 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	TRANSMIT TIMES	
		GMT	EASTERN
1	15 Sept	1300-1345	0900-0945
2	22 Sept	1300-1345	0900-0945
3	29 Sept	1300-1345	0900-0945
4	6 Oct	1300-1345	0900-0945
5	13 Oct	1300-1345	0900-0945
6	20 Oct	1300-1345	0900-0945
7	27 Oct	1300-1345	0900-0945
8	3 Nov	1300-1345	0900-0945
9	10 Nov	1400-1445	0900-0945
10	17 Nov	1400-1445	0900-0945
11	24 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.

REGIONAL TROUBLESHOOTING NUMBERS

ASIA SATELLITE ONLY: +1-212-280-8188
or +97-288-610-001

EUROPE & MIDDLE EAST ONLY: +44-208-233-5597/5598

NORTH AMERICA ONLY: +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, 2011)

SEASON IN SIX MINUTES – A recap of all the best plays, hits, and camera shots from the 2010-11 season cut to music. The video highlights the first game through Super Bowl XLV in North Texas.
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-five vignettes from NFL Films that will introduce you to all the celebration and excitement of football.
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 North Texas for Super Bowl XLV. The remaining vignettes can be ordered on tape.
1 vignette x 60 seconds

INDIANAPOLIS 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 PLAYOFFS

This program is available the week after the regular season ends, on January 6, 2012. It will review the regular season and highlight the teams that have made it to the playoffs.
Approx. running time: 50 minutes

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 27, 2012, as 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

LIBRARY PROGRAMMING

Our broadcast partners are entitled to purchase additional hours of programming from the archives of NFL Films. We have over 100 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 2011 season, NFL Sunday Ticket will be available in all HD. With NFL Sunday Ticket, subscribers can choose up to 14 different games each Sunday, and watch one or watch them all! The NFL 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)



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 10 when the San Diego Chargers host the Oakland Raiders.

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 (*Duration: 90 minutes*).

NFL REPLAY

For the first time, NFL games will be re-aired with the original television announcers and cameras. This offering features the three most-exciting games each week in a 90 minute format (eliminating halftime and other non-critical elements) at 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.

PRESEASON GAMES

NFL Network is the only place on television where fans can view all 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 45 Super Bowls, America's Game is a critically acclaimed 45-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



KICKOFF

On September 8, the NFL will kickoff the 2011 season at the home of the Super Bowl XLV champion Green Bay Packers. 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 2011 when the Tampa Bay Buccaneers host the Chicago Bears. The game will be played at Wembley Stadium on Sunday, October 23 with kickoff set for 5:00 p.m. GMT 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, 2011.



CHAMPIONSHIP GAMES

If you would like to attend a championship game on-site, please contact Jeff Lombardi or Cindie Hurley no later than November 25, 2011.



SUPER BOWL

We invite you to come on-site to Super Bowl XLVI at Lucas Oil Stadium in Indianapolis on February 5, 2012. 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 22-23, 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 25, 2011.

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

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

NFL Films can make arrangements to record and ship full-length 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

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**”

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)

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

REGIONAL TROUBLESHOOTING

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.

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.

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 2011 Credential Request Form and email it to Erica Booze **at least 14 days** before the game or event you plan to attend. The 2011 Credential Request Form is provided separately.
- **All requests must be made through the League Office – please do not contact teams directly.**

2011 INTERNATIONAL SERIES CREDENTIALS

WEMBLEY STADIUM (London):

- Application forms will be sent via email in early September.
- **Applications are due by September 9, 2011.**

SUPER BOWL CREDENTIALS

- Please register (if you have not done so previously) at **www.nflmedia.com**.
- You can begin applying for credentials in mid October via a special link that will be emailed to you in October.
- **Super Bowl Credentials Applications are due by November 18, 2011.**

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 XLVI REQUESTS:

If your station is planning to broadcast from Super Bowl XLVI in Indianapolis on February 5, 2012, **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 22, 2012, or from the Pro Bowl in Hawaii on January 29, 2012, **you must notify NFL Films no later than Friday, November 25, 2011.**

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.



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 your 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.



LETTER OF INTENT FOR ON-SITE BROADCAST

(Company Name)

Intends to broadcast Super Bowl XLVI from Lucas Oil Stadium in Indianapolis on February 5, 2012. 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)

*Field Reporter position not available for Super Bowl XLVI due to stadium set-up.

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:

Date:

(month/day/year)

Please sign and return to NFL Films International Operations Department:

Jeff Lombardi (E-mail: jeff.lombardi@nfl.com)

Office Fax: +1-856-638-0139



IMPORTANT DATES

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

Immediately	Super Bowl Letters of intent returned (available on page 22 of this guide)
September 9, 2011	International Series (London): Accreditation Requests Due
October 23, 2011	International Series at Wembley Stadium
November 18, 2011	Super Bowl Technical Request Forms Due (will be provided with the Planning Guide)
November 18, 2011	Super Bowl Accreditation Requests Due (see page 19 of this guide)
November 25, 2011	Deadline for Onsite production plans at Championship & Pro Bowl Games
December 7-8, 2011	Super Bowl Broadcaster Site Survey, Indianapolis
January 6, 2012	Super Bowl On-Site services contracts signed by broadcasters and returned to NFL Films
January 22, 2012	Conference Championship Games
January 29, 2012	Pro Bowl at Aloha Stadium in Honolulu, Hawaii
January 31, 2012	Media Day with Super Bowl players & coaches
February 3, 2012	Broadcast Technical Fax Checks begin (by appointment with NFL Films)
February 3, 2012	SECURITY Lock Down – All Trucks Must be parked and in the Compound
February 4, 2012	World Feed Production Meeting (on-site in Indianapolis)
February 4, 2012	World Feed FULL Transmission Fax – 1700 CT (Local) / 1800 ET
February 5, 2012	Super Bowl XLVI at Lucas Oil Stadium in Indianapolis

