



NBC SUNDAY NIGHT FOOTBALL NFL FORMAT

Network Local

NFL Week 1 - GB @ SEA - Thursday Sept 4, 2014

72 Network Units (66 + 21st & 22nd pods) 13 Local Units (8 units, 2 covered promos in game, 5 post)
NFL promos = 1:30 (plus :10 copyright) NBC promos = 5:00 (2:30 per half)

Network	Promos/Added value	Local	Length
---------	--------------------	-------	--------

First Quarter

Position #1	01:30	BBds :20	01:50	3.0
Position #2	01:30	:15 NFL promo	01:45	3.0
Position #3	01:30	:15 NBC promo	01:45	3.0
Position #4	01:30	:15 NBC promo	01:45	3.0
Position #5	01:15	:30 NFL Promo	01:45	2.5

End of Quarter

Position #6	02:00	:15 NBC promo	02:15	4.0
-------------	-------	---------------	-------	-----

Second Quarter

Position #7	01:30	BBds :20	01:50	3.0
Position #8	01:30	:15 NBC promo	01:45	3.0
Position #9	01:30	:15 NBC promo	01:45	3.0
Position #10	01:30	:15 NBC promo	01:45	3.0
Position #11	01:30	:30 NFL spot in "B" position plus :15 NBC promo	02:15	3.0
Position #12	01:30		01:30	3.0
Position #13	:30		:30	1.0

End of Half

Station Break	:61 promo + :30 local coverable promo	01:34	03:20	3.0
	:15 NFL promo			

Toyota Halftime Show Opening Animation

Segment One Halftime Show

Position #14	:45		:45	1.5
--------------	-----	--	-----	-----

Segment Two Halftime Show

Toyota Halftime Show Closing Animation

Station Break	:16 promo + :30 local coverable promo	01:04	02:40	2.0
	:30 NFL Promo + :10 NFL copyright + :10 Chevy "Turning Point" promo			

Third Quarter

Position #15	01:30	:10 NFL Upcoming Gmaes promo + BBds :20	02:00	3.0
Position #16	01:30	:15 NBC promo	01:45	3.0
Position #17	01:30	:15 NBC promo	01:45	3.0
Position #18	01:30	:15 NBC promo	01:45	3.0
Position #19	01:30	:15 NBC promo	01:45	3.0

End of Quarter

Station Break	:16	01:34	01:50	3.0
----------------------	------------	--------------	--------------	------------

Fourth Quarter

Position #20	01:30	BBds :20	01:50	3.0
Position #21	01:30	:15 NBC promo	01:45	3.0
Position #22	01:30	:15 NBC promo	01:45	3.0
Position #23	01:30	:15 NBC promo	01:45	3.0
Position #24	01:30	:15 NBC promo	01:45	3.0
Position #25		:30 NFL Promo + :30 NBC promo + :10 Today Show promo	01:10	0.0
Position #26	01:30		01:30	3.0

End of Game

Station Break	:31 promo	01:34	02:05	3.0
----------------------	------------------	--------------	--------------	------------

Volkswagon Post Game

Position #27	02:00		02:00	4.0
--------------	-------	--	-------	-----

Terminal Station Break	:10 Chevy PFT + :06 N.I. Promo	01:04	01:20	2.0
-------------------------------	---------------------------------------	--------------	--------------	------------

Overtime Games

OT Pos # 1 - 1:30 network position if opening OT possession is FG
OT Pos # 2 - 1:30 network position if 2nd drive results in a FG as well
OT Pos # 3 and # 4 - Two 1:30 network positions stand by for team or injury time outs in OT
OT Pos # 5 - 1:30 network position airs at the 2:00 warning of OT (if we ever get that far)
After OT, OT Pos # 6 - 1:30 network position + :15 promo to bridge to VW Post Game

Video Greensheets: 2 x :15 video greensheets to air per half at Producer's discretion

NBCSports.com and NFL.com one for one greensheets/ticker

Pos. # 25 airs only when 4Q breaks roll up - :30 NFL & :30 NBC roll from control, :30 SNF from truck

Pos # 26 is 22nd pod - airs as complete pod in 4thQ after all regularly scheduled breaks in that Q have aired

FINAL as of 9/3/14