



# NBC SUNDAY NIGHT FOOTBALL NFL FORMAT

Network Local

## NFL Week 5 - CIN @ NE - Sunday Oct 5, 2014

68 Net Units (62+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
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### 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	:45	:30 NFL Promo	01:15	1.5

### End of Quarter

Position #6	01:30	:15 NBC promo	01:45	3.0
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### Second Quarter

Position #7	01:30	BBds :20	01:50	3.0
Position #8	01:00	:15 NBC promo	01:15	2.0
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

### End of Half

<b>Station Break</b>	:31 promo + :30 local coverable promo	01:34	02:50	3.0
	:15 NFL promo			

Toyota Halftime Show Opening Animation

### Segment One Halftime Show

Position #13	:45		:45	1.5
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### Segment Two Halftime Show

Toyota Halftime Show Closing Animation

<b>Station Break</b>	:31 promo + :30 local coverable promo	01:04	02:55	2.0
	:30 NFL Promo + :10 NFL copyright + :10 Chevy "Turning Point" promo			

### Third Quarter

Position #14	01:30	:10 NFL Upcoming Games promo + BBds :20	02:00	3.0
Position #15	01:30	:15 NBC promo	01:45	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

### End of Quarter

<b>Station Break</b>	:16	01:34	01:50	3.0
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### Fourth Quarter

Position #19	01:30	BBds :20	01:50	3.0
Position #20	01:30	:15 NBC promo	01:45	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		:30 NFL Promo + :30 NBC promo + :10 Today Show Promo	01:10	0.0
Position #25	01:30		01:30	3.0

### End of Game

<b>Station Break</b>	:31 "DP Show" promo	02:04	02:35	8.0
				3.0

### Volkswagon Post Game

Position #26	02:00		02:00	4.0
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<b>Terminal Station Break</b>	:10 Chevy PFT + :06 N.I. Promo	01:04	01:20	2.0
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### Overtime Games

IF OT, End of Game Station Break airs with :06 N.I. Promo (total of 2:10) & :30 DP/AT&T promo moves to top of term break pkg  
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. # 24 airs only when 4Q breaks roll up - :30 NFL & :30 NBC roll from control, :30 SNF from truck

Pos # 25 is 22nd pod - airs as complete pod in 4thQ after all regularly scheduled breaks in that Q have aired

2:00 warning/Break extended by NFL  
"Challenge" floater

Bose enhancement - pre 2nd half  
Break extended by NFL

2:00 warning IF breaks don't roll up  
2:00 warning IF breaks do roll up  
22nd pod - see note below

FINAL as of 10-3-14