



FILMS

NFL INTERNATIONAL

Super Bowl XLIX

Production Manual

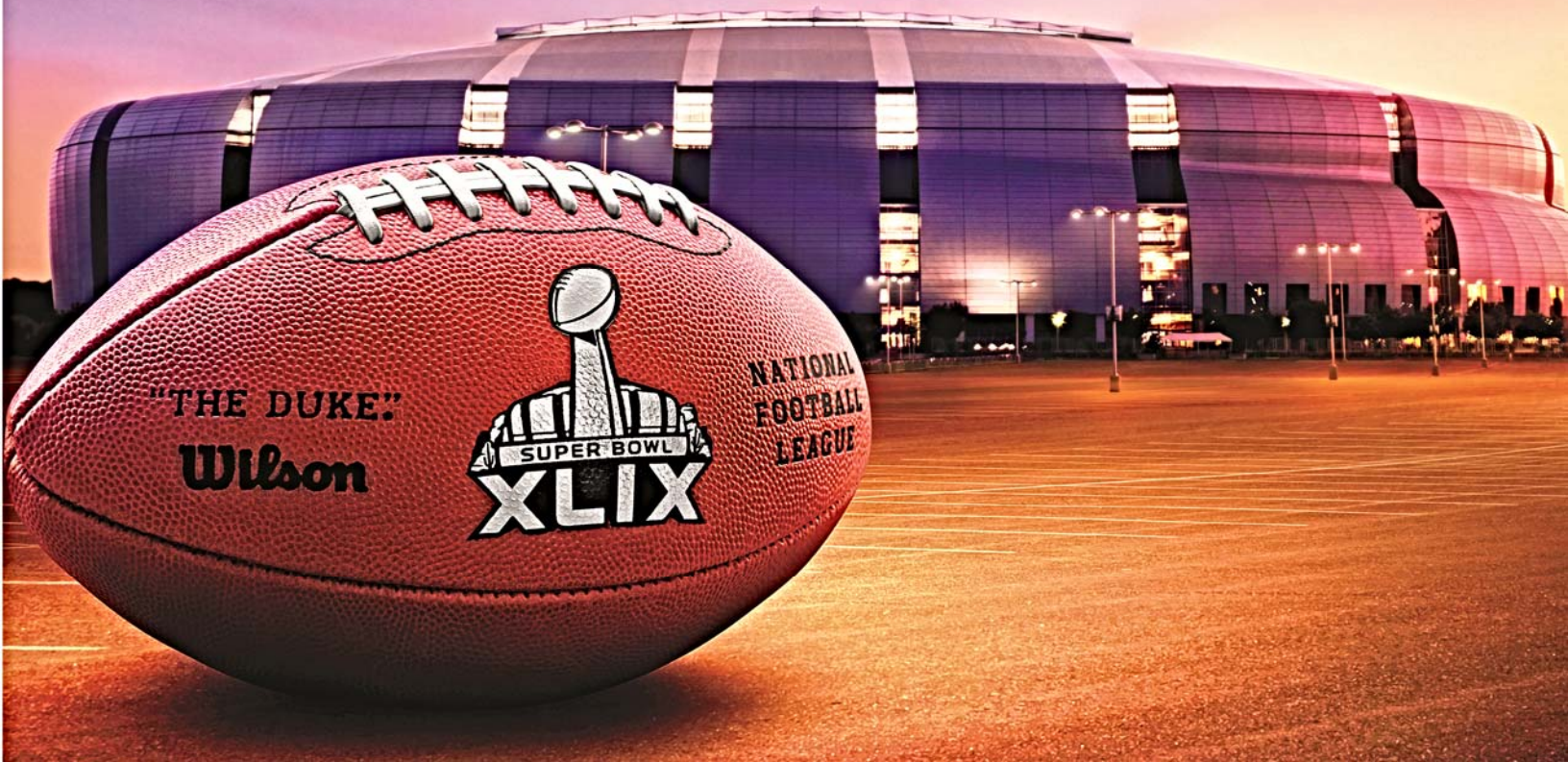




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NFL FILMS WELCOMES
INTERNATIONAL BROADCASTERS



AMC Network
HUNGARY



CHANNEL 4
UNITED KINGDOM



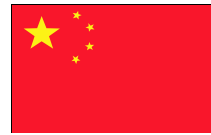
ESPN
BRAZIL



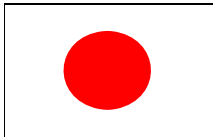
ESPN
INTERNATIONAL



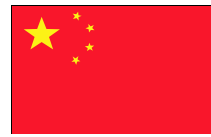
FOX SPORTS
NORTH CONE



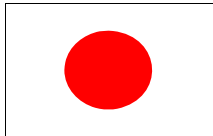
GDTV
CHINA



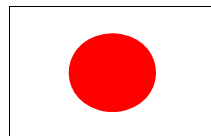
J-WAVE
JAPAN



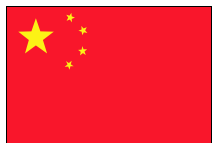
LeTV
CHINA



NHK
JAPAN



NTV
JAPAN



PPTV
CHINA



RDS
CANADA



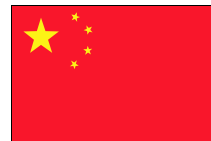
SATI
GERMANY



SEVEN
AUSTRALIA



SKY SPORTS
UNITED KINGDOM



SMG
CHINA



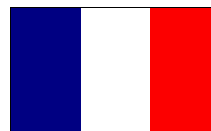
TELEVISA
MEXICO



TV AZTECA
MEXICO



VIASAT
DANMARK



W9
FRANCE

SUPER BOWL XLIX

FEBRUARY 1st, 2015

PROGRAM START: 6:00 PM ET (4:00pm Local/MT)



University of Phoenix Stadium
Arizona

NFL FILMS INTERNATIONAL OFFICE

NFL Films' office is located in the NFL Broadcast Compound

Jeff Lombardi Cindie Hurley Jared Hilbert
Kate Kazakewich Debbie Steer Damon Reynolds

Phone #: +1-646-762-5735

NFL BROADCAST ENGINEERING

Jeff Howard Mike Greenwood
Kevin Clifford Marty Pingree

Phone #: +1-646-762-5746

INTERNATIONAL GREEN ROOM

General Phone #: +1-646-762-5732 or +1-602-354-8892
Fax #: +1-602-354-8890



WORLD FEED SUPER BOWL XLIX

TALENT	Play by Play: Bob Papa Analyst: Charles Davis
COMMERCIAL BREAKS	Commercial breaks will consist of a combination of beauty shots, game highlights, and continued commentary. The World Feed AD will count in and out of breaks. As a cue, we will have a 10-second NFL-themed music sting leading into breaks, and a 10-second sting leading out.
FORMAT	A preliminary format is available in the following pages; the final format will be distributed by Feb. 1st.
PRE-GAME AND HALFTIME SEGMENTS	Halftime Entertainment: Katy Perry with guest Lenny Kravitz
POST-GAME PLANS	After the game, we will provide any available interviews with stars of the game, followed by the trophy presentation. At that point, the World Feed officially ends.
POST-GAME INTERVIEWS	After the World Feed officially ends, we will continue to transmit post-game interviews for approximately 30 minutes or as long as they are available. If your station plans to use these interviews, we recommend that you record them and edit them prior to air.
GRAPHICS	The World Feed will feature NFL-branded graphics with a generic Super Bowl logo replay-wipe. Graphics will be 16:9 title safe.
FIRST DOWN LINE	Will be taken from NBC and will not be sponsored. There will not be any sponsored elements in the World Feed.

WORLD FEED NOTES

WHAT IS THE WORLD FEED OF THE SUPER BOWL?

The term "World Feed" refers to a telecast of the Super Bowl provided to international broadcasters for worldwide distribution. The World Feed is produced to remove elements of the U.S. network broadcast that are not relevant to international audiences. These elements include:

- U.S. Commercials
- On-camera appearances of network commentators and field reporters
- Graphic promos for network programs (sitcoms, mini series, etc.)
- Promo endorsements (Pepsi, Bud Light, etc.)

HOW IS THE WORLD FEED PRODUCED?

A combination of cameras provides coverage: the U.S. TV network cameras as well as exclusively World Feed cameras.

The World Feed will have its own commentators; they will not be on-camera. The Host Network logos and graphics are replaced by NFL logos and graphics, and the World Feed will have a NON-sponsored first down line. NFL Films distributes this telecast (World Feed) to international broadcasters.

Upon receiving the World Feed, most broadcasters customize the program with their own elements, i.e. foreign language commentary, commercials, commentator on-cameras, feature stories, etc. NFL Films is dedicated to assisting each broadcaster with the technical and creative aspects of this customization.

WHAT HAPPENS DURING COMMERCIAL BREAKS?

During the network commercial breaks, the World Feed provides coverage which may consist of features, promotional pieces, replays, game highlights, or beauty shots. There are 23 commercial breaks at 1:30 each, with an additional "floater" used at the discretion of the U.S. network (NBC). The following page shows a preliminary break format.

*****Please note: the content of each break cannot be confirmed until late January.** Updated formats will be provided upon request; you can also access them through the internet at www.nflmedia.com.

Throughout the game, the World Feed A.D. will count in and out of commercial breaks to allow broadcasters to insert their own content.



**WORLD FEED SUPER BOWL XLIX
COMMERCIAL FORMAT**

**Subject to Change*

TIMING	BREAK	T.R.T.	BREAK CONTENT
PREGAME	A	30:00:00	<i>SEE PREGAME FORMAT</i>
1st QTR	1	1:30	Analysis & Beauty Shots
	2	1:30	Analysis & Beauty Shots
	3	1:30	<i>Highlights: World Feed Announcers</i>
	4	1:30	Analysis & Beauty Shots
	5	1:30	Analysis & Beauty Shots
END 1st QTR	6	1:30	<i>Highlights: World Feed Announcers</i>
2nd QTR	7	1:30	Analysis & Beauty Shots
	8	1:30	Analysis & Beauty Shots
	9	1:30	<i>Highlights: World Feed Announcers</i>
	10	1:30	Analysis & Beauty Shots
	11	1:30	Analysis & Beauty Shots
HALFTIME	B	27:00:00	<i>SEE HALF TIME FORMAT</i>
3rd QTR	12	1:30	Analysis & Beauty Shots
	13	1:30	Analysis & Beauty Shots
	14	1:30	<i>Highlights: World Feed Announcers</i>
	15	1:30	Analysis & Beauty Shots
	16	1:30	Analysis & Beauty Shots
END 3rd QTR	17	1:30	<i>Highlights: World Feed Announcers</i>
4th QTR	18	1:30	Analysis & Beauty Shots
	19	1:30	Analysis & Beauty Shots
	20	1:30	<i>Highlights: World Feed Announcers</i>
	21	1:30	Analysis & Beauty Shots
	22	1:30	Analysis & Beauty Shots
Floater	23	tbd	<i>To be determined by NBC</i>
POSTGAME	C	tbd	<i>SEE POSTGAME FORMAT</i>



WORLD FEED PRODUCTION MEETING

Date: Saturday, January 31st
Time: 3:00 pm MT (local) **Subject to Change*
Place: University of Phoenix Stadium
NFL BROADCAST COMPOUND
Southside of Stadium - CATERING TENT

WORLD FEED PRELIMINARY SCHEDULE

(subject to change)

12:00-14:30 LOCAL (MT) / 14:00 - 16:30 ET / 19:00 - 21:30 GMT
Stand-ups on the field

15:00-16:00 LOCAL (MT) / 17:00 - 18:00 ET / 22:00 - 23:00 GMT
World Feed test time; bars and tone

16:00 LOCAL (MT) / 18:00 ET / 23:00 GMT
World Feed Open
Player Introductions
"National Anthem"
Coin toss

16:28 LOCAL (MT) / 18:28 ET / 23:28 GMT (Subject to Change)
Kickoff; game begins



**FULL WORLD FEED
TRANSMISSION TEST**

SATURDAY JANUARY 31ST, 2015

1800 - 1900 LOCAL MT

2000 - 2100 ET

0100 - 0200 (FEB 1) GMT

***Satellite Details match
Game Transmission Details
(see following page)***



SUPER BOWL WORLD FEED



February 1, 2015

AIR TIMES

	Local (MT)*	ET*	GMT*
Broadcaster Stand-ups:	12:00 – 14:30	14:00 – 16:30	19:00 – 21:30
Test Time:	15:00 – 16:00	17:00 – 18:00	22:00 – 23:00
Program Start:	16:00	18:00	23:00
Approximate Kickoff Time:	16:28*	18:28*	23:28*
Estimated End of Game:	20:00 – 21:00	22:00 – 23:00	03:00 – 04:00
Estimated Post-Game Interviews:	Until 21:30	Until 23:30	Until 04:30

** Times are subject to change.*

<u>NORTH AMERICAN FEED</u>	
Uplink	STS Uplink (onsite)
Satellite	AMC9
Transponder	C08
D/L	3860V
Bandwidth	36 MHz / MPEG2 4.2.2
Symbol Rate	27.5
FEC	3/4
Data rate	59.882
Encryption	BISS
Video	1080i/59.94 DVBS2 8PSK Pilots ON
Audio	See NFLmedia

<u>EUROPEAN FEED (VIA IMG)</u>	
Uplink	RRmedia - Emek
Satellite	Eutelsat 7B
Transponder	B05 Ch C1
D/L	11167.33 H
Bandwidth	18 Mhz
Symbol Rate	15
FEC	8/9
Bit Rate	38.7888
Encryption	BISS
Video MPEG4 (H264)	1080i/50 4.2.0 DVB S2 8PSK Pilots ON
Audio	See NFLMedia

<u>ASIA FEED</u>	
Uplink	RRmedia - Emek
Satellite	AsiaSat 5
Transponder	C7H CH 71A18
D/L	3871 H
Bandwidth	18 MHz
Symbol Rate	15
FEC	8/9
Bit Rate	38.7888
Encryption	BISS
Video MPEG4 (H264)	1080i/50 4.2.0 DVBS2 8PSK Pilots ON
Audio	See NFLMedia

TROUBLESHOOTING		
FIRST CALL Europe: +44-203-314-5400	FIRST CALL North America +1-856-222-4390	FIRST CALL Asia +972-2990-4466



PRE-GAME STAND-UP GUIDELINES

The following information will guide you through procedures for your pre-game stand-up.

Please take note of the time allotted for your stand-up, found on the next page. The completion of the stand-ups is dependent on the time booked for satellite transmission. As a result, if you are not available at your given time, we will not be able to wait for you and therefore will move on to the next group. After the shoot for the last group is completed and if satellite time is available, we will try to include any groups that missed their given time.

1. **Group A** should meet in the NFLI Green Room in the Broadcast Compound at 11:50 Local (MT). Two security guards, an NFL Films escort, and our Stage Manager will meet you.
2. You will then be escorted through the tunnel to the field.
3. Our Stage Manager will coordinate the start and stop of your stand-up.
4. **Each group should not exceed 5 minutes from the start of their stand-up.**
5. When all groups have completed their stand-ups, everyone will be escorted "as a group" off the field. **After you have completed your stand-up, please do not leave the area on your own. Notify your group escort if you need to leave before your group finishes.**
6. **Group B** should meet in the NFLI Green Room in the Broadcast Compound at 12:40 Local (MT). Two security guards and an NFL Films escort will meet you. Please follow the instructions #2-5 above.
7. **Group C** should meet in the NFLI Green Room in the Broadcast Compound at 13:20 Local (MT). Two security guards and an NFL Films escort will meet you. Please follow the instructions #2-5 above.



PRE-GAME STAND-UP SCHEDULE

Note: During the 3-minute set-up, a station-identifying slate will indicate which group is next.

ALL TIMES LOCAL (MT) // (-7 GMT)

BARS / TONE / SLATE	12:00 - 12:15
STAND-UP WINDOW	12:15 - 14:36

GROUP A

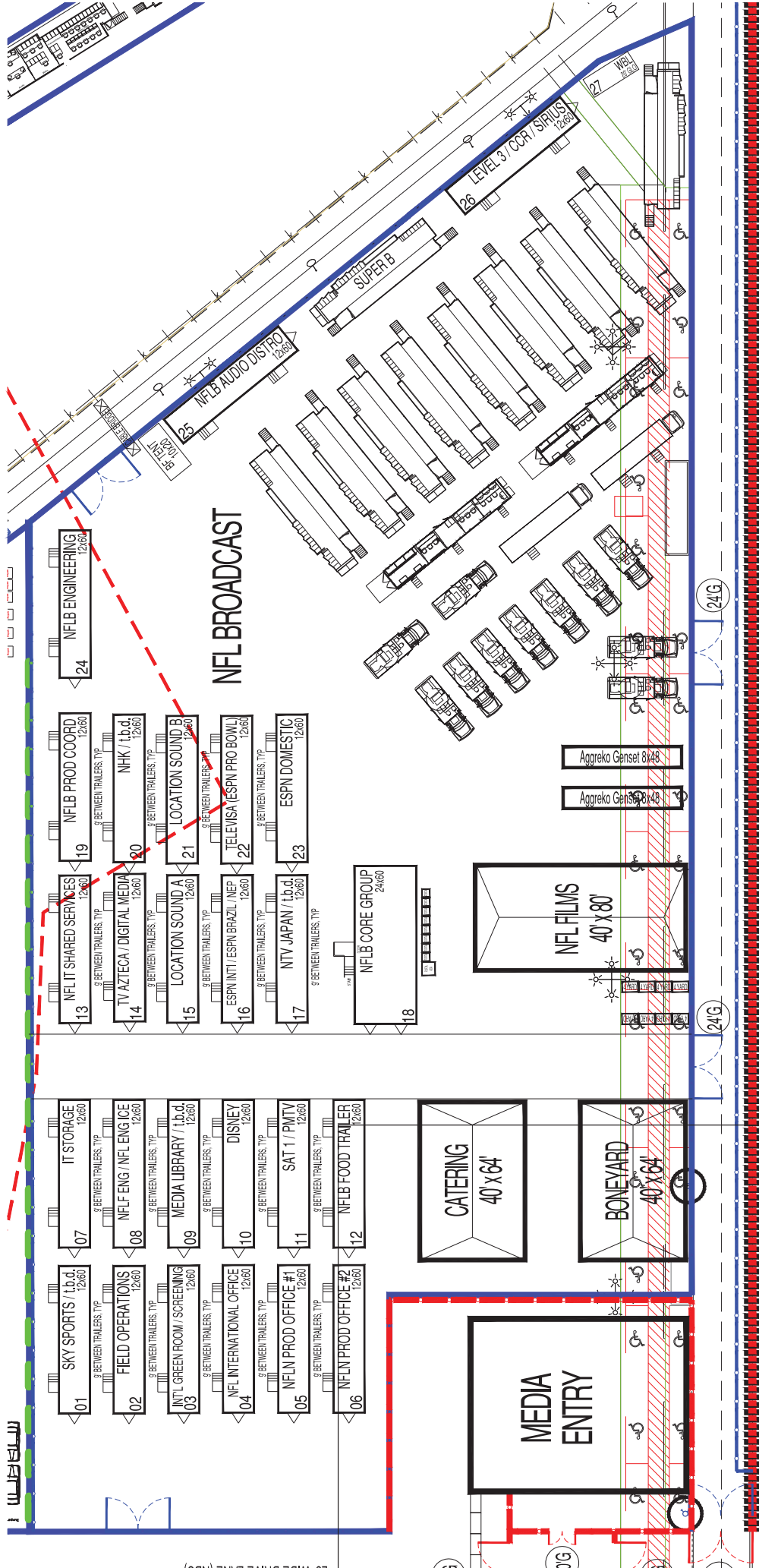
	<u>On-Air Times</u>
1. Sky News	12:15 - 12:20
2. TV Azteca	12:23 - 12:28
3. Viasat Norway	12:31 - 12:36
4. Viasat Danmark	12:39 - 12:44
5. FOX North Cone	12:47 - 12:52

GROUP B

6. AMC Network	12:55 - 13:00
7. W9	13:03 - 13:08
8. NTV Japan	13:11 - 13:16
9. Televisa	13:19 - 13:24
10. Ch.4 UK	13:27 - 13:32
11. RDS	13:35 - 13:40

GROUP C

12. LeTV	13:43 - 13:48
13. PPTV	13:51 - 13:56
14. GDTV	13:59 - 14:04
15. SMG	14:07 - 14:12
16. Puls4	14:15 - 14:20
17. NHK Japan	14:23 - 14:28
18. Sat.1	14:31 - 14:36



International Assignments (booth, office, truck, uplink phone numbers)

NFLF International Office	Stadium	
Office - Trailer #4	646-762-5735	
NFLF International Green Room	Stadium	
FAX	602-354-8890	
Line 1	602-354-8892	
Line 2	646-762-5732	
AMC Sport1 Hungary	Stadium	
Booth 403D	- - -	
Channel 4 UK	Stadium	
Uplink - SDTV - HD Link Line 1	602-354-5373	
Uplink - SDTV - HD Link Line 2	602-354-5383	
ESPN Brazil	Stadium	
Booth 409A	per ESPN Brazil	
ESPN International	Stadium	
Booth 409B	per ESPN Intl	
Fox Sports North Cone	Stadium	
Booth 407B	- - -	
Uplink - Sure Shot Abbey Elizabeth	Line 1 602-354-5416	
Uplink - Sure Shot Abbey Elizabeth	Line 2 602-354-5447	
Uplink - Sure Shot Abbey Elizabeth	Line 3 602-354-5475	
GDTV China	Stadium	
Booth 402C	602-900-5188	
J-Wave Japan	Stadium	
Booth 403B	- - -	
LeTV China	Stadium	
Booth 402B	602-900-5189	
NHK Japan	Stadium	
Booth 411A	602-900-5193	
Prod - NHK K2 Line 1	602-354-5608	
Prod - NHK K2 Line 2	602-354-5612	
Prod - NHK K2 Line 3	602-354-5621	
Prod - NHK K2 Line 4	602-354-5634	
Prod - NHK K2 Line 5	602-354-5731	
Prod - NHK K2 Line 6	602-354-5787	
NTV Japan	Stadium	
Booth 410A	- - -	
Uplink - Sure Shot Cynthia Lee	Line 1 602-354-5129	
Uplink - Sure Shot Cynthia Lee	Line 2 602-354-5146	
Uplink - Sure Shot Cynthia Lee	Line 3 602-354-5262	
Uplink - Sure Shot Cynthia Lee	Line 4 602-354-5304	
Uplink - Sure Shot Cynthia Lee	Line 5 602-354-5341	
PPTV China	Stadium	
Booth 402D	602-900-5190	
RDS Canada	Stadium	
Booth 407A	602-900-5195	
Sat1 Germany	Stadium	
Booth 416A	602-900-5187	
Office Trailer #11	Line 1 602-354-5367	
Harb Prod Services - Wilbur	602-354-5372	
Seven Australia	Stadium	
Section 135	602-900-5185	
SKY SPORTS - UK	Stadium	
Booth 406	- - -	
Office Trailer #7 -	Line 1 602-354-5556	
Prod - Sure Shot Kelsey Marie	Line 1 602-354-5569	
Prod - Sure Shot Kelsey Marie	Line 2 602-354-5583	
SMG China	Stadium	
Booth 402E	602-900-5191	
Televisa Mexico	Stadium	
Booth 410B	602-900-5186	
Office Trailer #22	Line 1 602-354-8914	
Office Trailer #22	Line 2 602-354-8958	
Office Trailer #22	Line 3 602-354-8963	
Office Trailer #22	Line 4 602-354-8969	
TV Azteca Mexico	Stadium	
Booth 411B	602-900-5192	
Office Trailer #14	Line 1 602-354-5496	
Prod - Cross Creek Voyager 9	Line 1 602-354-5501	
Prod - Cross Creek Voyager 9	Line 2 602-354-5517	
Prod - Cross Creek Voyager 9	Line 3 602-354-5537	
Uplink - Int'l Media Services -	Line 1 602-354-5538	
Viasat Denmark	Stadium	
Booth 403E	- - -	
W9 France	Stadium	
Booth 403C	602-900-5194	

International Broadcaster Phone list for the Broadcast and Domestic Compound - SB 49

Core Group	Trailer # 18	Stadium	World Feed Production Truck	EN1A / EN1B	Stadium
<i>Jeremy Swarbrick, Glenn Adamo, Dave Franza, Diane Meo, Pat Brannigan, Jack Nicholson, Mike Villanova, Justin Clerval, Andy German</i> Office 646-762-5737 FAX 602-354-8995			AD Listen Line 602-354-1942 BU Audio 602-354-1955 Prod 1 602-354-3559 Tech 1 602-354-3782 Tech 2 602-354-3938		
NFL Broadcast Engineering	Trailer # 24	Stadium	Master Control/Transmission Truck	Super B	Stadium
<i>Jeff Howard, Mike Greenwood, Chris Parris (NEP), Steve Alhart (NEP), Marty Pingree, Kevin Clifford</i> Office 646-762-5746			<i>John MacNamara, Kevin Alexander, Ted Kulesza, Thomas Huff, Ferdinand Delostrinos</i> Main IP#: J Mac. / Kevin Alexander 856-638-6849 Ted Kulesza 646-762-5756 Thomas Huff 646-762-5755 Ferdinand Delostrinos 310-841-4802 PL 1 602-354-4481 PL 2 602-354-4587 PL 3 602-354-4827 PL 4 602-354-4910 PL 5 602-354-5103		
CCR	Trailer # 26	Stadium			
<i>Bill Durham</i> Office 646-762-5747					
Level3 ISDN	Trailer # 26	Stadium			
<i>Jay Lebowitz</i> Line 1 602-354-5867 Line 2 602-354-5884					
NFLF Domestic Compound Office	Trailer # 28	Stadium			
<i>Ed Sherrier, Scott Kendall, Colleen Weaver, Shelagh Byrne</i> Office 646-762-5757					
NFLF Engineering	Trailer # 8	Stadium			
<i>Ed Walden, Dave Komes, Doug McCabe, Smid Thummamitra</i> Ed Walden 856-222-2890					
NFLF Field Operations	Trailer #2	Stadium			
<i>Kennie Smith, Mark Morris, Janet Zukowski, Pam Alexo, Laura Lehmann, Melanie Martin, Nicole Giberson</i> Office 856-222-2880					
NFLF Media Library	Trailer # 9	Stadium			
<i>Anthony Corrato</i> Office 856-638-6828					
NFLF International Green Room	Trailer # 3	Stadium			
FAX 602-354-8890 Line 1 602-354-8892 Line 2 646-762-5732					
NFLF International Office	Trailer # 4	Stadium			
<i>Jeff Lombardi, Cindie Hurley, Jared Hilbert, Kate Kazakewich, Debbie Steer, Damon Reynolds</i> Office - Trailer #4 646-762-5735					
NFLF IT - Information Technology	Trailer # 13	Stadium			
<i>Bob Gaskill, Tim Davidson, Michael Brunton, Jason Omar, Lewis Tsai</i> Office 646-762-5731					
SNS	NFL Films Work Room	Stadium			
<i>Satellite News Service: Dan Haessler</i> Office 856-222-2869					
NFLB Production Coordination	Trailer # 19	Stadium			
<i>Tim Farrell, Tee Ann Bailey</i> Tim Farrell 856-222-2813 Teeann Bailey 646-762-5742					
World Feed Production Office	Adamo Truck	Stadium			
<i>Glenn Adamo, Kelly Viseltear, Joe Zucco, Bryan Hennessey</i> Kelly Viseltear 856-222-2898					
World Feed Uplink Truck	World Feed Uplink (STS)	Stadium			
Business Line 1 602-354-4214 Business Line 2 602-354-4356					



RF CHECKPOINT

All wireless equipment (walkie-talkies; wireless mics/receivers; etc.) **must** be checked-in at one of three RF Checkpoint locations:

- **STADIUM: University of Phoenix Stadium** – South East Side of Stadium
 - **OPEN DAILY** Beginning Monday January 19th
 - 9:00 am – 6:00 pm
 - OPEN Sunday February 1st 7am – Post Game
 - **CLOSED** Tuesday January 27th (MEDIA DAY / Offsite)
 - **CONTACT:** +1-602-900-5777

- **Media CENTER: Phoenix Convention Center- West Building:**
100 North 3rd Street, Phoenix, AZ 85004
 - **OPEN** Daily Beginning Monday, January 25th
 - 9:00 am – 6:00 pm

- **MEDIA DAY / US Airways Arena: Downtown Phoenix, AZ:**
201 East Jefferson Street, Phoenix, AZ 85004
This location ONLY open on Media Day
 - **OPEN** Tuesday January 27th
 - 7:00 am – 2:00 pm

CONTACTS:

Frequency Coordination Email: SB49frequency@nfl.com

Stadium Coordination office: +1-602-900-5777