



2013 INTERNATIONAL
BROADCAST GUIDE



Table of Contents

The purpose of this guide is to provide our international broadcasters with detailed information on NFL Operations and Programming for the 2013 season.

NFL INTERNATIONAL CONTACTS	2
Regional Offices	2
NFL Internet Sites	2
NFL International Contacts	3
NFL Films	3
2013 SCHEDULE	4
Introduction	4
NFL Pregame Timing Schedule	5
NFL Commercial Format	5
Week-by-Week Schedule	6
AFC Team Schedules	8
NFC Team Schedules	9
Network Games and Dates	10
NFL PROGRAMMING	12
Satellite News Service (SNS)	12
NFL GameDay	13
NFL Extra	14
Additional Programming	15
NFL Network Programming	16
Special Events Programming	17
NFL OPERATIONS	18
Game Delivery Information	18
Distribution	18
NFLMedia.com	18
On-Site Services	19
Credentials	19
NFL Films Footage and Dub Requests	20
SPONSORSHIP/LICENSING	21
SUPER BOWL XLVIII	22
Letter of Intent for On-site Broadcast	22
Important Super Bowl XLVIII Dates	23
Notes	24

NFL International Contacts

REGIONAL OFFICES

NFL Headquarters

345 Park Avenue
New York, NY 10154
Tel. +1-212-450-2000
Fax +1-212-847-0801

NFL Films

One Sabol Way
Mount Laurel, NJ 08054
Tel. +1-856-222-3500
Fax +1-856-638-0139

NFL Canada

47 Colborne Street East, Suite 401
Toronto, Ontario M5E 1P8, Canada
Tel. +1-416-322-0280
Fax +1-416-322-6725

NFL China

420 Shanghai Centre, West Tower
1376 Nanjing West Road
Shanghai, PRC 200040
Tel. +86-13-4821-46005

NFL Mexico

Prol. Paseo de la Reforma No. 600
Col. Santa Fe
01120 Mexico, D.F.
Tel. +52-55-5950-1170
Fax +52-55-5258-0400

NFL UK

4th Floor, 1-9 Hills Place
London W1F 75A, England
Tel. +44-207-534-0030
Fax +44-207-534-0089

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 XLVIII 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.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.nfl.com/espanol
www.nfluk.com

NFL INTERNATIONAL CONTACTS

MEDIA

Hans Schroeder

Senior Vice President,
Media Strategy and Development
Tel. +1-212-450-2365
E-mail: hans.schroeder@nfl.com

Julie Harris Moeller

Vice President,
International Media Business
Development
Tel. +1-212-450-2142
E-mail: julie.moeller@nfl.com
(Languages: English and Spanish)

Michael Markovich

Director,
International Media Business
Development
Tel.+1-212-450-2035
E-mail: michael.markovich@nfl.com

Nathan Wolfe

Manager,
International Media Business
Development
Tel.+1-212-450-2247
E-mail: nathan.wolfe@nfl.com

Andrew Hess

Manager,
International Media Business
Development
Tel.+1-212-450-2439
E-mail: andrew.hess@nfl.com

Erica Booze

Coordinator,
International Media Business
Development
Tel. +1-212-450-2504
E-mail: erica.booze@nfl.com
(Languages: English and Spanish)

LOCAL MARKET CONTACTS

NEW YORK HEADQUARTERS

Christopher Parsons

Senior Vice President, International
Tel. +1-212-450-2300
E-mail: christopher.parsons@nfl.com

NFL MEXICO

Arturo Olivé

Managing Director
Tel. +52-55-5950-1177
E-mail: arturo.olive@nfl.com

NFL UK

Alistair Kirkwood

Managing Director
Tel. +44-207-534-0030
E-mail: alistair.kirkwood@nfl.com

NFL CANADA

Dan Quinn

Managing Director
Tel. +1-416-322-7615
E-mail: dan.quinn@nfl.com

NFL CHINA

Richard Young

Managing Director
Tel. +86-10-6505-4280
E-mail: richard.young@nfl.com

PUBLIC RELATIONS

Michael Signora

Vice President,
Football Communications
Tel. +1-212-450-2076
E-mail: michael.signora@nfl.com

Darlene Capiro

Manager,
Media Relations
& International Communications
Tel. +1-212-450-2175
E-mail: darlene.capiro@nfl.com

NFL FILMS

Jeff Lombardi

Director,
International Production Operations
Tel. +1-856-638-6836
E-mail: jeff.lombardi@nfl.com

Cindie Hurley

Manager,
International Production Operations
Tel. +1-856-638-6836
E-mail: cindie.hurley@nfl.com

Ellen Barlow

Assistant,
International Operations
Tel. +1-856-638-6836
E-mail: ellen.barlow@nfl.com

Jared Hilbert

Production Manager
Tel. +1-856-222-3500
E-mail: jared.hilbert@nfl.com

2013 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.

THE NFL ANNOUNCED ITS 17-WEEK, 256-GAME REGULAR-SEASON SCHEDULE FOR 2013, WHICH KICKS OFF ON THURSDAY NIGHT, SEPTEMBER 5 AND CONCLUDES ON SUNDAY, DECEMBER 29 WITH 16 DIVISION GAMES.

- The season begins with the NFL's annual primetime kickoff game. The opener on September 5 on NBC (8:30 PM ET) will feature the defending-champion Baltimore Ravens visiting the Denver Broncos at Sports Authority Field at Mile High in a rematch of last year's double-overtime AFC Divisional Playoff Game.
- NBC's Sunday Night Football will get underway on September 8 when the Dallas Cowboys host the division-rival New York Giants (8:30 PM ET).
- Kickoff Weekend concludes on Monday, September 9 with a doubleheader on ESPN's Monday Night Football. The Washington Redskins will host the Philadelphia Eagles (7:10 PM ET) in the first game followed by the Houston Texans visiting the San Diego Chargers (10:20 PM ET).
- ESPN will televise one game each Monday night in Weeks 2-16. There will be no Monday night game on the final regular-season weekend (Week 17) to provide more flexibility for the scheduling of the opening weekend of the NFL playoffs.
- The regular season will conclude with Week 17 on Sunday, December 29. For the fourth consecutive year, all 16 games scheduled for Week 17 are division contests, enhancing the potential for more games at the end of the season with playoff ramifications.
- The season concludes on Sunday, February 2 with Super Bowl XLVIII, the historic New York/New Jersey Super Bowl at MetLife Stadium in East Rutherford, New Jersey (FOX).
- Thanksgiving will feature an NFL tripleheader on Thursday, November 28. The first game will send the Green Bay Packers to Detroit to face the Lions (12:30 PM ET, FOX) in an NFC North showdown. The late afternoon game will feature the Oakland Raiders visiting Dallas (4:30 PM ET, CBS). The holiday concludes with an AFC North matchup as the Pittsburgh Steelers visit Baltimore on NBC (8:30 PM ET).
- The NFL will again play beyond the borders of the United States in 2013. This season, the league will take an historic step in its international development with two regular-season games being played in the United Kingdom at London's Wembley Stadium. On September 29, the Minnesota Vikings will host Pittsburgh (1:00 PM ET, CBS). One month later, on October 27, the Jacksonville Jaguars will host the San Francisco 49ers (1:00 PM ET, FOX). Then on December 1, the Buffalo Bills will venture north to Canada for the sixth consecutive season when they host the Atlanta Falcons in Toronto at the Rogers Centre (4:05 PM ET, FOX).
- NFL Network will feature 13 games – all on Thursday nights – from Weeks 2-15 (excluding Week 13 on Thanksgiving night). The NFL Network slate will start on Thursday, September 12 (8:25 PM ET) with an AFC East contest featuring the New England Patriots hosting the New York Jets.
- "Flexible scheduling" will be used in Weeks 11-17. In Weeks 11-16, the schedule lists the games tentatively set for Sunday Night Football on NBC. Only Sunday afternoon games are eligible to be moved to Sunday night, in which case the tentatively scheduled Sunday night game would be moved to an afternoon start time. Flexible scheduling will not be applied to games airing on Thursday or Monday nights. A flexible scheduling move would be announced at least 12 days before the game. For Week 17, the Sunday night game will be announced no later than six days prior to December 29. 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. Flexible scheduling ensures quality matchups in all Sunday time slots in those weeks and gives "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 4 and end in Week 12.
- The 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 4-5. 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 11-12. The AFC and NFC Championship Games will be played on Sunday, January 19. The winners meet two weeks later on Sunday, February 2 in Super Bowl XLVIII.
- FOX will present the NFC, the NFC playoffs, the NFC Championship Game and Super Bowl XLVIII. CBS will carry AFC games, 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 regular-season package, NBC will televise a Wild Card playoff doubleheader on Saturday, January 4, and the Pro Bowl on Sunday, January 26.
- 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, if it is sold out 72 hours in advance of kickoff, in the city where the game is played.
- The NFL is the only sports league that presents all regular-season and postseason games on free, over-the-air television.
- Dial Global Radio will broadcast all NFL primetime games, the three Thanksgiving Day games and the entire NFL playoffs.
- For ticket information, fans may visit www.nfl.com/tickets.

NFL PREGAME TIMING SCHEDULE

SUNDAY AFTERNOON GAMES							NBC SUNDAY NIGHT FOOTBALL	
KICKOFF	1:02 PM ET		4:05 PM ET		4:25 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		4:24:00		8:29:30	
Coin Toss	1:00:00	1:00:00	4:03:00		4:23:00		8:25:00	
National Anthem Ends	12:59:00	1:00:00	4:00:00		4:21:00		8:28:30	
National Anthem Begins	12:57:00	12:58:00	3:58:00		4:19:00		8:26:30	on NBC cue
Home Team Player Introductions	12:54:00	12:55:00	3:56:00		4:16:00		8:21:00	on NBC cue
Home Team Leaves Locker Room	12:52:00	12:53:00	3:54:30		4:14:00		8:19:30	
Visiting Team Player Introductions	12:52:00	12:53:00	3:55:00		4:14:00		8:19:30	
Visiting Team Leaves Locker Room	12:50:00	12:51:00	3:53:30		4:12:00		8:17:30	
Home Team Two Minute Warning	12:50:00	12:51:00	3:53:00		4:12:00		8:17:30	
Visiting Team Two Minute Warning	12:48:00	12:49:00	3:51:30		4:10:00		8:15:30	
90-Min Officiating Meeting	11:30:00	11:30:00	2:30:00		2:55:00		7:00:00	
100-Min Officiating Meeting	11:20:00	11:20:00	2:20:00		2:20:00		6:50:00	
*Network Live in Stadium	12:52 to 12:56:45	12:55:30 to 12:58	4:00 onward		4:22 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	8:31:00	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	
90-Min Officiating Meeting	7:10:00	
100-Min Officiating Meeting	7:10:00	

NFL NETWORK THURSDAY AND SATURDAY NIGHT FOOTBALL

KICKOFF	8:29:00	
Both Teams Take the Field	8:28:00	
National Anthem Ends	8:26:00	
National Anthem Begins	8:24:00	on NFL Network cue
Coin Toss	8:27:00	
Home Team Player Introductions	8:21:00	on NFL Network cue
Visiting Team Player Introductions	8:19:00	
Home Team Leaves Locker Room	8:19:00	
Visiting Team Leaves Locker Room	8:17:00	
Home Team Two Minute Warning	8:17:00	
Visiting Team Two Minute Warning	8:15:00	
90-Min Officiating Meeting	7:00:00	
100-Min Officiating Meeting	6:50:00	

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

NFL COMMERCIAL FORMAT

Effective for all 2013 games, including preseason, regular season and postseason, beginning with the Hall of Fame Game each year.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

2013 WEEK-BY-WEEK SCHEDULE (All times Eastern)

*Please note DH means Double Header

WEEK 1

FOX DH WEEK

Thursday, Sep 5 **NBC** **8:30pm**
Baltimore at Denver

Sunday, Sep 8 **CBS** **1:00pm**
New England at Buffalo
Cincinnati at Chicago
Miami at Cleveland
Oakland at Indianapolis
Kansas City at Jacksonville
Tennessee at Pittsburgh

FOX **1:00pm**
Seattle at Carolina
Minnesota at Detroit
Atlanta at New Orleans
Tampa Bay at NY Jets

FOX **4:25pm**
Green Bay at San Francisco
Arizona at St. Louis

NBC **8:30pm**
NY Giants at Dallas

Monday, Sep 9 **ESPN** **7:10pm**
Philadelphia at Washington
10:20pm
Houston at San Diego

WEEK 2

CBS DH WEEK

Thursday, Sep 12 **NFLN** **8:25pm**
NY Jets at New England

Sunday, Sep 15 **FOX** **1:00pm**
St. Louis at Atlanta
Carolina at Buffalo
Minnesota at Chicago
Washington at Green Bay
Dallas at Kansas City

CBS **1:00pm**
Cleveland at Baltimore
Tennessee at Houston
Miami at Indianapolis
San Diego at Philadelphia

FOX **4:05pm**
Detroit at Arizona
New Orleans at Tampa Bay

CBS **4:25pm**
Denver at NY Giants
Jacksonville at Oakland

NBC **8:30pm**
San Francisco at Seattle

Monday, Sep 16 **ESPN** **8:40pm**
Pittsburgh at Cincinnati

WEEK 3

FOX DH WEEK

Thursday, Sep 19 **NFLN** **8:25pm**
Kansas City at Philadelphia

Sunday, Sep 22 **CBS** **1:00pm**
St. Louis at Dallas
Green Bay at Cincinnati
NY Giants at Carolina
Tampa Bay at New England
Arizona at New Orleans
Detroit at Washington

CBS **1:00pm**
Houston at Baltimore
Cleveland at Minnesota
San Diego at Tennessee

FOX **4:05pm**
Atlanta at Miami

CBS **4:25pm**
Indianapolis at San Francisco
Jacksonville at Seattle
Buffalo at NY Jets

NBC **8:30pm**
Chicago at Pittsburgh

Monday, Sep 23 **ESPN** **8:40pm**
Oakland at Denver

WEEK 4

FOX DH WEEK

Thursday, Sep 26 **NFLN** **8:25pm**
San Francisco at St. Louis

Sunday, Sep 29 **CBS** **1:00pm**
Baltimore at Buffalo
Cincinnati at Cleveland
Indianapolis at Jacksonville
Pittsburgh at Minnesota (London)

FOX **1:00pm**
Chicago at Detroit
Seattle at Houston
NY Giants at Kansas City
Arizona at Tampa Bay

CBS **4:05pm**
NY Jets at Tennessee

FOX **4:25pm**
Philadelphia at Denver
Dallas at San Diego
Washington at Oakland

NBC **8:30pm**
New England at Atlanta

Monday, Sep 30 **ESPN** **8:40pm**
Miami at New Orleans

BYES: Carolina, Green Bay

WEEK 5

FOX DH WEEK

Thursday, Oct 3 **NFLN** **8:25pm**
Buffalo at Cleveland

Sunday, Oct 6 **FOX** **1:00pm**
New Orleans at Chicago
Detroit at Green Bay
Seattle at Indianapolis
Philadelphia at NY Giants

CBS **1:00pm**
New England at Cincinnati
Baltimore at Miami
Jacksonville at St. Louis
Kansas City at Tennessee

FOX **4:05pm**
Carolina at Arizona

CBS **4:25pm**
Denver at Dallas
San Diego at Oakland

NBC **8:30pm**
Houston at San Francisco

Monday, Oct 7 **ESPN** **8:40pm**
NY Jets at Atlanta

BYES: Minnesota, Pittsburgh, Tampa Bay,
Washington

WEEK 6

FOX DH WEEK

Thursday, Oct 10 **NFLN** **8:25pm**
NY Giants at Chicago

Sunday, Oct 13 **CBS** **1:00pm**
Cincinnati at Buffalo
Oakland at Kansas City
Pittsburgh at NY Jets

FOX **1:00pm**
Green Bay at Baltimore
Detroit at Cleveland
St. Louis at Houston
Carolina at Minnesota
Philadelphia at Tampa Bay

CBS **4:05pm**
Tennessee at Seattle
Jacksonville at Denver

FOX **4:25pm**
New Orleans at New England
Arizona at San Francisco

NBC **8:30pm**
Washington at Dallas

Monday, Oct 14 **ESPN** **8:40pm**
Indianapolis at San Diego

BYES: Atlanta, Miami

WEEK 7

CBS DH WEEK

Thursday, Oct 17 **NFLN** **8:25pm**
Seattle at Arizona

Sunday, Oct 20 **FOX** **1:00pm**
Tampa Bay at Atlanta
St. Louis at Carolina
Dallas at Philadelphia
Chicago at Washington

CBS **1:00pm**
Cincinnati at Detroit
San Diego at Jacksonville
Houston at Kansas City
Buffalo at Miami
New England at NY Jets

FOX **4:05pm**
San Francisco at Tennessee

CBS **4:25pm**
Baltimore at Pittsburgh
Cleveland at Green Bay

NBC **8:30pm**
Denver at Indianapolis

Monday, Oct 21 **ESPN** **8:40pm**
Minnesota at NY Giants

BYES: New Orleans, Oakland

WEEK 8

FOX DH WEEK

Thursday, Oct 24 **NFLN** **8:25pm**
Carolina at Tampa Bay

Sunday, Oct 27 **CBS** **1:00pm**
Cleveland at Kansas City
Miami at New England
Buffalo at New Orleans

FOX **1:00pm**
Dallas at Detroit
San Francisco at Jacksonville (London)
NY Giants at Philadelphia

CBS **4:05pm**
NY Jets at Cincinnati
Pittsburgh at Oakland

FOX **4:25pm**
Washington at Denver
Atlanta at Arizona

NBC **8:30pm**
Green Bay at Minnesota

Monday, Oct 28 **ESPN** **8:40pm**
Seattle at St. Louis

BYES: Baltimore, Chicago, Houston,
Indianapolis, San Diego, Tennessee

WEEK 9

CBS DH WEEK

Thursday, Oct 31 **NFLN** **8:25pm**
Cincinnati at Miami

Sunday, Nov 3 **FOX** **1:00pm**
Atlanta at Carolina
Minnesota at Dallas
New Orleans at NY Jets

CBS **1:00pm**
Kansas City at Buffalo
Tennessee at St. Louis
San Diego at Washington

FOX **4:05pm**
Philadelphia at Oakland
Tampa Bay at Seattle

CBS **4:25pm**
Pittsburgh at New England
Baltimore at Cleveland

NBC **8:30pm**
Indianapolis at Houston

Monday, Nov 4 **ESPN** **8:40pm**
Chicago at Green Bay

BYES: Arizona, Denver, Detroit,
Jacksonville, NY Giants, San Francisco



NETWORK GAMES AND DATES (All times Eastern)



NBC

Thursday 9/5 Ravens at Broncos	8:30pm	Sunday 10/13 Redskins at Cowboys	8:30pm	Sunday 11/24 Broncos at Patriots	8:30pm
Sunday 9/8 Giants at Cowboys	8:30pm	Sunday 10/20 Broncos at Colts	8:30pm	Thursday 11/28 Steelers at Ravens	8:30pm
Sunday 9/15 49ers at Seahawks	8:30pm	Sunday 10/27 Packers at Vikings	8:30pm	Sunday 12/1 Giants at Redskins	8:30pm
Sunday 9/22 Bears at Steelers	8:30pm	Sunday 11/3 Colts at Texans	8:30pm	Sunday 12/8 Falcons at Packers	8:30pm
Sunday 9/29 Patriots at Falcons	8:30pm	Sunday 11/10 Cowboys at Saints	8:30pm	Sunday 12/15 Bengals at Steelers	8:30pm
Sunday 10/6 Texans at 49ers	8:30pm	Sunday 11/17 Packers at Giants	8:30pm	Sunday 12/22 Patriots at Ravens	8:30pm
				Sunday 12/29 TBD	



CBS

Sunday 9/8 Patriots at Bills Bengals at Bears Dolphins at Browns Raiders at Colts Chiefs at Jaguars Titans at Steelers	1:00pm	Sunday 10/20 Bengals at Lions Chargers at Jaguars Texans at Chiefs Bills at Dolphins Patriots at Jets Ravens at Steelers Browns at Packers	1:00pm	Thursday 11/28 Raiders at Cowboys	4:30pm
Sunday 9/15 Browns at Ravens Titans at Texans Dolphins at Colts Chargers at Eagles Broncos at Giants Jaguars at Raiders	1:00pm 4:25pm	Sunday 10/27 Browns at Chiefs Dolphins at Patriots Bills at Saints Jets at Bengals Steelers at Raiders	1:00pm	Sunday 12/1 Jaguars at Browns Titans at Colts Broncos at Chiefs Dolphins at Jets Patriots at Texans Bengals at Chargers	1:00pm 4:25pm
Sunday 9/22 Texans at Ravens Browns at Vikings Chargers at Titans Colts at 49ers Jaguars at Seahawks Bills at Jets	1:00pm 4:25pm	Sunday 11/3 Chiefs at Bills Titans at Rams Chargers at Redskins Steelers at Patriots Ravens at Browns	1:00pm 4:25pm	Sunday 12/8 Colts at Bengals Browns at Patriots Raiders at Jets Dolphins at Steelers Bills at Buccaneers Chiefs at Redskins Titans at Broncos	1:00pm 4:05pm
Sunday 9/29 Ravens at Bills Bengals at Browns Colts at Jaguars Steelers at Vikings (London) Jets at Titans	1:00pm 4:05pm	Sunday 11/10 Bengals at Ravens Raiders at Giants Bills at Steelers Jaguars at Titans Broncos at Chargers Texans at Cardinals	1:00pm 4:25pm	Sunday 12/15 Texans at Colts Bills at Jaguars Patriots at Dolphins Jets at Panthers Chiefs at Raiders	1:00pm 4:05pm
Sunday 10/6 Patriots at Bengals Ravens at Dolphins Jaguars at Rams Chiefs at Titans Broncos at Cowboys Chargers at Raiders	1:00pm 4:25pm	Sunday 11/17 Jets at Bills Ravens at Bears Browns at Bengals Raiders at Texans Chargers at Dolphins Chiefs at Broncos	1:00pm 4:05pm	Sunday 12/22 Dolphins at Bills Broncos at Texans Titans at Jaguars Colts at Chiefs Browns at Jets Steelers at Packers Raiders at Chargers	1:00pm 4:25pm
Sunday 10/13 Bengals at Bills Raiders at Chiefs Steelers at Jets Titans at Seahawks Jaguars at Broncos	1:00pm 4:05pm	Sunday 11/24 Jets at Ravens Steelers at Browns Jaguars at Texans Chargers at Chiefs Colts at Cardinals Titans at Raiders	1:00pm 4:05pm	Sunday 12/29 Ravens at Bengals Browns at Steelers Jaguars at Colts Jets at Dolphins Bills at Patriots Texans at Titans Broncos at Raiders Chiefs at Chargers	1:00pm 4:25pm

NETWORK GAMES AND DATES (All times Eastern)



NFL NETWORK

Thursday 9/12 Jets at Patriots	8:25pm	Thursday 10/17 Seahawks at Cardinals	8:25pm	Thursday 11/21 Saints at Falcons	8:25pm
Thursday 9/19 Chiefs at Eagles	8:25pm	Thursday 10/24 Panthers at Buccaneers	8:25pm	Thursday 12/5 Texans at Jaguars	8:25pm
Thursday 9/26 49ers at Rams	8:25pm	Thursday 10/31 Bengals at Dolphins	8:25pm	Thursday 12/12 Chargers at Broncos	8:25pm
Thursday 10/3 Bills at Browns	8:25pm	Thursday 11/7 Redskins at Vikings	8:25pm		
Thursday 10/10 Giants at Bears	8:25pm	Thursday 11/14 Colts at Titans	8:25pm		



ESPN

Monday 9/9 Eagles at Redskins Texans at Chargers	7:10pm 10:20pm	Monday 10/21 Vikings at Giants	8:40pm	Monday 12/2 Saints at Seahawks	8:40pm
Monday 9/16 Steelers at Bengals	8:40pm	Monday 10/28 Seahawks at Rams	8:40pm	Monday 12/9 Cowboys at Bears	8:40pm
Monday 9/23 Raiders at Broncos	8:40pm	Monday 11/4 Bears at Packers	8:40pm	Monday 12/16 Ravens at Lions	8:40pm
Monday 9/30 Dolphins at Saints	8:40pm	Monday 11/11 Dolphins at Buccaneers	8:40pm	Monday 12/23 Falcons at 49ers	8:40pm
Monday 10/7 Jets at Falcons	8:40pm	Monday 11/18 Patriots at Panthers	8:40pm		
Monday 10/14 Colts at Chargers	8:40pm	Monday 11/25 49ers at Redskins	8:40pm		



FOX

Sunday 9/8 Seahawks at Panthers Vikings at Lions Falcons at Saints Buccaneers at Jets Packers at 49ers Cardinals at Rams	1:00pm 4:25pm	Sunday 10/20 Buccaneers at Falcons Rams at Panthers Cowboys at Eagles Bears at Redskins 49ers at Titans	1:00pm 4:05pm	Sunday 12/8 Vikings at Ravens Panthers at Saints Lions at Eagles Seahawks at 49ers Giants at Chargers Rams at Cardinals	1:00pm 4:25pm
Sunday 9/15 Rams at Falcons Panthers at Bills Vikings at Bears Redskins at Packers Cowboys at Chiefs Lions at Cardinals Saints at Buccaneers	1:00pm 4:05pm	Sunday 10/27 Cowboys at Lions 49ers at Jaguars (London) Giants at Eagles Redskins at Broncos Falcons at Cardinals	1:00pm 4:25pm	Sunday 12/15 Redskins at Falcons Bears at Browns Eagles at Vikings Seahawks at Giants Saints at Rams 49ers at Buccaneers Cardinals at Titans Packers at Cowboys	1:00pm 4:25pm
Sunday 9/22 Rams at Cowboys Packers at Bengals Giants at Panthers Buccaneers at Patriots Cardinals at Saints Lions at Redskins Falcons at Dolphins	1:00pm 4:05pm	Sunday 11/3 Falcons at Panthers Vikings at Cowboys Saints at Jets Eagles at Raiders Buccaneers at Seahawks	1:00pm 4:05pm	Sunday 12/22 Saints at Panthers Vikings at Bengals Bears at Eagles Buccaneers at Rams Cowboys at Redskins Giants at Lions Cardinals at Seahawks	1:00pm 4:05pm
Sunday 9/29 Bears at Lions Seahawks at Texans Giants at Chiefs Cardinals at Buccaneers Eagles at Broncos Cowboys at Chargers Redskins at Raiders	1:00pm 4:25pm	Sunday 11/10 Seahawks at Falcons Lions at Bears Eagles at Packers Rams at Colts Panthers at 49ers	1:00pm 4:05pm	Sunday 12/29 Panthers at Falcons Packers at Bears Eagles at Cowboys Lions at Vikings Buccaneers at Saints Redskins at Giants 49ers at Cardinals Rams at Seahawks	1:00pm 4:25pm
Sunday 10/6 Saints at Bears Lions at Packers Seahawks at Colts Eagles at Giants Panthers at Cardinals	1:00pm 4:05pm	Sunday 11/17 Cardinals at Jaguars Redskins at Eagles Lions at Steelers Falcons at Buccaneers 49ers at Saints Vikings at Seahawks	1:00pm 4:25pm		
Sunday 10/13 Packers at Ravens Lions at Browns Rams at Texans Panthers at Vikings Eagles at Buccaneers Saints at Patriots Cardinals at 49ers	1:00pm 4:25pm	Sunday 11/24 Buccaneers at Lions Vikings at Packers Panthers at Dolphins Bears at Rams Cowboys at Giants	1:00pm 4:25pm		
		Thursday 11/28 Packers at Lions	12:30pm		
		Sunday 12/1 Buccaneers at Panthers Bears at Vikings Cardinals at Eagles Falcons at Bills (Toronto) Rams at 49ers	1:00pm 4:05pm		

NFL Programming

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-1-3 & 13-17), this may result in transmission windows that are longer than 60 minutes.

(20 feeds X 45-60 minutes)

DISTRIBUTION

This 1080i feed will be available in by satellite; SD can be made available on tape. To confirm delivery of this program to your station, please contact:

International Operations at NFL Films:

Phone: +1-856-638-6836

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)

Lisa Ponsford (E-mail: lisa.ponsford@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. Look for transmission updates on www.nflmedia.com

#	SNS I	TRANSMIT TIMES	
		GMT	EASTERN
1	9 Sep	0500-0600	0100-0200
2	16 Sep	0500-0600	0100-0200
3	23 Sep	0500-0600	0100-0200
4	30 Sep	0500-0600	0100-0200
5	7 Oct	0500-0600	0100-0200
6	14 Oct	0500-0600	0100-0200
7	21 Oct	0500-0600	0100-0200
8	28 Oct	0500-0600	0100-0200
9	4 Nov	0600-0700	0100-0200
10	11 Nov	0600-0700	0100-0200

#	SNS I	TRANSMIT TIMES	
		GMT	EASTERN
11	18 Nov	0600-0700	0100-0200
12	25 Nov	0600-0700	0100-0200
13	2 Dec	0600-0700	0100-0200
14	9 Dec	0600-0700	0100-0200
15	16 Dec	0600-0700	0100-0200
16	23 Dec	0600-0700	0100-0200
17	30 Dec	0600-0700	0100-0200
18	6 Jan	0600-0700	0100-0200
19	13 Jan	0600-0700	0100-0200
20	20 Jan	0600-0700	0100-0200

SCRIPTS AND FORMATS

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

REGIONAL TROUBLESHOOTING NUMBERS

ASIA SATELLITE ONLY: +1-570-226-6682/6657

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.



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 1080i feed will be available in by satellite; SD can be made available on tape. To confirm delivery of this program to your station, please contact:

International Operations at NFL Films:

Phone: +1-856-638-6836

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)

Lisa Ponsford (E-mail: lisa.ponsford@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	12 Sep	1300-1345	0900-0945
2	19 Sep	1300-1345	0900-0945
3	26 Sep	1300-1345	0900-0945
4	3 Oct	1300-1345	0900-0945
5	10 Oct	1300-1345	0900-0945
6	17 Oct	1300-1345	0900-0945
7	24 Oct	1300-1345	0900-0945
8	31 Oct	1300-1345	0900-0945
9	7 Nov	1400-1445	0900-0945
10	14 Nov	1400-1445	0900-0945
11	21 Nov	1400-1445	0900-0945

EPISODE	DELIVERY	TRANSMIT TIMES	
		GMT	EASTERN
12	28 Nov	1400-1445	0900-0945
13	5 Dec	1400-1445	0900-0945
14	12 Dec	1400-1445	0900-0945
15	19 Dec	1400-1445	0900-0945
16	26 Dec	1400-1445	0900-0945
17	2 Jan	1400-1445	0900-0945
18	9 Jan	1400-1445	0900-0945
19	16 Jan	1400-1445	0900-0945
20	23 Jan	1400-1445	0900-0945
-	-	-	-
21	6 Feb	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: +1-570-226-6682/6657

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.



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 1080i feed will be available in by satellite; SD can be made available on tape. To confirm delivery of this program to your station, please contact:

International Operations at NFL Films:

Phone: +1-856-638-6836

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)

Lisa Ponsford (E-mail: lisa.ponsford@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	12 Sep	1345-1415	0945-1015
2	19 Sep	1345-1415	0945-1015
3	26 Sep	1345-1415	0945-1015
4	3 Oct	1345-1415	0945-1015
5	10 Oct	1345-1415	0945-1015
6	17 Oct	1345-1415	0945-1015
7	24 Oct	1345-1415	0945-1015
8	31 Oct	1345-1415	0945-1015
9	7 Nov	1445-1515	0945-1015
10	14 Nov	1445-1515	0945-1015
11	21 Nov	1445-1515	0945-1015

EPISODE	DELIVERY	TRANSMIT TIMES	
		GMT	EASTERN
12	28 Nov	1445-1515	0945-1015
13	5 Dec	1445-1515	0945-1015
14	12 Dec	1445-1515	0945-1015
15	19 Dec	1445-1515	0945-1015
16	26 Dec	1445-1515	0945-1015
17	2 Jan	1445-1515	0945-1015
18	9 Jan	1445-1515	0945-1015
19	17 Jan	1445-1515	0945-1015
20	23 Jan	1445-1515	0945-1015
21	30 Jan	1445-1515	0945-1015
22	6 Feb	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.

REGIONAL TROUBLESHOOTING NUMBERS

ASIA SATELLITE ONLY: +1-570-226-6682/6657

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 1, 2013)

SEASON IN SIX MINUTES – A recap of all the best plays, hits, and camera shots from the 2012-13 season cut to music. The highlight covers the first game up to and including Super Bowl XLVII in New Orleans.

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 the game.

25 vignettes x 30 seconds

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

1 vignette x 60 seconds

NEW YORK/NEW JERSEY 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.

For additional footage feel free to contact:

London: Images & Film for editorial use at www.londonandpartners.com/media-centre/images-and-film/

Hawaii: Request a password from Hawaii Visitors & Convention Bureau at <http://kb.hvcb.org/ImageLibrary/userSelect.jsp>

New Jersey: Please contact Judy Ross (E-mail: jross@meadowlands.org)

New York: Details available from NYCgo at www.nycandcompany.org/communications



ROAD TO THE PLAYOFFS

This program is available the week after the regular season ends, on January 3, 2014.

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 24, 2014. It's a review of the season from training camp through the Conference Championship games. There is no better program to get your viewers excited about Super Bowl Sunday.

Approx. running time: 50 minutes

NFL SUNDAY TICKET HD

NFL Sunday Ticket HD 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. With NFL Sunday Ticket HD, 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 thirteen-game Thursday night package kicks off September 12 when the New England Patriots host the New York Jets.

NFL AM

Start the week day off with a heavy dose of what's happening around the league with seasoned and opinionated talent who will report and debate news. The show's discussion will cover a wide-range of NFL-related topics and examine the personalities that play the game. *NFL AM* will collaborate with NFL.com to take a look at the latest in fantasy football news and information. Start your day on the right side of the bed with *NFL AM*.



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

Miss a game? 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 GameDay Scoreboard* takes viewers around the league for post-game press conferences and game highlights.



NFL GAME CENTER

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 Game Center* 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 47 Super Bowls, *America's Game* is a critically acclaimed 47-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.

**HARD KNOCKS**

Hard Knocks is a reality sports documentary television series produced by NFL Films and HBO. Each season provides an in-depth perspective as an NFL team prepares for the upcoming football season. This year, *Hard Knocks* follows the Cincinnati Bengals and documents the personal and professional lives of the players, coaches and staff.

**NFL HONORS**

The night before Super Bowl XLVIII, the NFL salutes its best players and plays from the 2013 season with *NFL Honors*, a star-studded football and entertainment event. Seven of the awards being announced are from the Associated Press, including the AP Most Valuable Player.

SPECIAL EVENTS PROGRAMMING

**KICKOFF**

On September 5, the NFL will kickoff the 2013 season in Denver. 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, for two games in 2013. The Minnesota Vikings will play host to the Pittsburgh Steelers on September 29 and the San Francisco 49ers will host the Jacksonville Jaguars on October 27. Both games will be played at Wembley Stadium and are scheduled to kick off at 5:00 pm GMT (1:00pm 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 August 14, 2013 for Game 1 and September 6, 2013 for Game 2.

**CHAMPIONSHIP GAMES**

If you would like to attend a championship game on-site, please contact Jeff Lombardi or Cindie Hurley no later than November 22, 2013.

**SUPER BOWL**

We invite you to come on-site to Super Bowl XLVIII at MetLife Stadium in East Rutherford, New Jersey. 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 24, 2013.

NFL Operations



FILMS

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)

NFL Office Phone: +1-856-638-6836

NFL Office Fax: +1-856-638-0139

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

Ollie Scott (E-mail: ollie.scott@imgworld.com)

Owen Norris (E-mail: owen.norris@imgworld.com)

Lisa Ponsford (E-mail: lisa.ponsford@imgworld.com)

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

REGIONAL TROUBLESHOOTING NUMBERS

ASIA SATELLITE ONLY: +1-570-226-6682/6657

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.

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)

Network formats are available Thursday or Friday of each week via the website, www.nflmedia.com. Updates will be posted as we receive them.

A.D. Coordination (Listen-only lines)

NFL Films can provide you with the telephone number to access and listen to the A.D.'s countdown into and out of commercial breaks. Throughout the NFL season, this information will be available at www.nflmedia.com, but you must request this service through NFL Films to assure that a line is reserved for your station.

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"

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 NFL International in the left-side menu of your screen. Click on it.
- Again, in the left menu, find and click **NFL Game & Program 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 2013 Credential Request Form and email it to Erica Booze at least 14 days before the game or event you plan to attend. The 2013 Credential Request Form is provided separately.
- **All requests must be made through the League Office - please do not contact teams directly.**

2013 INTERNATIONAL SERIES CREDENTIALS

WEMBLEY-STADIUM (London):

- Application forms will be sent via email in late July
- Game 1 Applications are due by August 30, 2013
- Game 2 Applications are due by September 30, 2013

PRO BOWL & SUPER BOWL CREDENTIALS

- Please register (if you have not already 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.
- Applications are due by November 22, 2013

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 XLVIII REQUESTS:

If your station is planning to broadcast from Super Bowl XLVIII in New York/New Jersey on February 2, 2014, **you must fill out and return a "Letter of Intent" by September 12, 2013.** 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 19, 2014 or from the Pro Bowl in Hawaii on January 26, 2014, **you must notify NFL Films no later than Friday, December 13, 2013.**

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 (E-mail: 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 or 1080i/50 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

TIMETABLE FOR DELIVERY:

- For NTSC or 1080i/60 dubs, please allow 3-5 business days to receive your material.
- For PAL or 1080i/50 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 USD per hour, one-hour minimum charge)
- HD requests require an additional assemble fee (\$450 USD per hour; 15-minute increments)
- 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 (1080i/60)	UP TO 10 MINUTES	\$125.00
HD CAM (1080i/60)	11-20 MINUTES	\$230.00
HD CAM (1080i/60)	21-40 MINUTES	\$290.00
HD CAM (1080i/60)	41-60 MINUTES	\$480.00
HD CAM (1080i/60)	61-90 MINUTES	\$695.00
HD CAM (1080i/60)	91-120 MINUTES	\$890.00

FORMAT	LENGTH OF TAPE	PRICE
BETA SP (PAL)	UP TO 10 MINUTES	\$242.00
BETA SP (PAL)	11 TO 30 MINUTES	\$342.00
BETA SP (PAL)	31-60 MINUTES	\$604.00
BETA 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
HD CAM (1080i/50)	UP TO 30 MINUTES	\$740.00
HD CAM (1080i/50)	31-60 MINUTES	\$1,275.00
HD CAM (1080i/50)	61-90 MINUTES	\$1,850.00
HD CAM (1080i/50)	91-120 MINUTES	\$2,380.00

Sponsorship/Licensing

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 and influence consumers through multiple channels.

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)

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.

Super Bowl XLVIII

LETTER OF INTENT FOR ON-SITE BROADCAST – Due by September 12, 2013



(Company Name)

intends to broadcast Super Bowl XLVIII from MetLife Stadium in New York/New Jersey on February 2, 2014. At this time, we anticipate needing the following facilities:

- Commentary Booth (No Camera/Audio Only)
- Studio Booth (Required for Any Camera Plans)
- Camera-Only Position/s outside the broadcast booth (In Stadium)
- Reporter Position (In Stadium, If Available, Location tbd)
- Park/Power for Production truck
- Park/Power for Uplink truck or Hybrid truck
- Golf Cart – Indicate how many: _____ # 4-pass or _____ # flip/flat.
- Office space (please circle: single end; middle/end; or full trailer office)
- Level 3 Fiber Circuit (Outbound)

We understand that this information is for planning purposes only and we are not obligated financially to pay for the above facilities at this time.

Representative:

(Please print name)

Telephone Number:

Fax Number:

E-mail Address:

Signature:

Date:

(month/day/year)

Please sign and return to NFL Films International Operations Department (Jeff Lombardi) via fax +1-856-638-0139 or email sbworldfeed@nfl.com **by September 12, 2013.**



IMPORTANT DATES

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

August 30, 2013	International Series (London) Game 1 Accreditation Requests Due
September 12, 2013	Letters of Intent Due (available on page 22 of this guide)
September 29, 2013	International Series (London) Game 1 at Wembley Stadium
September 30, 2013	International Series (London) Game 2 Accreditation Requests Due
October 27, 2013	International Series (London) Game 2 at Wembley Stadium
November 13, 2013	Technical Request Forms Due (will be provided with the Planning Guide)
November 15, 2013	Super Bowl Accreditation Requests due (additional details on page 19 of this guide)
December 11-12, 2013	Broadcaster Site Survey, MetLife Stadium
December 13, 2013	Deadline for Onsite production plans at Championship & Pro Bowl Games
January 10, 2014	On-Site services contracts signed by broadcasters and returned to NFL Films
January 19, 2014	Conference Championship Games
January 26, 2014	Pro Bowl in Hawaii
January 28, 2014	Media Day with Super Bowl players & Coaches
January 31, 2014	Broadcast Technical Fax Checks begin (by appointment with NFL Films)
January 31, 2014	SECURITY Lock Down – All Trucks Must be parked and in the Compound
February 1, 2014	World Feed Production Meeting (on-site in New York/ New Jersey)
February 1, 2014	World Feed FULL Transmission Fax – 1800 ET
February 2, 2014	Super Bowl XLVIII in New York • New Jersey

Notes

IMPORTANT INTERNATIONAL BROADCAST NOTES







NATIONAL FOOTBALL LEAGUE