

FOX SUPER BOWL WEEK



SUPER BOWL

XLVIII

FOX

SUPER BOWL XLVIII

FOX's 7th Super Bowl During 20th Anniversary

Largest Production Footprint Ever – 8 Locations in 2 States

Times Square Set will be the Hub

Super Bowl Season Kicks Off with a 90 min FOX NFL Sunday Pregame Special from Times Square



SUPER BOWL WEEK DRAFT #9

JANUARY 27 - FEBRUARY 2, 2014

AS OF 6/12

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME	FOX BROADCASTING
10:00 AM	FOX SPORTS LIVE R LIVE UPDATES	MEDIA DAY PRE SHOW (L)	FOX SPORTS LIVE R LIVE UPDATES			BATTLE FOR BORDER R US WOMENS SOCCER VS MEXICO (From DALLAS)	SUPER BOWL PRE GAME (L) MET LIFE STADIUM	10:00 AM	
11:00 AM		MEDIA DAY (L) (PRUDENTIAL CENTER)						FOX SPORTS LIVE R LIVE UPDATES	
12:00 PM	FOX SUPERBWL DAILY (L) (AT TIMES SQUARE)		FOX SUPER BOWL DAILY (L) (AT TIMES SQUARE)			12:00 PM			
1:00 PM	JOHN MOHR SPORTS (DELAYED) FROM NY		JOHN MOHR SPORTS (DELAYED) FROM NY			BIG EAST BKBL (L) Michigan State vs Georgetown (AT MSG)	BIG EAST BKBL (L) Seton Hall @ Creighton	1:00 PM	ROAD TO THE SUPER BOWL
2:00 PM		2:00 PM						SUPER BOWL PRE-GAME	
3:00 PM		RACE HUB (L) FOX SOCCER DAILY (L)				BIG EAST BKBL (L) Xavier @ Providence	SUPER BOWL TAILGATE (L)		3:00 PM
4:00 PM	4:00 PM								
5:00 PM	CROWD GOES WILD LIVE IN NYC				FOX SUPERBOWL DAILY (L) (AT TIMES SQUARE)		DARTS / REPEATS	5:00 PM	SUPER BOWL XLVIII
6:00 PM				6:00 PM					
7:00 PM				FS1 SPECIAL: ROAD TO SUPERBWL		BEING: THE FINEST		NASCAR HOF INDUCTION CEREMONY (L) (FROM CHARLOTTE)	
8:00 PM	SUPER BOWL OPENING CEREMONY	BEING: THE FINEST THE GAME	BIG EAST BKBL (L) Providence @ Seton Hall	GOLDEN BOY CHAMPIONSHIP (AT BARCLAYS)	BATTLE FOR BORDER US WOMENS SOCCER VS MEXICO (L) (From DALLAS)	UFC PRELIMS (L) PRUDENTIAL CENTER		8:00 PM	
9:00 PM	BIG EAST BKBL (L) Villanova @ Georgetown	BIG EAST BKBL (L) Butler @ Creighton				9:00 PM		SUPER BOWL POST-GAME	
10:00 PM	FOX SPORTS LIVE HITS FROM TIMES SQUARE			PAC 12 BKBL (L) Arizona @ Stanford OR UCLA @ Oregon State	FOX SPORTS LIVE HITS FROM TIMES SQUARE	SUPERCROSS (L) ANAHEIM	SUPER BOWL POST GAME (L) MET LIFE STADIUM	10:00 PM	ENTERTAINMENT PROGRAMMING
11:00 PM							FOX SPORTS LIVE HITS FROM TIMES SQUARE	11:00 PM	
12:00 AM						FOX SPORTS LIVE HITS FROM TIMES SQUARE	12:00 AM		
1:00 AM	FOX SPORTS LIVE HITS FROM TIMES SQUARE			FOX SPORTS LIVE HITS FROM TIMES SQUARE			FOX SPORTS LIVE R	1:00 AM	



SUPER BOWL WEEK LOCATIONS XLVIII





RELOCATIONS

TIMES SQUARE

2013 TOSHIBA

Work Smarter With Toshiba The Managed Print Experts

TOSHIBA

TDK

Budweiser

SONY

W 42nd St

Midtown

W 23rd St

Kips Bay

Turtle

Tudor

Upper East

Manhattan

East

Harlem

Cliffside Park

Fairview

Guttenberg

North Bergen

Union City

Weehawken

Secaucus

Mill Creek Point Park

Hackensack River

Tonnelle Ave

Secaucus Pkwy

Helix Kitchen

Lincoln

9A

495

1

9

120

95

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PIER BOWL
LOCATIONS XIV

SUPER BOWL

PIER A PARK

139

Newport



W L
O N S X L

SUPE

OWL

CHELSEA PIERS

PRUDENTIAL CENTER
SUPER BOWL
NATIONS XLVII



PRUDENTIAL CENTER



SUPER BOWL
WEEKLY

BARCLAYS CENTER





MADISON SQUARE GARDEN

SUPER B

XLV

MetLife Stadium

MetLife
CENTRAL

SUPER BOWL

METLIFE STADIUM





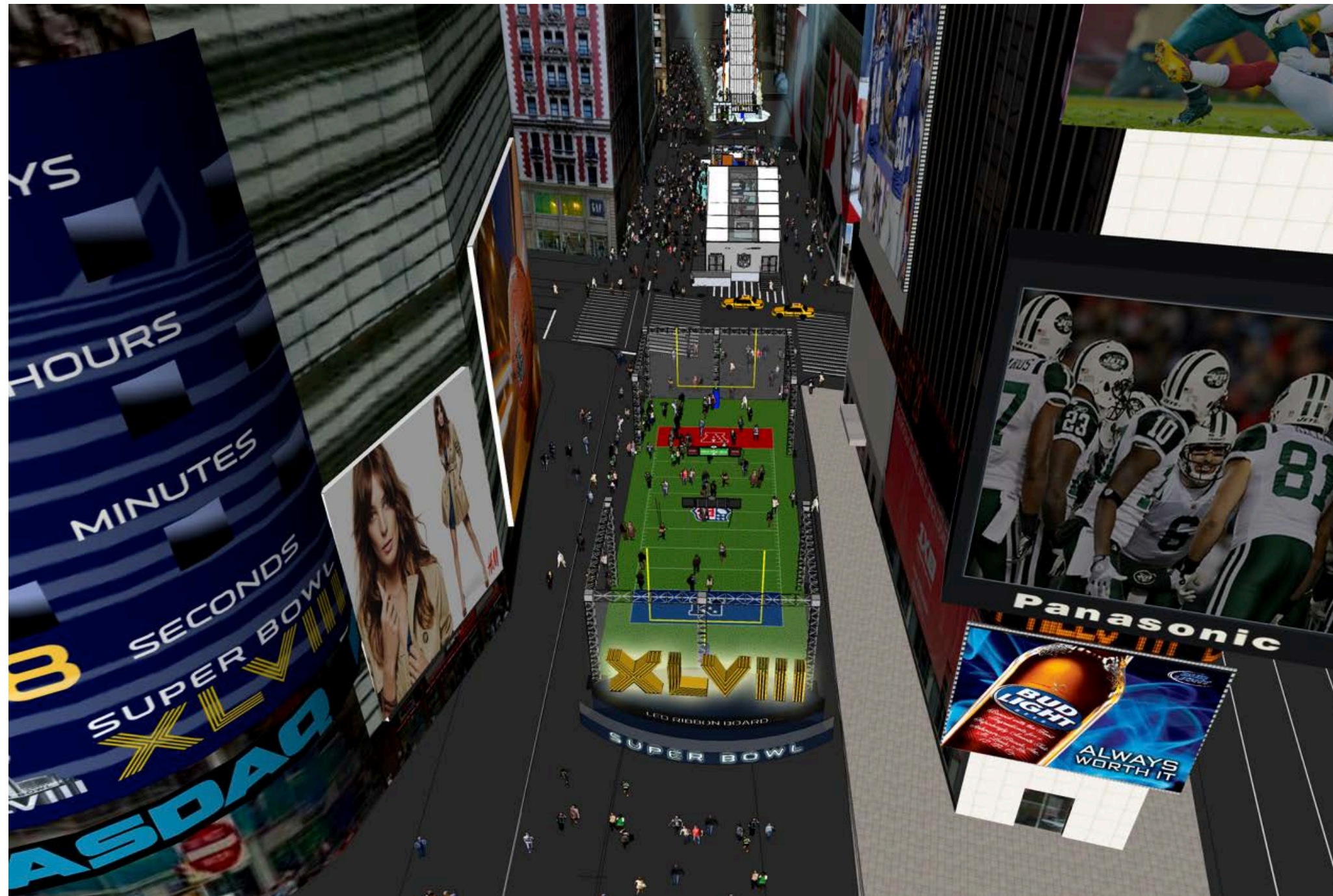
MEADOWLANDS RACEWAY



SUPER BOWL XLVIII
NY NJ



ROMAN NUMERALS



Location: Broadway Between 42nd and 43rd Streets

Description: The Numerals Become One of Super Bowl Blvd's Iconic Photo Opportunities.

Proposed Size of Numerals Would be 40' Wide x 17' tall x 15' deep



VINCE LOMBARDI TROPHY PHOTO OPPORTUNITY

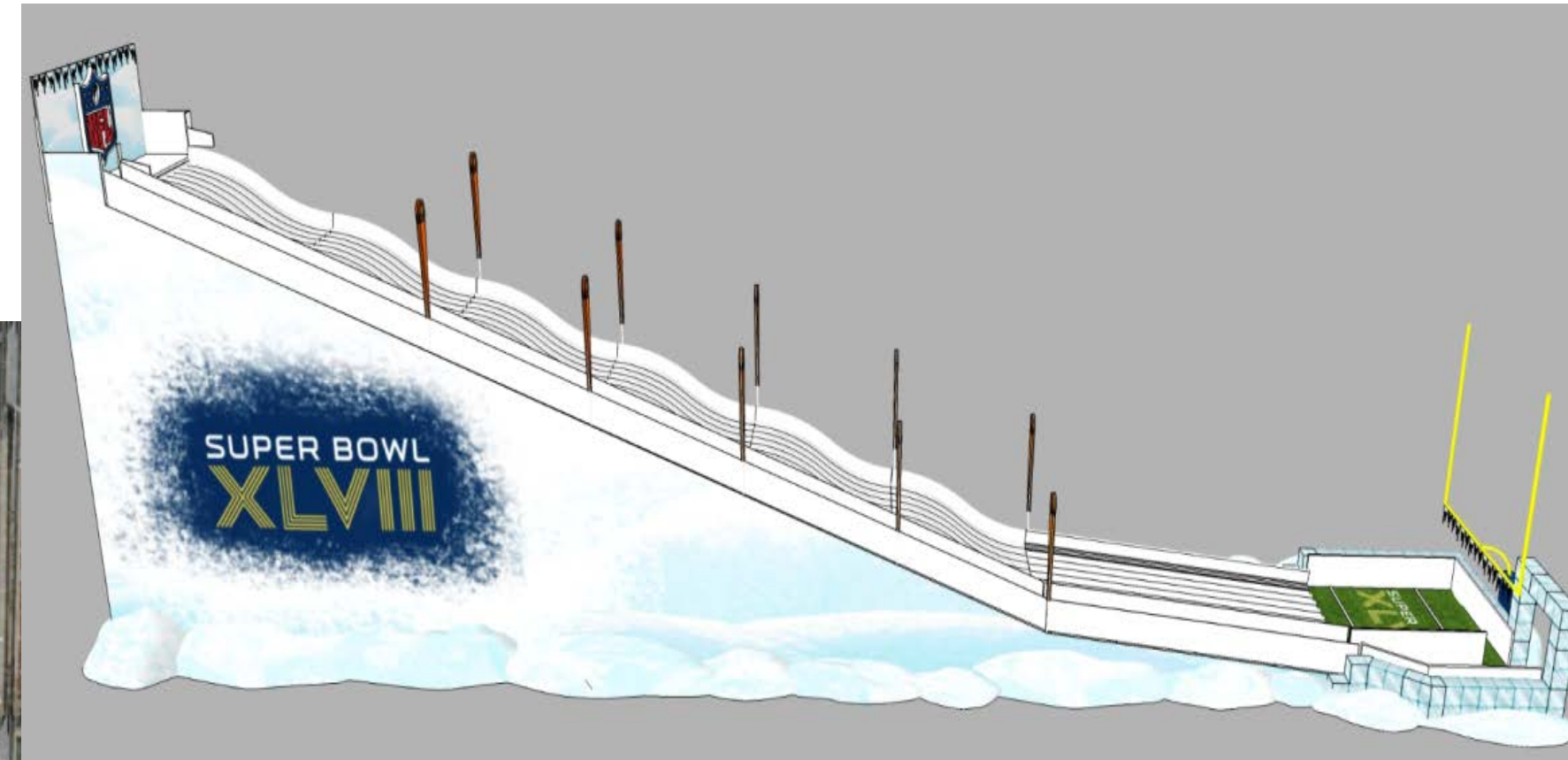


Location: Broadway Between 41st and 42nd Streets in a 50'x30' Tent

Description: The Vince Lombardi Trophy will be Featured in a Custom Tent with Glass Walls.

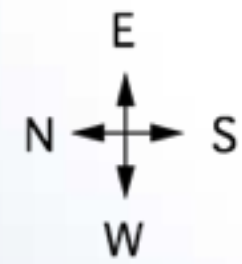
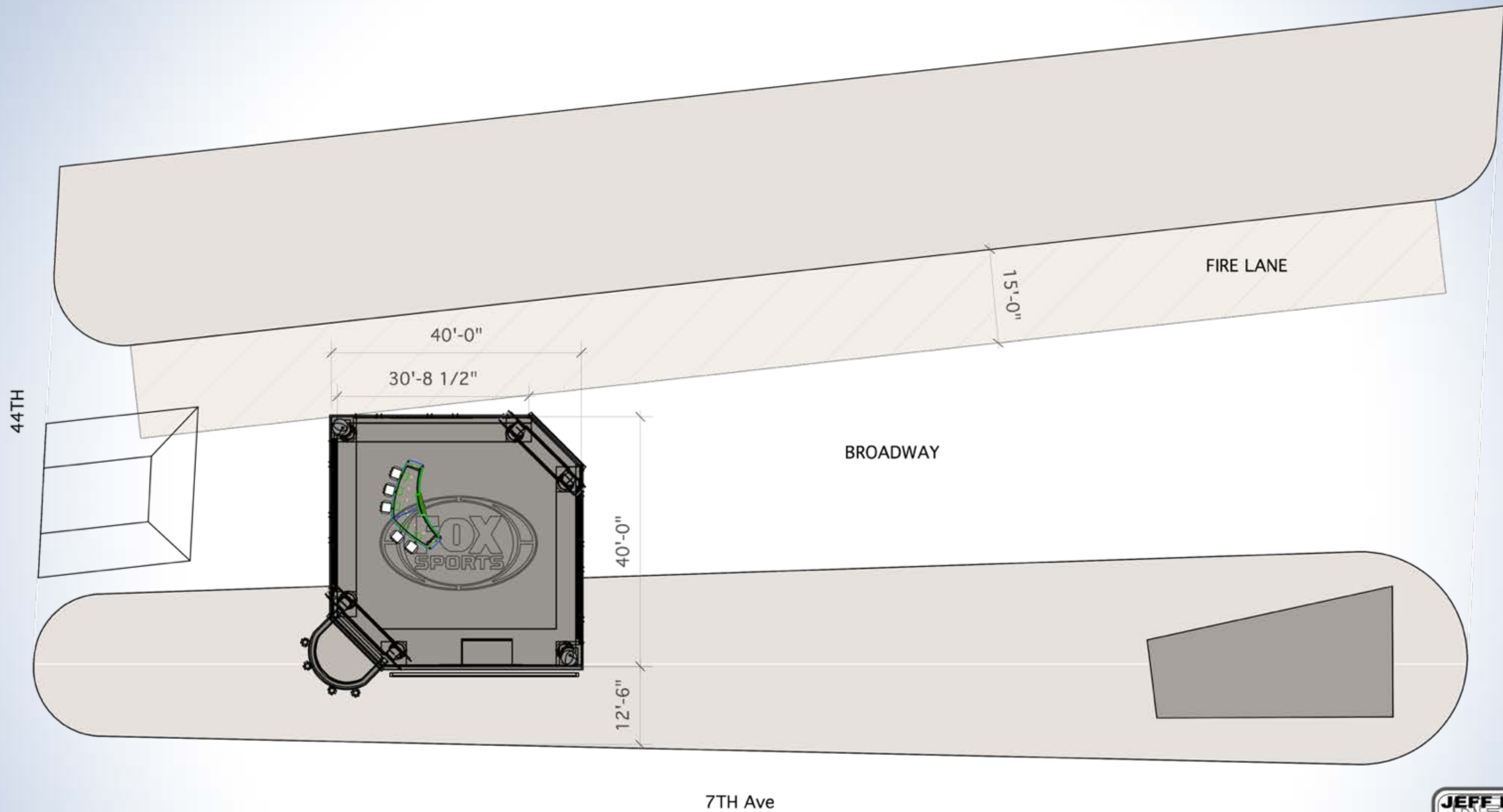


NFL TOBOGGAN RUN



SUPER BOWL XLVIII
NY NJ



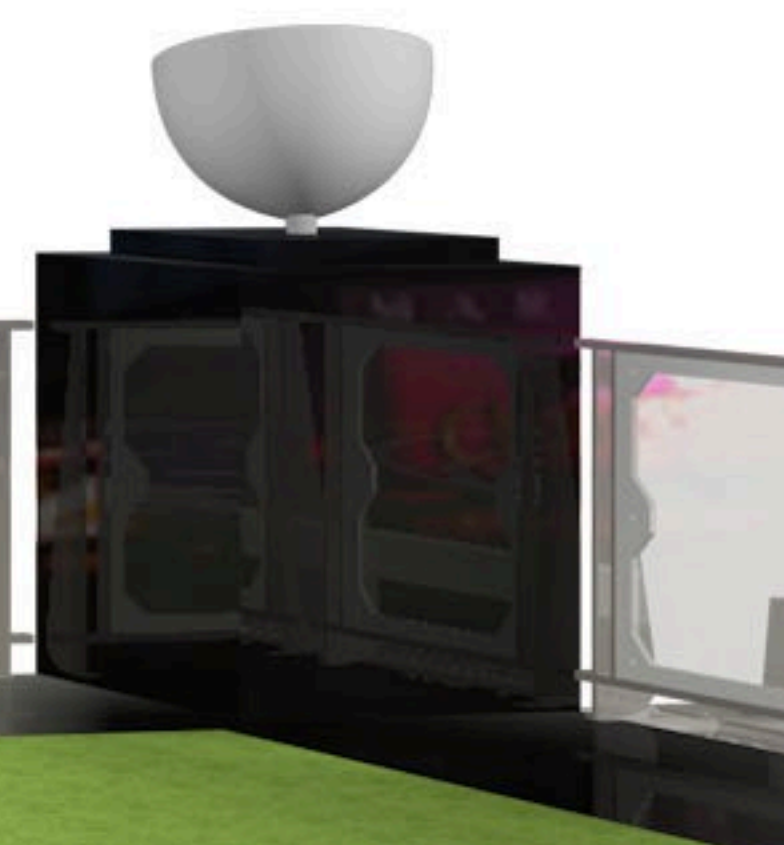
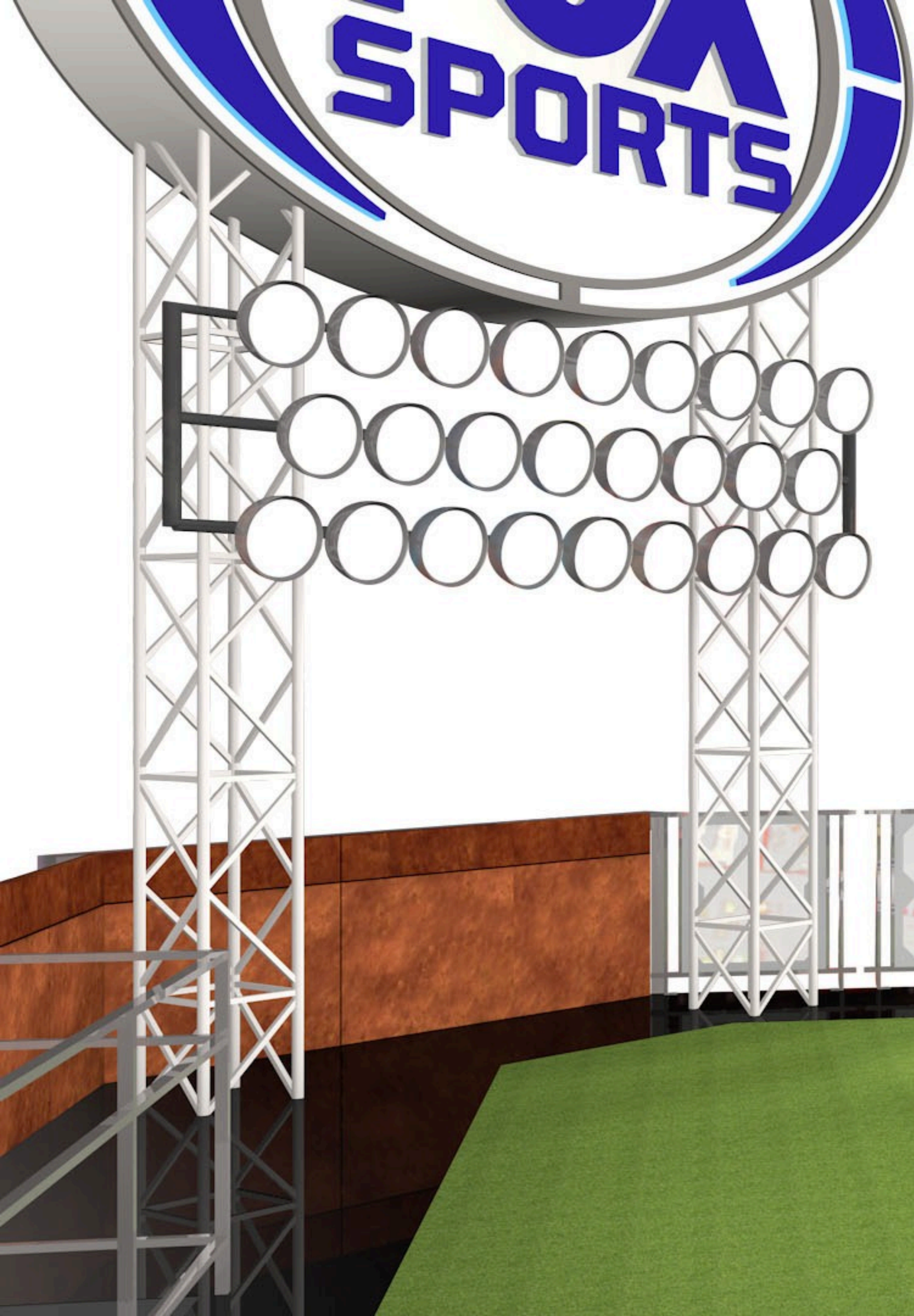


1 Fox Broadcast Tower NYC Plan
Scale: 1/16" = 1'-0"

JEFF HALL DESIGN	
<small>These drawings represent conceptual and construction suggestions only. It is not the designer's responsibility to determine structural appropriateness of this design, and the designer does not assume responsibility for structural engineering, construction, handling, or use of this design. By accepting these drawings, the client agrees to indemnify the designer and its employees from any and all legal liability claims arising from utilization of these designs.</small>	
<small>Written dimensions on these drawings shall have precedence over stated dimensions. Contractors shall verify, and be responsible for, all dimensions and conditions on the job. The designer must be notified of any variations from the dimensions and the conditions shown by these drawings. Shop details must be submitted to the designer for approval prior to proceeding with fabrication.</small>	
SURVEY ALL MEASUREMENTS ON SITE BEFORE CONSTRUCTION	
DATE:	8/1/13
DESIGNED BY:	Chris Mylrea
SCALE:	AS NOTED
PLATE #:	1
PLATE AMOUNT:	1

TIMES SQUARE SET POINT OF VIEW

























SUPER BOWL
XLVIII
FOX

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XLVIII
FOX

FOX
SPORTS

SUPER BOWL
XLVIII
FOX

FOX
SPORTS



FOX SUPER BOWL DAILY AND FOX NFL SUNDAY

FOX Super Bowl Daily on FS1 at Times Square Set.

Two Shows a Day at 12n ET and 6pm ET; Special Edition on Saturday at 6pm ET.

FS1 Event Introductions and Bridges Throughout the Week.

Live Hits into FOX Sports Live.

FS1 3 Hour Pregame on Super Bowl Sunday from MetLife Stadium.

FBC 4-hour Pregame Begins at Times Square Set for the First 90 min.

Helicopter Talent to MetLife Stadium at approx. 3:30 PM ET.

Final 2 Hours of FBC Pregame at MetLife.

Post-game Coverage on FBC and FS1.

FOX SUPER BOWL WEEK

