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FOR IMMEDIATE RELEASE: NFL Digital Media – 1/27/16

NFL DIGITAL MEDIA CELEBRATES SUPER BOWL 50 WITH WALL-TO-WALL COVERAGE & EXCLUSIVE CONTENT

‘NFL NOW LIVE: Super Bowl 50’ Provides Inside Access to the Panthers and Broncos and Behind the Scenes Video & Interviews

Live Stream of Super Bowl 50 Available Through NFL Mobile from Verizon, NFL.com, SuperBowl.com, & NFL on Xbox

Fans Can Vote for Super Bowl 50 MVP and Greatest Super Bowl Ever

‘ROAD TO 50’ App Guides Local Fans to Super Bowl 50 Celebrations in the Bay Area

Super Bowl 50 marks a milestone in NFL history, and NFL Digital Media is celebrating the occasion with up-to-the-minute coverage and interactive content, including in-game voting that helps decide the Super Bowl 50 MVP. Fans can follow all the events from San Francisco and the Bay Area across all devices on NFL Now, NFL.com, NFL Mobile from Verizon, SuperBowl.com and more.

The following are highlights from NFL Digital Media’s coverage of Super Bowl 50:

NFL NOW LIVE: SUPER BOWL 50: Starting **Monday, February 1** and all the way through Super Bowl Sunday, keep up with all of action from San Francisco and the Bay Area with **NFL NOW LIVE: Super Bowl 50**. NFL Now is the NFL's next-generation video service which reaches millions of NFL fans around the world and is available via the NFL Mobile app, NFL.com/NOW and on the official NFL app on Xbox One, Apple TV, Roku, and other connected devices. *NOW LIVE: Super Bowl 50* will be anchored by a host of top talent to bring fans every highlight of Super Bowl week:

Throughout the week, **Colleen Wolfe** and **Marc Istock** will anchor coverage from *The Huddle*, the NFL’s social media command center, following the latest trending topics and Super Bowl buzz across the social media landscape. Additionally, **Matt “Money” Smith**, **Dave Dameshek**, **Maurice Jones-Drew**, **Ike Taylor** and **Adam Rank** will be live from Radio Row at the Moscone Center’s Fan Gallery, providing in-depth analysis and interviews with the biggest names in sports and entertainment.

On **Super Bowl Sunday**, Wolfe and Istock will be monitoring all things social from *The Huddle* while Dameshek, Jones-Drew and Taylor are live from the field at Levi’s Stadium providing pregame news and information.



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In addition to *NFL NOW LIVE: Super Bowl 50*, *The Rich Eisen Show* returns to the Super Bowl with a week's worth of shows originating from the Presidio of San Francisco. The Rich Eisen Show will have a packed lineup of current and former NFL players, Hall of Fame honorees and continue to be a go-to landing spot for actors and musicians who have become a staple during Super Bowl Week. The shows start Monday, February 1 – Friday, February 5 and will stream live on NFL Now.

LIVE STREAMING OF SUPER BOWL 50: Both NFL.com and SuperBowl.com will link to CBS Sports' live stream of Super Bowl 50. PC and tablet access to the live stream will be available at CBSSports.com, and fans can also tune into CBS Sports on Xbox One, Apple TV, Roku players and Roku TV models, and Chromecast, as well as Windows 10 and other tablet devices. Live streaming of Super Bowl 50 on mobile devices is available for Verizon customers via the NFL Mobile app. On Microsoft devices, fans can also access the live stream on the NFL on Xbox One and Windows 10 apps, including in-game highlights and interactive Next Gen Stats replays.

For international fans, **NFL Game Pass** will show Super Bowl 50 live in HD (*certain restrictions apply depending on your country*) on desktop, mobile, tablet and connected devices. NFL Game Pass comes complete with full DVR controls to allow pause, rewind and replay live capabilities and archived game action from the 2015 NFL season. For more information on NFL Game Pass, visit **NFL.com/GamePass**.

MOBILE APPLICATIONS: NFL Digital Media has created the ultimate VIP experience for on-the-go fans using NFL Mobile from Verizon as well as two new Super Bowl 50-themed apps:

- ***NFL MOBILE FROM VERIZON:*** With NFL Mobile from Verizon, Verizon customers can access live streaming video on their smartphone of the Super Bowl 50 broadcast on CBS, the 2016 Pro Bowl on ESPN, and a 24/7 live stream of NFL Network which includes exclusive Super Bowl content. NFL Mobile from Verizon also provides access to NFL Game Pass which offers subscribers every play of the entire 2015 NFL regular season and postseason, commercial-free, complete with DVR controls (*after the game has aired on television*). Super Bowl 50 will be available on Game Pass immediately after the game concludes.

To download NFL Mobile from Verizon, visit NFL.com/Mobile.

- ***ON-SITE SUPER BOWL 50 APPS:*** In addition to NFL Mobile's daily news coverage of Super Bowl, including a 24/7 live stream of NFL Network, the new ***ROAD TO 50*** app was built exclusively for fans in the San Francisco Bay Area was for Super Bowl 50. *ROAD TO 50* will showcase all of the Super Bowl celebrations in the local area and help fans celebrate the history of the big game. It includes a comprehensive schedule so fans can find details and explore maps for Super Bowl events at NFL Experience Driven by Hyundai, the 50th Mile, Super Bowl City presented by Verizon and more. The *ROAD TO 50* app will be home to Fan Mobile Pass. By registering for Fan Mobile Pass and checking-in at specified activations, fans can collect badges, unlock exclusive Super Bowl content and be entered for a chance to win Super Bowl 50 tickets. The app allows fans to add events to their calendars, share via social media, and stay in touch with all of the happenings around the city with location-based alerts. *The ROAD TO 50* app can be



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downloaded by visiting NFL.com/SBApp or the app store on Windows 8.1+, iOS, and Android smartphones.

- **SUPER BOWL STADIUM APP:** The *SUPER BOWL STADIUM APP* is a must-have for any fan going to the big game. The *SUPER BOWL STADIUM APP* will enrich every fan's Super Bowl 50 experience from before kickoff until the last piece of confetti falls in Levi's Stadium. Before the game, fans can use the app to explore transportation options and events at GameDay Fan Plaza Presented by SAP. During the game, fans can use the app to watch Super Bowl commercials, watch instant replays from four different camera angles and explore interactive stadium maps. The *SUPER BOWL STADIUM APP* can be downloaded by visiting NFL.com/SBApp, the iOS and Android app store and through NFL Mobile on Windows 8.1+ devices.

SOCIAL MEDIA INTEGRATIONS: Whether they are on-site in San Francisco or on the couch at home, NFL fans and social media enthusiasts alike can immerse themselves in Super Bowl 50 culture from their preferred mobile devices. Fans can find behind-the-scenes photos and uniquely packaged video content across YouTube, Twitter, Vine, Facebook, and Instagram. Join the conversation by using the big game's official hashtag, **#SB50**, and check out Snapchat NFL Live Stories on Opening Night and Super Bowl 50.

On game day, the Super Bowl Live Story will provide an inside look at the excitement and celebrations surrounding Super Bowl 50, from the grounds crew preparing the field, to the fan activities around the Bay Area, to the celebrations of victory both on the field and in the stands. In addition, a first-of-its-kind "Super Bowl Worldwide" Live Story will highlight unique fan-submitted perspectives from around the world, giving fans the opportunity to share their own Super Bowl viewing experiences.

On Twitter, the NFL launched Twitter emojis for #Broncos, #KeepPounding, and #SB50. Additionally, a Twitter Video Q&A will be featured at Opening Night, allowing fans to tweet questions to the @NFL using #OpeningNightFan. Fans can follow @NFL, @NFLNetwork and @superbowl for coverage throughout the week.

On Super Bowl Sunday, the NFL will be engaging with audiences new to the sport on Twitter by encouraging fans to ask their football-related questions using #NFLRookie. New fans around the world will be able to Tweet their questions about the game, the rules, and the Panthers and the Broncos in three different languages - English, Spanish or Portuguese - and get direct answers from the @SuperBowl handle.

Other Super Bowl 50 social media activities include:

- **THE HUDDLE:** Stop by *The Huddle*, the NFL's social media command center, in Super Bowl City and witness how all things NFL social media come to life. Hang out with athletes and celebrities visiting the NFL Network, NFL.com and NFL Now sets and watch them give their take on the latest trending topics—from Brady to Bieber.



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Want to see your official NFL selfie on the Super Bowl big board? Check out *The Huddle's* photo booth and give us your best game face. And when you're done, make sure to scope out all the latest social news, memes and GIFs on NFL Facebook, Twitter, Instagram, Snapchat and Vine, as the NFL Social Team will be hard at work in the background.

- **THE WALTER PAYTON MAN OF THE YEAR, Presented by Nationwide:** Throughout the season, NFL social media has celebrated previous and current nominees for the prestigious *The Walter Payton Man of the Year, presented by Nationwide*. Be sure to follow @NFL on Facebook, Twitter and Instagram, for vignettes, articles and videos surrounding this year's finalists: New York Giants quarterback Eli Manning, San Francisco 49ers wide receiver Anquan Boldin and New Orleans Saints tight end Benjamin Watson.

NFL.COM & SUPERBOWL.COM: The official websites of the NFL and Super Bowl 50 commemorate this moment in history by featuring analysis and exclusive multimedia content accessible across all platforms.

NFL Media's award-winning team of columnists, analysts and writers including **Judy Battista**, **Jeffri Chadiha** and **Michael Silver**, Super Bowl-winning coach **Brian Billick**, and *Around The NFL* writers **Gregg Rosenthal**, **Dan Hanzus**, **Conor Orr**, **Marc Sessler** and **Chris Wesseling** will cover Super Bowl 50 from all angles leading up to the game between the Panthers and Broncos.

Fans will be able to watch *Super Bowl Opening Night* on **Monday, February 1**, NFL Commissioner **Roger Goodell's** annual Super Bowl press conference on **Friday, February 5**, and access a live feed from NFL Network on NFL.com.

Exclusive features available on NFL.com and SuperBowl.com include:

- **SUPER BOWL COMMERCIALS:** NFL.com, SuperBowl.com, the NFL app on Xbox One, Windows 10, NFL Mobile from Verizon, Apple TV, and other connected devices will post all of the Super Bowl commercials once they have aired on the television broadcast and will update throughout the big game. Fans can view, rate (thumbs up or down), comment, and sort the commercials by quarter by visiting **NFL.com/SuperBowlCommercials**.
 - To view the commercials from Super Bowl XLIX
 - NFL.com/superbowl/49/commercials
 - To view the commercials from Super Bowl XLVIII
 - NFL.com/superbowl/48/commercials
 - To view the commercials from Super Bowl XLVII
 - NFL.com/superbowl/47/commercials
 - To view the commercials from Super Bowl XLVI
 - NFL.com/superbowl/46/commercials



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- **MVP VOTING:** During the fourth quarter, fans will be able to vote for the Super Bowl 50 MVP online and on web-enabled mobile devices at NFL.com. The fan vote counts as 20% of the overall vote, with the remaining 80% determined by the media. Visit NFL.com/MVP for more details.
- **ROAD TO THE SUPER BOWL:** The road to the Super Bowl is paved with great plays, adversity and season-defining moments. NFL Media's *Road to the Super Bowl* offers fans a look at the each playoff team's journey from Week 1 of the regular season to Super Bowl 50. Start from day one of your playoff picks' season by going to NFL.com/roadtosuperbowl. NFL Media's *Road to the Super Bowl* is presented by Hyundai
- **GREATEST SUPER BOWL OF ALL TIME:** Vote to determine the holy grail of Super Bowls with NFL.com's *Greatest Super Bowl of All Time*. A panel of experts including **Gil Brandt** and **Elliot Harrison** created a list of 32 Super Bowls to choose from, and fans will be able to watch highlights of each game and vote through the rounds to determine which match is No. 1. The winner will be revealed on **Friday, January 29**. Visit NFL.com/greatestsuperbowl for more information. NFL.com's *Greatest Super Bowl of All Time* is sponsored by Home Depot.
- **NFL FAN PASS:** The ultimate insider pass to all things NFL, NFL Fan Pass provides a unique way to experience Super Bowl 50 with unparalleled access leading up to and during the big game. Visit NFL.com/fanpass for exclusive interviews with your favorite players, a behind-the-scenes look at San Francisco's biggest Super Bowl attractions and more. NFL Fan Pass highlights during Super Bowl week include:
 - **Red Carpet Style** - NFL Media's **Akbar Gbajabiamila** and **Megan Collins**, founder of StyleGirlfriend.com recap the hottest fashion from the NFL's biggest stars on the red carpet at *NFL Honors*.
 - **Fan Pass at Radio Row** - Pro Bowl DE **Gerald McCoy**, Colts Punter **Pat McAfee** and other NFL stars take over hosting duties and ask the NFL's biggest names the questions only they can ask.
- **SUPER BOWL 50 VIDEO CHANNEL:** All Super Bowl, all the time. The Super Bowl video channel includes content from NFL Network and NFL Digital Media produced throughout the 2015 NFL regular season leading up to Super Bowl 50. From lost footage of Super Bowl I to highlights from the NFL's "Honor Roll" initiative celebrating the high schools of Super Bowl winners, the NFL Super Bowl Video Channel Presented by Bud Light brings fans all of the compelling Super Bowl related video from the past forty-nine years.
- **YOUR VIEWER'S GUIDE TO SUPER BOWL 50:** From incredible catches, to the commercials, to family traditions, fans at any age and every level of fandom look forward to Super Bowl. NFL Digital Media takes a 360 degree look at the Super Bowl by creating a casual fans guide that touches on the Xs & Os and the ancillary traditions. For a simple and succinct break down of the teams and players participating, NFL analysts will use short FAQs, creative infographics, editorials, and photos. This hub will also feature fan-favorite commercials from over the years as well as the opportunity for guest celebrity bloggers that discuss their favorite football recipes, party tips, etc.



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- **SUPER BOWL DEBATE:** Throughout the playoffs, NFL Media reaches out to its current roster of talent including former players such as Deion Sanders, Bucky Brooks, Maurice Jones-Drew and more to get their reactions to the hot topic of the moment. Each day, our experts debate the most talked about topics such as will this be Peyton Manning's last game? Could this be the first of many Super Bowl appearances for Cam Newton? Fans will get the quick reactions and insights from the most well-known former NFL Players with *Super Bowl Debate* presented by Lexus.

Additional Super Bowl related features from NFL Digital Media include the following:

NFL GAME PASS: NFL Media's **NFL Game Pass** offers every play of the entire 2015 NFL regular season and postseason online, via mobile, Xbox One and other connected platforms in HD and commercial-free, complete with DVR controls (*after the game has aired on television*). Super Bowl 50 will be available on NFL Game Pass immediately after the game concludes.

LIVE AUDIO: Radio broadcasts of Super Bowl 50 will be available to fans on terrestrial, satellite and digital platforms. On terrestrial, the Westwood One postseason broadcasts can be heard on nearly 500 radio stations across the country. On satellite, SiriusXM will carry the following radio broadcasts:

- Westwood One feed (SiriusXM NFL Radio – Sirius 88 / XM 88)
- Denver Broncos radio broadcast (Sirius 82 / XM 225)
- Carolina Panthers radio broadcast (Sirius 83 / XM 226)

These games will also be available on the SiriusXM App for SiriusXM satellite subscribers who also receive SiriusXM Internet Radio. Subscribers may also access news and analysis on SiriusXM's 24/7 NFL channel, SiriusXM NFL Radio (Sirius 88 / XM 88).

On digital, TuneIn Premium subscribers can listen to the home and visiting team broadcasts as well as the Westwood One national feed of Super Bowl 50 at TuneIn.com and via the TuneIn apps. Fans can also catch news and analysis on TuneIn's 24/7 NFL channel, NFL on TuneIn, which is free to all users. Game audio will also be available digitally to NFL Game Pass subscribers.

Additionally, a Spanish language radio broadcast of Super Bowl 50 will be available on ESPN Deportes. The ESPN Deportes broadcast will also be available to SiriusXM and TuneIn Premium subscribers.

PODCASTS: NFL Media will feature the following podcasts as part of the NFL NOW LIVE daily show that will also live on NFL.com and iTunes:

- **Move the Sticks Podcast**
 - **Monday, February 1:** Former NFL scouts **Daniel Jeremiah** and **Bucky Brooks** hold down the fort in Culver City and examine Super Bowl 50's key matchups and expectations.
- **R&B Podcast**



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- **Tuesday, February 2:** NFL veterans **Nate Burleson** and **Michael Robinson** break down the latest in Super Bowl 50 news and popular culture from a player's perspective.
- ***Around the NFL Podcast***
 - **Tuesday, February 2, Thursday, February 4 and Sunday, February 7:** Catch up on the major headlines and updates heading in to Super Bowl 50 with **Gregg Rosenthal**, **Dan Hanzus**, **Marc Sessler** and **Chris Wesseling**.
- ***Dave Dameshek Football Program***
 - **Wednesday, February 3 and Friday, February 5:** NFL Media's **Dave Dameshek** gives his take on the latest Super Bowl 50 news and predictions for the big game, presented by McDonald's.