



# TV NEWS ALERT: BEHIND-THE-SCENES AND LIVE TIMES SQUARE NEW YEAR'S EVE EVENT COVERAGE

## DOWNLOAD BEHIND-THE-SCENES, PRE-EVENT COVERAGE OF TIMES SQUARE 2017

Pre-New Year's Eve footage featuring the arrival and installation of the "2017" numerals atop of One Times Square; the assembly and lighting of the New Year's Eve Ball; Good Riddance Day; Confetti Test; and other preparations.

Pre-event coverage will be available via download, featuring 16 x 9 HD broadcast quality video, B-Roll footage (encoded as H.264), broadcast and web quality pre-packaged EPKs, photos and press releases.

Video content will be uploaded mid-afternoon or evening (EST) on the following dates: 12/15 (Numeral Arrival), 12/27 (Crystal Installation), 12/28 (Good Riddance Day), 12/29 (Confetti Test), 12/30 (Ball Test and Balloon Prep) and 1/4/17 (Ball Re-lighting & Raising).

**Download access** at: <http://www.timessquarenyc.org/events/new-years-eve/for-mediapress/nye-media-kit/index.aspx>

**Download Coverage Contact:** TJ Witham at 212-452-5234 ([tjwitham@timessquarenyc.org](mailto:tjwitham@timessquarenyc.org))

If you need a traditional satellite or fiber feed, please contact Shelley Kapitulik at 203-898-1501 ([shelley@splashpr.us](mailto:shelley@splashpr.us)).

---

## BROADCAST LIVE NEW YEAR'S EVE COVERAGE OF TIMES SQUARE 2017

Live coverage of the Times Square New Year's Eve festivities with exclusive panoramic views from proprietary camera locations with the ambient and natural sounds of the revelers. Highlights include the lighting and raising of the New Year's Eve Ball at 6 p.m. EST, hourly countdowns, activities engaging the revelers, AP's Year-End News video, live musical performances by Platinum-selling singer-songwriter Gavin DeGraw ("She Sets the City on Fire"), singer-songwriter Rachel Platten ("Fight Song"), Silentó ("Watch Me Whip/Nae Nae"), Don Omar, Lupillo Rivera, Luis Coronel and the inaugural *New Year, New Voices* selection, Jojo Abot, a Military Salute medley by the USO Show Troupe and Special Guest UN Secretary-General Ban Ki-moon, joined by New York City Mayor Bill de Blasio, to push the Waterford Crystal button that signals the Ball Drop. This clean, uninterrupted feed will be provided free of charge to media organizations around the world on a non-exclusive basis solely for their use in creating television programming relating to the event. Additional information, including a schedule of events and talent, is available at: <http://www.timessquarenyc.org/events/new-years-eve/index.aspx>.

## NORTH AMERICAN TIMES AND COORDINATES: NEW YEAR'S EVE LIVE COVERAGE

### 1) VIA FIBER IN HD AND SD: **Saturday, December 31, 2016; 4 pm to 12:15 a.m. EST**

The New York Switch HD: NY POOL 3  
The New York Switch SD NY POOL 2

### 2) VIA SATELLITE IN HD: **Saturday, December 31, 2016; 10:00 p.m. to 12:15 a.m. EST**

C Band: SES 3, Transponder C24 SLOT A; Orbital Position 103' West; Downlink Frequency 4166.5 VERTICAL, Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.2, DVBS 2, 8PSK

KU Band: SES 3, Transponder K1 SLOT A, Orbital Position 103' West, Downlink Frequency 11730 HORIZONTAL Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.2, DVBS 2, 8PSK

**Technical Contact:** Lenny Laxer – 917-299-0205



## **INTERNATIONAL TIMES AND COORDINATES: NEW YEAR'S EVE LIVE COVERAGE**

**VIA SATELLITE IN SD 16 X 9: Saturday December 31, 2016 11:45 p.m. to 12:15 a.m. EST (Thursday, January 1, 2017 0445-0515 GMT)**

**EUROPE:** IS 905 61/61 slot A, Orbital Slot 335.5; Downlink Frequency **10958.5 Vertical**, FEC 3 /4, Symbol Rate 6.1113; Bandwidth 9 MEG, Compression Tandberg 4:2:0, Video Standard PAL

**LATIN AMERICA:** IS 21 21C, Slot A, Orbital Slot 58' West; Downlink Frequency 4106.5 VERTICAL, FEC 3/4, Symbol Rate 6.1113, Bandwidth 9 MEG, Compression Tandberg 4:2:0, Video Standard PAL

**ASIA:** IS 805 21/21 CHANNEL H, Orbital Slot 169' East; Downlink Frequency 3776.5 Horizontal, FEC 3/4, Symbol Rate 26.48, Bandwidth 9 MEG, Video Standard PAL

**AFRICA/MIDEAST:** IS 20 LM19C, Slot C, Orbital Slot 68.5' East; Downlink Frequency 4124.25 HORIZ, FEC 3/4, Symbol Rate 6.1113, Bandwidth 9 MEG, Compression Tandberg 4:2:0, Video Standard PAL

**Technical Contact:** Lenny Laxer – 917-299-0205

---

## **EMBED LIVE COMMERCIAL-FREE NEW YEAR'S EVE WEBCAST OF TIMES SQUARE 2017**

Webcast hosts Allison Hagendorf and Jonathan Bennett, along with correspondents Andrea Boehlke and Jeremy Hassell, will provide live, commercial-free, webcast coverage of the festivities leading up to the Ball Drop at midnight including backstage access, behind-the-scenes stories and interviews with revelers, performers and other celebrities. Additional highlights include the lighting and raising of the New Year's Eve Ball at 6 p.m. EST, hourly countdowns, activities engaging the revelers, AP's Year-End News video, live musical performances by Platinum-selling singer-songwriter Gavin DeGraw ("She Sets the City on Fire"), singer-songwriter Rachel Platten ("Fight Song"), Silentó ("Watch Me Whip/Nae Nae"), Don Omar, Lupillo Rivera, Luis Coronel and the inaugural *New Year, New Voices* selection, Jojo Abot, a Military Salute medley by the USO Show Troupe and Special Guest UN Secretary-General Ban Ki-moon, joined by New York City Mayor Bill de Blasio, to push the Waterford Crystal button that signals the Ball Drop.

The Webcast will begin at 6:00 p.m. EST on December 31, 2016 and end at 12:15 a.m. EST on January 1, 2017. The show will be available at [TimesSquareNYC.org](http://TimesSquareNYC.org), [TimesSquareBall.net](http://TimesSquareBall.net) and [Livestream.com/2017](http://Livestream.com/2017).

Additionally, the event organizers are inviting digital media outlets, bloggers and webmasters to embed the live commercial-free Times Square 2017 webcast to enhance New Year's Eve content on their own sites.

Additional information, including embedding details, is available on the Web at: <http://livestream.com/2017> or <http://timessquarenyc.org/events/new-years-eve/webcast/index.aspx>.

---

## **OFFICIAL TIMES SQUARE 2017 MOBILE APP FREE FOR APPLE AND ANDROID DEVICES**

Watch the live New Year's Eve webcast described above on your mobile device anywhere in the world by downloading the **Times Square Ball App** for free via Google Play and Apple's App Store. The webcast may also be viewed by going to [TimesSquareNYC.org](http://TimesSquareNYC.org) or [TimesSquareBall.net](http://TimesSquareBall.net) on your mobile browser. Times Square New Year's Eve mobile viewing information available at: <http://www.timessquarenyc.org/events/new-years-eve/app/index.aspx>.



For more information on satellite/fiber feeds, please contact Shelley Kapitulik at 203-898-1501 ([shelley@splashpr.us](mailto:shelley@splashpr.us)).  
Media and Press information on the event is at: <http://www.timessquarenyc.org/events/new-years-eve/for-mediapress/index.aspx>.

###