



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

### BEHIND-THE-SCENES, PRE-EVENT COVERAGE OF TIMES SQUARE 2026

Pre-New Year's Eve footage featuring the arrival and installation of the "2026" numerals atop of One Times Square, testing of the New Year's Eve Ball, Good Riddance Day, Confetti Test, the Wishing Wall 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: December 1 (Wishing Wall), December 18 (Numeral Arrival), December 26 (Numeral Installation atop One Times Square), December 27 (Crystal Installation), December 28 (Good Riddance Day), December 29 (Confetti Test) and December 30 (Ball Test and Balloon Preparation).

Download access at: <https://timessquareball.net/press/>.

### FEED #1: BROADCAST LIVE NEW YEAR'S EVE COVERAGE OF TIMES SQUARE 2026

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. Highlights include the lighting and raising of the New Year's Eve Ball at 6 p.m. EST, hourly countdowns, live musical performances by B.o.B ("Airplanes," "Nothin' On You" and new song "Incwadi"), Tones and I ("Gone Gone Gone," "Fly Away," "Dance Monkey" and John Lennon's "Imagine" just before midnight), a performance by New York dance group AGNEW, and the Mayor of New York City pushing the crystal button that signals the Ball Drop at midnight.

Special programming presented by America250 will include a performance of the National Anthem by Jenn O'Hagan and a special kick-off of America's 250<sup>th</sup> Anniversary Year with patriotic nonpartisan imagery leading into Ray Charles' inspirational singing of "America The Beautiful" accompanied by the first ever post-midnight second tidal wave of 2,000 pounds of red, white, and blue confetti and the U.S. flag revealed completely taking over the One Times Square building top to bottom with the Numerals 2026 lit up in red, white, and blue and America250 displayed on the Ball atop the building.

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 and streaming programming relating to the event. Additional information, including a schedule of events and talent, is available at [tsq.org/nye](http://tsq.org/nye).

### **NORTH AMERICAN TIMES AND COORDINATES:**

#### **1) VIA FIBER IN HD 1080i/59.94: Wednesday, December 31, 2025; 4:00 pm to 12:15 a.m. EST**

The New York Switch HD: NY Pool 1. Please note that from 4:00pm – 5:55pm color bars and tone with a Times Square identifier will be broadcast. Program will begin at 6:00pm.

#### **2) VIA SATELLITE IN HD 1080i/59.94: Wednesday, December 31, 2025; 10:00 p.m. to 12:15 a.m. EST**

C Band: G-36 24C Slot A; Downlink Frequency 4166.5 Horizontal; SYM 7.5; FEC 3 / 4; DVBS2 8PSK MPEG 4; Pilots Off, 20% Rolloff

KU Band: SES-2 / 01K / A9; 11733.5 Horizontal; SYM 7.5; FEC 3 / 4; DVBS2 8PSK MPEG 4; Pilots Off, 20% Rolloff

#### **INTERNATIONAL TIMES AND COORDINATES:**

- 1) VIA FIBER IN HD 1080i/59.94: Wednesday, December 31, 2025; 11:45 p.m. to 12:15 a.m. EST (Thursday, January 1, 2026; 0445-0515 GMT)**

SES 7 (BT Tower)

- 2) VIA SATELLITE IN HD 1080i/50: Wednesday, December 31, 2025; 11:45 p.m. to 12:15 a.m. EST (Thursday, January 1, 2026; 0445-0515 GMT)**

EUROPE: IS-20/EF 34K MCPC CH.100; Downlink Frequency 12,682 Horizontal; SYM 30; FEC 3 / 4; DVBS2 QPSK; Pilots Off, 20% Rolloff

LATIN AMERICA: IS-34 18C Slot C; Downlink Frequency 4099.5 Horizontal; SYM 7.5; FEC 3 / 4; DVBS2 8PSK MPEG 4; Pilots Off, 20% Rolloff

ASIA: AS5 TXP C8H/ AS5 C8H 3 CH 9B; Downlink Frequency 3906.5 Horizontal; SYM 7.5; FEC 3 / 4; DVBS2 8PSK MPEG 4; Pilots Off, 20% Rolloff

MIDDLE EAST: E7B TXP F06 (2)/ F06 / A9; Downlink Frequency 12,676.83 Vertical; SYM 7.5; FEC 3 / 4; DVBS2 8PSK MPEG 4; Pilots Off, 20% Rolloff

**Technical Contact (North America and International Feeds): Lenny Laxer – 917-299-0205**

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#### **EMBED LIVE COMMERCIAL-FREE NEW YEAR'S EVE WEBCAST OF TIMES SQUARE 2026**

[tsq.org/webcast](http://tsq.org/webcast)

Times Square New Year's Eve host Jonathan Bennett, with co-host Jeremy Hassell and street correspondents, will provide live, commercial-free, webcast coverage of the festivities including the lighting and raising of the New Year's Eve Ball at 6 p.m. EST, hourly countdowns, live musical performances by B.o.B ("Airplanes," "Nothin' On You" and new song "Incwadi"), Tones and I ("Gone Gone Gone," "Fly Away," "Dance Monkey" and John Lennon's "Imagine" just before midnight), a performance by New York dance group AGNEW, and the Mayor of New York City pushing the crystal button that signals the Ball Drop at midnight.

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Information about this commercial-free webcast, including a schedule of events and talent, is available at [tsq.org/nye](http://tsq.org/nye).

The Webcast will begin at 6:00 p.m. EST on December 31, 2025, and end at 12:15 a.m. EST on January 1, 2026. The show, which also offers mobile friendly viewing, will be available at [TimesSquareBall.TimesSquareNYC.org](http://TimesSquareBall.TimesSquareNYC.org), and <https://www.balldropshere.com/>.

Event organizers invite digital media outlets, bloggers and webmasters to embed the live, commercial-free Times Square 2026 webcast to enhance New Year's Eve content on their websites and social media channels.

Additional information, including embedding details and an additional feed that is available with open captions and American Sign Language (ASL) interpretation, is available at [tsq.org/webcast](http://tsq.org/webcast).

Please note – the webcast will also be streamed via Facebook Live video at [facebook.com/timessquarenyc](http://facebook.com/timessquarenyc). Digital media outlets, bloggers and webmasters are invited to share this video stream, crediting Times Square Alliance.

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For more information on satellite/fiber feeds, please contact Shelley Kapitulik-Jaye at 203-898-1501 ([shelley@splashpr.us](mailto:shelley@splashpr.us)). Media and Press information on the event is available at [Tsq.org/nyepress](http://Tsq.org/nyepress).