



# 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 2018:**

Pre-New Year's Eve footage featuring the arrival and installation of the "2018" 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:

December 13 (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://www.timessquarenyc.org/times-square-new-years-eve/media-press/media-kitpress-eventspress-releases>.

**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)).

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## **BROADCAST LIVE NEW YEAR'S EVE COVERAGE OF TIMES SQUARE 2018:**

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 Multi-Platinum pop artist Andy Grammer ("Honey, I'm Good," "Good To Be Alive," "Smoke Clears," "Fresh Eyes" and John Lennon's "Imagine") and Country music singer and songwriter Lauren Alaina ("Road Less Traveled," "What Ifs" and Katy Perry's "Firework"), a Military Salute medley by the USO Show Troupe, dance performance by the Kinjaz, and Tongliang Athletics Dragon Dance from Chongqing China. Special Guest Tarana Burke (Me Too Movement and Just Be Inc. Co-Founder) will join the Mayor of New York City 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, is available at: <https://www.timessquarenyc.org/times-square-new-years-eve/nye-live-schedule>.

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

**1) VIA FIBER IN HD 1080i/59.94: Sunday, December 31, 2017; 4 p.m. to 12:15 a.m. EST**

**The New York Switch IN HD:** NY POOL 3

**2) VIA SATELLITE IN HD 1080i/59.94: Sunday, December 31, 2017; 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, DVB S2, 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, DVB S2, 8PSK

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



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

**VIA SATELLITE IN HD 1080i/50: Sunday December 31, 2017 11:45 p.m. to 12:15 a.m. EST (Monday, January 1, 2018 0445-0515 GMT)**

**EUROPE:** IS 905 61/61 slot A, Orbital Slot 335.5' East; Downlink Frequency 10958.5 Vertical, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.2, DVB S2 , 8PSK

**LATIN AMERICA:** IS 21 19C, Slot A, Orbital Slot 302' East; Downlink Frequency 4066.4 Vertical, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.2, DVB S2 , 8PSK

**ASIA:** IS 805 15/15 Slot D, Orbital Slot 169' East; Downlink Frequency 4065.5 Vertical, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.2, DVB S2 , 8PSK

**AFRICA/MIDEAST:** IS 20 LM03C, Slot F, Orbital Slot 68.5' East; Downlink Frequency 3813.74 Horizontal, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.2, DVB S2 , 8PSK

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

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**EMBED LIVE COMMERCIAL-FREE NEW YEAR'S EVE WEBCAST OF TIMES SQUARE 2018**

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 Multi-Platinum pop artist Andy Grammer ("Honey, I'm Good," "Good To Be Alive," "Smoke Clears," "Fresh Eyes" and John Lennon's "Imagine") and Country music singer and songwriter Lauren Alaina ("Road Less Traveled," "What Ifs" and Katy Perry's "Firework"), a Military Salute medley by the USO Show Troupe, dance performance by the Kinjaz, and Tongliang Athletics Dragon Dance from Chongqing China. Special Guest Tarana Burke (Me Too Movement and Just Be Inc. Co-Founder) will join the Mayor of New York City to push the Waterford Crystal button that signals the Ball Drop.

The Webcast will begin at 6:00 p.m. EST on December 31, 2017 and end at 12:15 a.m. EST on January 1, 2018. The show will be available at [TimesSquareNYC.org](http://TimesSquareNYC.org), [TimesSquareBall.net](http://TimesSquareBall.net) and [livestream.com/2018](http://livestream.com/2018).

Additionally, the event organizers are inviting digital media outlets, bloggers and webmasters to embed the live commercial-free Times Square 2018 webcast to enhance New Year's Eve content on their own sites.

Additional information, including embedding details, is available on the Web at [livestream.com/2018](http://livestream.com/2018) or <http://timessquarenyc.org/events/new-years-eve/webcast/index.aspx>.

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**OFFICIAL TIMES SQUARE 2018 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: <https://www.timessquarenyc.org/times-square-new-years-eve/nye-live-webcast>.

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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: <https://www.timessquarenyc.org/times-square-new-years-eve/media-press>.

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