

NBCUniversal

ATTN: PROGRAM DIRECTOR

RE: LAW & ORDER: SVU 2014/15 BROADCAST SEASON

PATHFIRE PITCH INFORMATION-STANDARD DEFINITION AND HIGH DEFINITION

This Series in Standard and High Definition is available via **PATHFIRE** only. Each pitch occurs two working days prior to your scheduled telecast date. These pitches occur only on weekdays, Thursday through Wednesday. For example the Program scheduled to be telecast on Monday 9/22/14 will be pitched the previous Thursday (9/18/14), and the Program scheduled to be telecast on Tuesday 9/23/14 will be pitched the previous Friday (9/19/14) and so on.

There will be one daily **PATHFIRE** pitch for your telecast. These pitches will be delivered by 12Midnight Eastern effective Thursday 9/18/14 (Friday Morning), your content will be located in the PPS (Pathfire Program Source) folder. Should you experience any difficulty with your pitch, please call Production Masters Inc. directly at (412) 281-5900.

PITCH

PATHFIRE PPS FOLDER

DAILY EFFECTIVE 9/18/14

12 MIDNIGHT

BOTH HD AND SD VERSIONS WILL BE FOUND IN THIS FOLDER

If you down convert this 16 x 9 High Definition Pitch to 4 x 3 Standard Definition please be sure to convert letter boxed only for seasons 7 and on, these are not Center Cut Extractable, seasons 1 through 6 are Center Cut Extractable.

In the event your station requires a tape in Standard Definition only, call (412) 355-0753, the one-hour Program will be shipped to you overnight collect. Within 24 hours after telecast, the tapes must be returned pre-paid to PMI 202 Fifth Avenue, Pittsburgh, PA 15222.

LAW & ORDER: SPECIAL VICTIMS UNIT 14/15 (PAGE TWO)

DOUBLE RUN

There will be one daily **PATHFIRE** pitch for your Double Run telecast. These pitches will be delivered by 12Midnight Eastern effective Thursday 9/18/14 (Friday Morning), your content will be located in the PPS (Pathfire Program Source) folder. Should you experience any difficulty with your pitch, please call Production Masters Inc. directly at (412) 281-5900.

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TV RATINGS/V-CHIP INFORMATION

All episodes are available with a ratings icon found at the top left side of the picture during the first 15 seconds of the program. All Standard Definition episodes will also be encoded with this same rating on line 21, field two, all High Definition episodes will also be encoded on line 9 for viewers with V-Chip television capabilities. This rating information can be found at the end of this letter.

CLOSED CAPTIONS

All episodes are available with closed captioning. All videotapes and satellite feeds will have the closed captioning encoded on line 21 of the video for Standard Definition and line 9 for High Definition.

PROMOTIONAL MATERIAL

Generic promo information will be sent under separate cover.

If you should require additional promotional material, or if you should have any questions please contact Aldo Palma, NBC Universal (818) 777-0405 e-mail: aldo.palma-saracho@nbcuni.com or Sean Kennedy, NBC Universal (412) 355-0753, e-mail: sean.kennedy@nbcuni.com.