



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 2020:

Pre-New Year's Eve footage featuring the arrival and installation of the "2020" numerals atop of One Times Square; the assembly and lighting 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, social media shareables, photos and press releases.

Video content will be uploaded mid-afternoon or evening (EST) on the following dates:

December 2 (Wishing Wall), December TBD (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).

NEW for 2020, the event will be providing social media-ready content for media outlets, webmasters, bloggers and influencers including photos and short videos with background music and captions. #BallDrop @TimesSquareNYC (Facebook) @TimesSquareNYC (Instagram) @TimesSquareNYC (Twitter)

Download information and links: <https://www.timessquarenyc.org/times-square-new-years-eve/media-press/media-kitpress-eventspress-releases>.

Download Coverage Contact: Shelley Kapitulik at 203-898-1501 (shelley@splashpr.us).

BROADCAST LIVE NEW YEAR'S EVE COVERAGE OF TIMES SQUARE 2020:

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-in-review video, live musical performances (artists TBA), a Military Salute medley by the USO Show Troupe and special guests (TBA) 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 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 1080i/59.94: Tuesday, December 31, 2019; 4 p.m. to 12:15 a.m. EST

The New York Switch IN HD: Information TBA

2) VIA SATELLITE IN HD 1080i/59.94: Tuesday, December 31, 2019; 10:00 p.m. to 12:15 a.m. EST

C Band: Information TBA

KU Band: Information TBA

Technical Contact: Lenny Laxer – 917-299-0205



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

VIA SATELLITE IN HD 1080i/50: Tuesday, December 31, 2019; 11:45 p.m. to 12:15 a.m. EST (Wednesday, January 1, 2019; 0445-0515 GMT)

EUROPE: Information TBA

LATIN AMERICA: Information TBA

ASIA: Information TBA

AFRICA/MIDEAST: Information TBA

BT TOWER: Information TBA

Technical Contact: Lenny Laxer – 917-299-0205

EMBED LIVE COMMERCIAL-FREE NEW YEAR'S EVE WEBCAST OF TIMES SQUARE 2020

Times Square New Year's Eve host and street correspondents (TBA) will provide live, commercial-free, webcast coverage of the festivities leading up to the Ball Drop at midnight including 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-in-review video, live musical performances (artists TBA), a Military Salute medley by the USO Show Troupe and special guests (TBA) 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 content 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>.

The Webcast will begin at 6:00 p.m. EST on December 31, 2019 and end at 12:15 a.m. EST on January 1, 2020. The show, which also offers mobile friendly viewing, will be available at TimesSquareNYC.org, TimesSquareBall.net and livestream.com/2020.

Additionally, the event organizers are inviting digital media outlets, bloggers and webmasters to embed the live commercial-free Times Square 2020 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/2020 or <http://timessquarenyc.org/events/new-years-eve/webcast/index.aspx>.

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

For more information on satellite/fiber feeds, please contact Shelley Kapitulik at 203-898-1501 (shelley@splashpr.us). Media and Press information on the event is at: <https://www.timessquarenyc.org/times-square-new-years-eve/media-press>.