



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 2021

Pre-New Year's Eve footage featuring the arrival and installation of the "2021" 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, photos and press releases.

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

December TBD (Wishing Wall), December 21 (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 2021

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 (artists TBA), special guests and the pushing of the Waterford Crystal button that signals the Ball Drop at midnight.

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, will be available in the coming weeks at: <http://www.timessquarenyc.org/events/new-years-eve/index.aspx>.

NORTH AMERICAN FEED:

VIA FIBER IN HD 1080i/59.94: Thursday, December 31, 2020; 4 p.m. to 12:15 a.m. EST

VIA SATELLITE IN HD 1080i/59.94: Thursday, December 31, 2020; 10:00 p.m. to 12:15 a.m. EST

INTERNATIONAL FEED:

VIA SATELLITE IN HD 1080i/50: Thursday, December 31, 2020; 11:45 p.m. to 12:15 a.m. EST (Friday, January 1, 2021; 0445-0515 GMT)

Complete technical information will be available in the coming weeks at: <https://www.timessquarenyc.org/times-square-new-years-eve/media-press/new-years-eve-pool-feed-information>.

EMBED LIVE COMMERCIAL-FREE NEW YEAR'S EVE WEBCAST OF TIMES SQUARE 2021

<http://timessquarenyc.org/events/new-years-eve/webcast/index.aspx>

Times Square New Year's Eve host Jonathan Bennett and street correspondents will provide live, commercial-free, webcast coverage of the festivities leading up to the Ball Drop at midnight including the lighting and raising of the New Year's Eve Ball at 6 p.m. EST, hourly countdowns, live musical performances (artists TBA), special guests, and the pushing of the Waterford Crystal button that signals the Ball Drop at midnight.

Additional information about this commercial-free webcast, including a schedule of events and talent, will be available in the coming weeks at: <http://www.timessquarenyc.org/events/new-years-eve/index.aspx>.

The Webcast will begin at 6:00 p.m. EST on December 31, 2020 and end at 12:15 a.m. EST on January 1, 2021. The show, which also offers mobile friendly viewing, will be available at TimesSquareNYC.org, TimesSquareBall.net and livestream.com/2021.

Additionally, the event organizers are inviting digital media outlets, bloggers and webmasters to embed the live, commercial-free Times Square 2021 webcast to enhance New Year's Eve content on their own websites and social media channels.

Additional information, including embedding details, is available on the Web at livestream.com/2021 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>.