



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 2025

Pre-New Year's Eve footage featuring the arrival and installation of the "2025" 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 3 (Wishing Wall), December 18 (Numeral Arrival), December 19 (New Crystal Display), December 26 (Numeral Installation), 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 2025

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 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 and streaming 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 TIMES AND COORDINATES:

1) VIA FIBER IN HD 1080i/59.94: Tuesday, December 31, 2024; 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: Tuesday, December 31, 2024; 10:00 p.m. to 12:15 a.m. EST

C Band: Galaxy 36 24C Slot A @ Orbital Position 89' West; Downlink Frequency: 4,166.5 Horizontal Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.5, DVB S2, 8PSK

KU Band: SES 2 K1 SLOT A @ Orbital Position 87' West; Downlink Frequency: 11,733.500 Horizontal Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.5, DVB S2, 8PSK

INTERNATIONAL TIMES AND COORDINATES:

1) VIA FIBER IN HD 1080i/59.94: Tuesday, December 31, 2024; 11:45 p.m. to 12:15 a.m. EST (Wednesday, January 1, 2025; 0445-0515 GMT)

HD/SES 7- BT (pickup at BT Tower)

2) VIA SATELLITE IN HD 1080i/50: Tuesday, December 31, 2024; 11:45 p.m. to 12:15 a.m. EST (Wednesday, January 1, 2024; 0445-0515 GMT)

EUROPE: E7B Transponder F06 (2) A9 @ Orbital Slot 7' East Downlink Frequency: 12,676.83 Vertical Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.5, DVB S2, 8PSK

LATIN AMERICA: IS-34 19C Slot A @ Orbital Slot 304.5' East; Downlink Frequency: 4121.5 Vertical Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.5, DVB S2, 8PSK

ASIA: AS5 Transponder C8H CH9B @ Orbital Slot 100.5' East Downlink Frequency: 3,906.5 Horizontal Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.5, DVB S2, 8PSK

AFRICA/MIDEAST: IS-20 LM06C Slot B @ Orbital Slot 68.5' East; Downlink Frequency: 3,836.5 Vertical Bandwidth 9 MEG, MPEG 4, FEC 3 / 4, SYMBOL RATE 7.5, DVB S2, 8PSK

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

EMBED LIVE COMMERCIAL-FREE NEW YEAR'S EVE WEBCAST OF TIMES SQUARE 2025

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

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 (artists TBA), special guests and the Ball Drop at midnight.

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, 2024, and end at 12:15 a.m. EST on January 1, 2025. The show, which also offers mobile friendly viewing, will be available at TimesSquareNYC.org, and <https://www.balldropshere.com/>.

Event organizers invite digital media outlets, bloggers and webmasters to embed the live, commercial-free Times Square 2025 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, will be available on the Web at <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 Times Square Alliance.

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