



NOMINEES FOR THE 31st ANNUAL SPORTS EMMY® AWARDS ANNOUNCED AT IMG WORLD CONGRESS OF SPORTS

**Winners to be Honored During the April 26th Ceremony
At Frederick P. Rose Hall, Home of Jazz at Lincoln Center**

John Madden To Receive Lifetime Achievement Award

Los Angeles, CA – March 18, 2010 - The National Academy of Television Arts and Sciences (NATAS) today announced the nominees for the 31st Annual Sports Emmy® Awards at the IMG World Congress of Sports at the JW Marriott at L.A. Live in Los Angeles, California. Steve Ulrich, Executive Director, Sports Emmy® Awards was joined by Ross Greenburg, President of HBO Sports and Ed Goren, President, FOX Sports in making the announcement.

At the 31st Annual Sports Emmy® Awards, winners in 32 categories including outstanding live sports special, live series, sports documentary, studio show, promotional announcements, play-by-play personality and studio analyst will be honored. The Awards will be given out at the prestigious Frederick P. Rose Hall, Home of Jazz at Lincoln Center located in the Time Warner Center on April 26th, 2010 in New York City.

In addition, John Madden, legendary sports broadcaster, will receive this year's Lifetime Achievement Award that evening. "John Madden's larger-than-life talent," said Ulrich, "has extended far beyond the NFL broadcast booth. He's influenced how we watch, how we talk, and how we feel about pro football."

John Madden, a member of the Pro Football Hall of Fame and the most honored NFL broadcaster of all time, retired from television broadcasting in 2009 after 30 years calling games for every television network. Madden, who has won an unprecedented 16 Emmy Awards for Outstanding Sports Analyst/Personality, and is known by football fans nationwide for his ability to analyze the details of the game with wit, candor and an inimitable style.

“John Madden was the best analyst in the history of the National Football League and, in my opinion, the best analyst of any kind in sports television history,” said Dick Ebersol, Chairman, NBC Universal Sports & Olympics. “John is much more than a football legend, he’s an American icon. He is the only sports television talent who resonates across all ages – kids grow up today playing his video game and watching him on TV, as their fathers grew up watching him on NFL sidelines every Sunday as the head coach with the best winning percentage in league history.”

Madden now serves as the Special Advisor to Commissioner Roger Goodell of the National Football League. He advises the Commissioner on matters pertaining to the game, including competitive issues, coaching and personnel development, technological innovations, player safety and the Pro Football Hall of Fame.

Prior to joining the broadcasting ranks, Madden had an outstanding career as head coach of the NFL's Oakland Raiders. In 2006, he was inducted into the Pro Football Hall of Fame in recognition of his distinguished coaching career. Madden guided the Raiders to an overall record of 103-32-7, leading the team to seven AFC Western Division titles and a victory over the Minnesota Vikings in Super Bowl XI. His .750 winning percentage is the best of any head coach in NFL history.

Madden’s EA Sports video game “Madden NFL Football” is the No. 1 selling sports video game of all-time with more than 60 million copies sold since its release in 1989. He is also the author of several New York Times best-selling books: *Hey, Wait a Minute! (I Wrote a Book!)*; *One Knee Equals Two Feet (and Everything Else You Need To Know About Football)*; *One Size Doesn't Fit All*; and *All Madden*, each written with New York Times sports columnist Dave Anderson.

Born April 10, 1936 in Austin, MN., Madden was raised in Daly City, CA and now resides in Pleasanton, Calif., with his wife, Virginia. The couple has two sons.

Many of the today’s leading sports broadcasters, personalities and television professionals will be presenters at the event.

American Airlines and Grass Valley are the official sponsors of the 31st Annual Sports Emmy® Awards. Street & Smith’s *Sports Business Journal* is the exclusive magazine partner.

A breakdown of the nominees by network and platform as well as a full list of nominees compiled by the accounting firm of Lutz and Carr, LLP, New York, follows this release.

A complete list of all nominees is available at www.emmyonline.org

About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv.

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Breakdown of Multiple Program / Series Nominations

<u>Program</u>	<u>Nominations</u>	<u>Network</u>
E: 60	7	ESPN2
Inside the NFL	5	CBS / Showtime
Real Sports with Bryant Gumbel	5	HBO Sports
Hard Knocks: Training Camp with the Cincinnati Bengals	4	HBO Sports
MLB Tonight	4	MLB Network
2009 Ford Ironman World Championship	3	NBC
Grand Slam Tennis on ESPN	3	ESPN2
NBA on TNT	3	TNT
NBA Playoffs on TNT	3	TNT
Outside the Lines	3	ESPN
SportsNation	3	ESPN2
College Football on CBS	2	CBS
Inside the NBA on TNT	2	TNT
Mayweather-Marquez 24/7	2	HBO Sports
NASCAR on FOX	2	FOX
NBC Sunday Night Football	2	NBC
NCAA Men's Basketball Championship	2	CBS
Pacquiao - Hatton 24/7	2	HBO Sports
Red Bull Air Race World Championship	2	FSN
Ted Williams	2	HBO Sports
The Indianapolis 500	2	ABC
Truth in 24	2	FX

**31st Emmy Awards for Sports
Number of Nominations by Network**

Network	Nominations
ESPN	30
HBO Sports/HBO	19
ESPN2	17
NBC	15
FOX	13
MLB Network	12
TNT	12
CBS	10
ABC	7
CBS/Showtime	5
NFL Network	5
FOX Sports Net	3
ESPN.com	3
FX	2
Showtime	2
TBS	2
Versus	2
CBS Mobile	1
CBS/ Versus	1
DIRECTV	1
ESPN Deportes	1
FOXSports.com	1
Golf Channel/PGA Tour Entertainment	1
HBO.com	1
NBCOlympics.com	1
NBCSports.com	1
NFL Network/NFL.com	1
NFL.com	1
redbullusa.com	1
Speed	1
Tennis Channel	1
TNT/ PGA.com	1

The 31st Annual Emmy Awards for Sports

Outstanding LIVE SPORTS SPECIAL

MLB on FOX: The World Series *FOX*

NBA Playoffs on TNT *TNT*

Super Bowl XLIII *NBC*

Stanley Cup Final *NBC*

The Breeders' Cup World Championship *ESPN*

The Indianapolis 500 *ABC*

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Outstanding LIVE SPORTS SERIES

College Football on CBS *CBS*

Grand Slam Tennis on ESPN *ESPN2*

NASCAR Summer Series on TNT *TNT*

NBC Sunday Night Football *NBC*

The PGA Tour on CBS *CBS*

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Outstanding LIVE EVENT TURNAROUND

2009 Bassmaster Classic

ESPN2

2009 Tour de France

CBS / Versus

**Inside the Headsets
The 25th All Star Race**

Speed
NASCAR Media Group

**Inside the PGA Tour
The Deutsche Bank Championship**

Golf Channel
PGA Tour Entertainment

The 2009 World Series of Poker Final Table

ESPN

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Outstanding EDITED SPORTS SPECIAL

2009 Ford Ironman World Championship

NBC
Ironman Productions

America's Game - The 2008 Pittsburgh Steelers

NFL Network
NFL Films

Incident At Candlestick

MLB Network

Josh Hamilton: Resurrecting the Dream

MLB Network
MLB Productions

Mayweather-Marquez 24/7

HBO Sports

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Outstanding SPORTS DOCUMENTARY

Assault in the Ring

HBO Sports
Live Star Entertainment

Ted Williams

HBO Sports

The Legend of Jimmy the Greek

ESPN

The Lost Son of Havana

ESPN Deportes

Without Bias

ESPN

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Outstanding EDITED SPORTS SERIES / Anthology

24/7

HBO Sports

Pacquiao-Hatton & Pacquiao-Cotto

30 for 30

ESPN

E: 60

ESPN2

Hard Knocks: Training Camp with the Cincinnati Bengals

HBO Sports
NFL Films

NFL Films Presents

NFL Network
NFL Films

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Outstanding STUDIO SHOW - WEEKLY

College GameDay *ESPN*

FOX NFL Sunday *FOX*

Inside the NBA on TNT *TNT*

Inside the NFL *CBS / Showtime*

MLB Network's Studio 42 with Bob Costas *MLB Network*

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Outstanding STUDIO SHOW - DAILY

Inside the NBA on TNT *TNT*

MLB Tonight *MLB Network*

Outside the Lines First Report *ESPN*

Pardon the Interruption *ESPN*

SportsCenter *ESPN*

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Outstanding SPORTS JOURNALISM

E: 60 Wanted: Fugitive	<i>ESPN2</i>
Real Sports with Bryant Gumbel Black in Bellaire	<i>HBO Sports</i>
Real Sports with Bryant Gumbel Survivor	<i>HBO Sports</i>
Real Sports with Bryant Gumbel The Inside Man	<i>HBO Sports</i>
Real Sports with Bryant Gumbel The Swim Gap	<i>HBO Sports</i>

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Outstanding SHORT FEATURE

E: 60 Glory Days	<i>ESPN2</i>
E: 60 Seeing is Believing	<i>ESPN2</i>
Inside the NFL Fighting for #62 - The Nick Reardon Story	<i>CBS / Showtime</i>
Inside the NFL Sounds of the Year	<i>CBS / Showtime</i> NFL Films
NCAA Men's Basketball Championship Willie's Full Court	<i>CBS</i>
NFL Films Presents - One Shot	<i>NFL Network</i> NFL Films

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Outstanding LONG FEATURE

E: 60 Catfish Hunters	<i>ESPN2</i>
E: 60 Coach	<i>ESPN2</i>
NCAA Men's Basketball Championship The Magic of J-Mac	<i>CBS</i>
Outside the Lines Andy Murray	<i>ESPN</i>
Outside the Lines Carry On	<i>ESPN</i>
Outside the Lines Pushing the Limits	<i>ESPN</i>

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Outstanding OPEN / TEASE

College Football on CBS Army-Navy Game	<i>CBS</i>
MLB Postseason on TBS	<i>TBS</i>
NBA All-Star Game on TNT	<i>TNT</i>
NBA Playoffs on TNT Game of Kings	<i>TNT</i>
The Masters	<i>CBS</i>

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Outstanding NEW APPROACHES SPORTS EVENT COVERAGE

CBS Mobile NCAA March Madness On Demand	<i>CBS Mobile</i>
NFL RedZone	<i>NFL Network</i>
NFL Sunday Ticket Experience on DIRECTV	<i>DIRECTV</i>
PGA Championship on TNT, PGA.com and Mobile	<i>TNT / PGA.com</i> Turner Sports
Sunday Night Football Extra	<i>NBCSports.com</i>

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Outstanding NEW APPROACHES SPORTS PROGRAMMING

Cubed	<i>FOXsports.com</i>
NFL Weekly Countdown	<i>NFL Network / NFL.com</i> NFL Films
On the Fringe - Fighting for Their NFL Lives	<i>NFL.com</i> NFL Network
Super Bowl MVPs	<i>ESPN.com</i>
Unspeakable	<i>ESPN.com</i>

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Outstanding NEW APPROACHES - SPORTS PROGRAMMING - SHORT FORMAT

Countdown to Vancouver

NBCOlympics.com

**Red Bull - New Year. No Limits.
Red Bull North America**

RedBullUSA.com

Replay: Easton/Phillipsburg

Fox Sports Net

Ring Life

*HBO.com
HBO Sports*

Sincerely, Lou

ESPN.com

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Outstanding Sports Personality - STUDIO HOST

James Brown

CBS / Showtime

Bob Costas

NBC / MLB Net work

Bryant Gumbel

HBO Sports

Chris Fowler

ESPN

Ernie Johnson

TNT / TBS

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Outstanding Sports Personality - PLAY-BY-PLAY

Mike Breen

ABC

Joe Buck

FOX

Mike Emrick

NBC

Al Michaels

NBC

Jim Nantz

CBS

Mike Tirico

ESPN

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Outstanding Sports Personality - STUDIO ANALYST

Charles Barkley	<i>TNT</i>
Tony Dungy	<i>NBC</i>
Kirk Herbstreit	<i>ESPN</i>
Al Leiter	<i>MLB Network</i>
Howie Long	<i>FOX</i>

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Outstanding Sports Personality - SPORTS EVENT ANALYST

Cris Collinsworth	<i>NBC</i>
Jon Gruden	<i>ESPN</i>
Jim Kaat	<i>MLB Network</i>
Tim McCarver	<i>FOX</i>
Phil Simms	<i>CBS</i>
Jeff Van Gundy	<i>ABC</i>

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Outstanding TECHNICAL TEAM REMOTE

ESPN Monday Night Football	<i>ESPN</i>
NASCAR on ESPN	<i>ABC / ESPN / ESPN2</i>
NBC Sunday Night Football	<i>NBC</i>
Red Bull Air Race World Championship	<i>FSN</i> G.R.A.C.E. Productions

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Outstanding TECHNICAL TEAM STUDIO

2009 NFL Draft

ESPN

ESPN Pit Studio & Tech Garage

ABC / ESPN / ESPN2

FOX NFL Sunday Special From Afghanistan

FOX

MLB Tonight

MLB Network

SportsNation

ESPN2

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Outstanding CAMERA WORK

2009 Ford Ironman World Championship

NBC
Ironman Productions

Hard Knocks: Training Camp with the Cincinnati Bengals

HBO Sports
NFL Films

Inside the NFL
NFL Shots of the Year

Showtime
NFL Films

Pacquiao - Cotto 24/7

HBO Sports

The Iditarod - 2009

Versus
Blink Productions

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Outstanding EDITING

2009 Ford Ironman World Championship

NBC
Ironman Productions

Hard Knocks: Training Camp with the Cincinnati Bengals

HBO Sports
NFL Films

Mayweather-Marquez 24/7

HBO Sports

NASCAR Cup Season in Review

ESPN2
NASCAR Media Group

NBA on TNT

TNT

Pacquiao - Hatton 24/7

HBO Sports

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The Dick Schaap WRITING AWARD

2009 Open Championship - Turnberry, Scotland

ABC
Bluefoot Entertainment

Grand Slam Tennis on ESPN

ESPN2

Horse Racing on ESPN

ESPN

NBA Playoffs on TNT

TNT

Pacquiao - Hatton 24/7

HBO Sports

Wimbledon Primetime

Tennis Channel

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Outstanding MUSIC COMPOSITION / DIRECTION / LYRICS

2009 Masters Golf

ESPN
Bluefoot Entertainment

2009 MLB All-Star Game on FOX

FOX
MLB Productions

NBA on TNT

TNT

Ted Williams

HBO Sports

Truth in 24

FX
NFL Films / Intersport

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Outstanding Live Event AUDIO / SOUND

MLB on FOX

FOX

NASCAR on FOX

FOX

NBC Golf Tour

NBC

NFL on FOX

FOX

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Outstanding Post Produced AUDIO / SOUND

Hard Knocks: Training Camp with the Cincinnati Bengals

HBO Sports
NFL Films

Inside the NFL
Sounds of the Year

CBS / Showtime
NFL Films

NASCAR on FOX

FOX

NBA on TNT

TNT
Turner Studios

Truth in 24

FX
Intersport / NFL Films

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Outstanding GRAPHIC DESIGN

E: 60	<i>ESPN2</i>
MLB Tonight	<i>MLB Network</i>
Red Bull - New Year. No Limits.	<i>ESPN</i>
Red Bull Air Race World Championship	<i>FSN</i> G.R.A.C.E. Productions
SportsNation	<i>ESPN2</i>
Winter X Games 13	<i>ESPN</i>

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Outstanding PRODUCTION DESIGN / ART DIRECTION

ESPN's NFL Monday Night Football	<i>ESPN</i>
Grand Slam Tennis on ESPN	<i>ESPN2</i>
MLB Tonight	<i>MLB Network</i>
SportsNation	<i>ESPN2</i>
The Indianapolis 500	<i>ABC</i>
USA vs Costa Rica Soccer 2010 FIFA World Cup on ESPN	<i>ESPN</i> Victory Pictures LLC

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The George Wensel TECHNICAL ACHIEVEMENT AWARD

Ballpark Cam	<i>MLB Network</i>
EA SPORTS Virtual Playbook Remote NBA and College Gameday	<i>ESPN</i>
Enhanced Digital Recreation / Reenactment	<i>MLB Network</i>
US Open Tennis Flomotion	<i>CBS</i>

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Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT- INSTITUTIONAL

2009 Football Season Never Ends Run	<i>NFL Network</i> Motion Theory
2009 MLB All-Star Game Magnet	<i>FOX</i>
2009 NASCAR on ESPN - Feel Your Heart Race Start 'Er Up; Wrecks; Numbers	<i>ESPN</i> Oil Factory
Full Color Football - History of the AFL	<i>Showtime</i> NFL Network/NFL Films
One Game Changes Everything	<i>ESPN</i> Victory Pictures LLC
This Is SportsCenter Paul Revere; Arnold Palmer; Machine	<i>ESPN</i> O Positive

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Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT - EPISODIC

2009 NASCAR on FOX
Underground

FOX

2010 NHL Winter Classic

NBC

24/7 Jimmie Johnson Race to Daytona

HBO
Ultrabland

Every Second Counts
Look Up, One Second, Rivalry

Versus
MJZ

Sunday Night Football

NBC