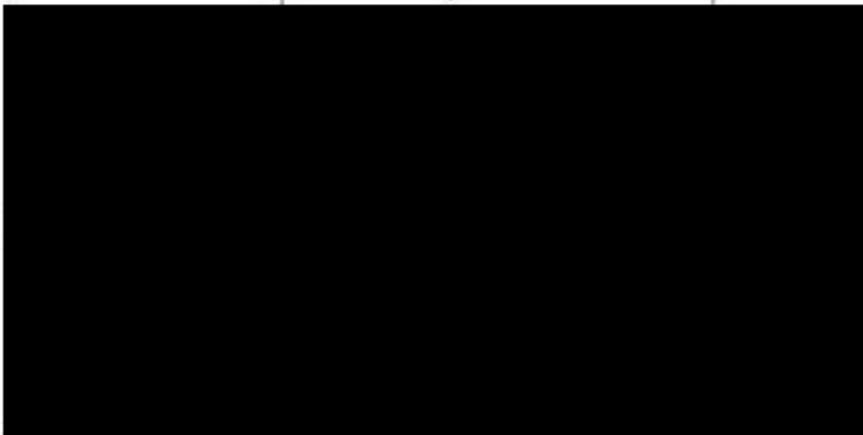
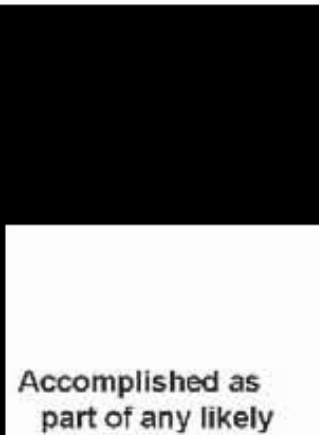


EXHIBIT C

Key Current NFL Media Objectives



Requirements	Assessment
	
<p data-bbox="207 709 391 884">Greater Leverage in Upcoming Labor Negotiations</p> <ul data-bbox="451 730 898 856" style="list-style-type: none">▪ Secure access to revenue in 2011 if a work stoppage occurs▪ Likely involves current partners and deals beyond 2011	<p data-bbox="1036 600 1292 772">Accomplished as part of any likely extension... optimal timing ASAP</p>

What alternatives allow NFL to accomplish all three objectives?