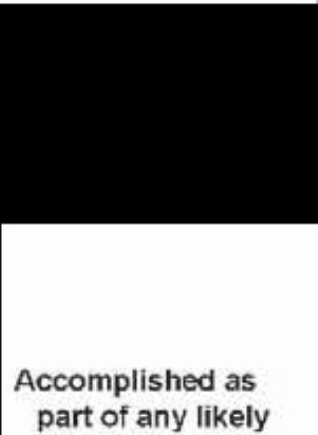


# EXHIBIT C

# Key Current NFL Media Objectives



Requirements	Assessment
	
<p data-bbox="207 709 389 877"><b>Greater Leverage in Upcoming Labor Negotiations</b></p> <ul data-bbox="451 730 896 856" style="list-style-type: none"><li>▪ Secure access to revenue in 2011 if a work stoppage occurs</li><li>▪ Likely involves current partners and deals beyond 2011</li></ul>	<p data-bbox="1036 604 1292 772">Accomplished as part of any likely extension... optimal timing ASAP</p>

**What alternatives allow NFL to accomplish all three objectives?**