

A nighttime scene of an outdoor obstacle course. In the background, a white flag with a red bow-like symbol flies from a pole. The ground is sandy and filled with various obstacles, including wooden frames, tires, and barrels. Several people are visible, some participating in the course and others watching. The scene is illuminated by artificial lights, creating a dramatic atmosphere. The word "xfinity" is visible on a large screen in the background and on a sign in the foreground.

xfinity

Exatlón Season 5 Premiere Elements

rev. 01.09.21



NBCUniversal

Opening Montage

As the premiere episode starts there will be a dramatic montage featuring the contestants arriving at the obstacle course. The below images will be included in the montage.
Shoot date 1/9/21.

Flaming logo



Branded flaming barrels



Opening Ceremony

The opening montage gives way to the opening ceremony, where the show host will introduce the season's contestants and deliver branded copy.

Xfinity logo imagery will accompany the verbal mention.

Ceremony and rest of the episode to be shot 1/11/21.

Approved copy for opening ceremony:

Competidores del Exatlón, bienvenidos a esta quinta temporada. Aquí enfretarán nuevos rivales y nuevos desafíos, y deberán dejarlo todo en las arenas ya que solo los más rápidos serán coronados campeones. Xfinity se enorgullece de ser patrocinador de Exatlón por cuarta vez consecutiva porque tanto en la competencia como en el servicio de internet, la velocidad lo es todo.

Exatlón competitors, welcome to our fifth season. You will face new rivals and new challenges; and will have to leave it all out on the arena to prove to be the fastest and be crowned champion. Xfinity is proud to sponsor Exatlón for a fourth consecutive time because just like in the competition, when it comes internet service speed is everything.

Physical Branding

In addition to the fire elements, the premiere episode will feature the below logo projections on the obstacle course. These will appear sporadically throughout the competition.

Logo projections



On-screen Branding

The episode will also feature a branded scoreboard and speed stat lower third.

Branded Scoreboard



or



Branded speed stat lower third



Speed stat copy:

Llegó la hora de repasar los tiempos más rápidos, presentados por Xfinity. La más rápida fue... [insert name] con un tiempo de [insert time], y el más rápido fue... [insert name] con un tiempo de [insert time].

It's time to go recap the fastest times brought to you by Xfinity. The fastest woman was... [insert name] with a time of [insert time], and the fastest man was... [insert name] with a time of [insert time].