

NFL SUNDAY TICKET

PHOTO AUDIT

INSTRUCTIONS

QUESTIONNAIRE

You will visit the assigned bar/restaurant on Sunday 10/25/2026 to take photos of the TV screens showing NFL football games. Photos must be clear and readable. This is a photo audit and not a customer experience shop.



Before You Begin

- Review your shop confirmation & scenario
- Know the scheduled teams and game times
- Know the QR code & watermarks/logos to look for on the TV screen
- Review photo & receipt requirements



Don't Forget!

- Take all required photos (including QR code & watermark/logo if shown)
- Look up the location's business hours
- Plan ahead for your chosen game time—must stay through at least one quarter break



General Requirements

- **Submission Deadline: 7:00 PM PST on Sunday 10/25/2026. It is strongly recommended to submit your survey in the parking lot before leaving the location via the ShopperHub app or mobile website, to ensure you do not miss the same-day deadline.** The deadline is noted in pacific standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- You must have a phone capable of taking clear, high-quality photos to use for this shop.
- You will be reimbursed up to \$20 for food/beverage/parking expenses with a valid receipt. Ask for the itemized receipt if you are not offered one, or if you pay with a card and the server/bartender doesn't return the itemized receipt with the sign slip. If you must pay for parking, get a receipt/screenshot.
- Take a selfie photo for shop validation (this is part of your "receipt").
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not discuss football or your reason for taking photos during your visit.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Joe Hand Promotions.
- Children are not allowed to accompany you on this shop. You may bring an adult guest 21+, but it is not required.
- You may not order or consume alcohol during this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



QR Code Upload Link

- Save this link so you have quick access to it during your shop: <https://qr-capture-assistant-psi.vercel.app/>
- Review the instructions further down in this document for what to scan and upload via this link.



Shop Instructions

Step #1: Choose a game time and arrive at the location with enough time to stay through at least one quarter break.

- You must go on Sunday 10/25/2026. This shop CANNOT be rescheduled!
- Look up the location's business hours in advance to ensure you arrive when they are open and staffed.
- These teams are scheduled to play at 10:00 AM PST:
 - 49ers vs. Falcons
 - Bengals vs. Ravens
 - **Buccaneers vs. Panthers**
 - **Giants vs. Texans**
 - **Colts vs. Vikings**
 - **Dolphins vs. Jets**
 - **Browns vs. Titans**
- These teams are scheduled to play at 1:05/1:25 PM PST:
 - **Broncos vs. Cardinals**
 - **Packers vs. Lions**
 - Rams vs. Raiders
- You may visit the location for either the 10 AM or 1:05/1:25 PM group of games.
- You will not be looking for any specific game. You will simply observe what is being shown on the TVs at the location during either game time.
- Focus on the teams noted in **GREEN** above IF you see any of those games playing on the TVs.
- Plan ahead so that you arrive at the location with enough time to stay through at least one quarter break. You must stay through the breaktime specifically as that is when certain identifiers will show on the screen.
- Choose a place to sit that is near the TVs and where you will be able to get clear, close-up photos of the screens.
 - If there is a GREEN game showing, sit near one of those TVs and focus your photos on the GREEN games.
- Order food/beverage to appear as a regular customer while you observe the TVs and take the required photos.
- Do NOT discuss the purpose of your visit with ANY staff or management.
- Do NOT request that a specific football game be shown on the TVs. It will be rare for no football to be shown during the two game times. Simply observe which games or other programs are being shown during your visit.
- Even if no football is on TV, stay at the location for at least 30 minutes.

Step #2: Look for certain identifiers & take required photos of the TV screens.

- Count how many TV screens are showing NFL football.
- Note ALL games that are being shown based on the list of scheduled teams provided above.

- Focus your photos on the GREEN games (from the list of scheduled teams provided above). If no GREEN teams are playing, that is fine and you must still take the required photos of the TV screens, but IF you see any of those games, focus your photos there vs. the other games.
- Look for the following identifiers:
 - YouTube QR code
 - YouTube TV branding
 - YouTube TV interface
 - YouTube TV ad breaks
 - Multi-Screen View
 - NFL shield watermark on bottom RIGHT of screen

QR Code Bottom Right of Screen

Timing: Appears at the 30, 60, 110, and 135 minute marks — stays on screen for 30 seconds each time


YouTube TV Watermark Translucent Shield, Bottom Right

Timing: Approximately 2 minutes after each commercial break

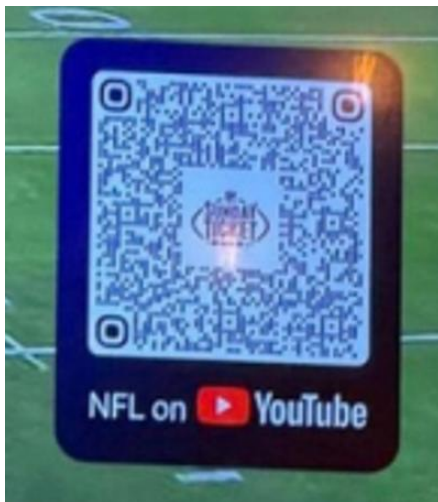

YouTube TV 4-Screen Mix No NFL SUNDAY TICKET Logo


General YouTube Interface

Look for YouTube Logo



- If ANY of the TVs playing football have the YouTube QR code:
 - Take a clear photo of the QR code. The QR code appears at the 30, 60, 110, and 135 minute marks (between quarters), which is why you MUST stay for at least one quarter break AND pay close attention to see if it comes up on the screen. The QR code only stays on the screen for 30 seconds each time.
 - Use the following QR Code Upload Link (same link as provided above in this document) to either scan or upload a clear photo of the QR code while at the location: <https://qr-capture-assistant-psi.vercel.app/>
 - Click on the QR Code Upload Link prior to your shop to familiarize yourself with the scan/upload instructions.
 - Your scan or photo should be of the QR code itself only—DO NOT follow the link associated with the QR code. For example, this is what your scan or photo should look like exactly:



- If ANY of the TVs playing football have ANY of the OTHER identifiers:
 - Take photos of any other identifiers (YouTube TV branding, YouTube TV interface, YouTube TV ad breaks, Multi-Screen View, and/or NFL shield watermark on bottom RIGHT of screen).
- If none of the football games being shown have any identifiers, take photos of ALL games being shown on the TVs. Take photos during game play (NOT commercials) so that it is clear what teams are playing.
- In the rare case that none of the TVs are showing football, take photos of what IS being shown on the TVs.
- Take interior photos—clear, wide-angle shots showing how the TVs are displayed inside the location.
- Be discreet and try your best NOT to include people or their faces in your photos.

- An NFL shield watermark on the bottom LEFT of the screen is not an identifier for the purpose of this shop, but if you do see it, capture it in your photo.



Ordering Requirements

- **1 Food or Beverage Item**
 - Any food item and/or non-alcoholic beverage is acceptable to order.
 - The item ordered is not evaluated, but you must order something to appear as a normal customer.
 - Do not order or consume alcohol during this shop.
 - You will be reimbursed up to \$20 with a valid receipt.



Photo & Receipt Requirements

***Where possible, do NOT include other people in your photos.*

LOCATION EXTERIOR PHOTO (1):

- Take one (1) photo of the location storefront/exterior.
- This should be a zoomed out photo showing the building exterior.
- This photo MUST include signage with the location's name.

TV SCREENS (2):

- Whether or not there is football playing, and whether or not you see the identifiers, take at least two (2) close-up photos of the location's TV screens.
 - If no football is playing, take at least two (2) photos clearly showing what is on the TVs.
 - If football is playing, take at least two (2) photos clearly showing which games are on the TVs.
- If football is playing and you do not see any identifiers, photos must show the absence of the identifiers.
- Do not cut off any sides or corners of the TV screens in your photos.
- Do not take photos during commercials—photos MUST show the football games being played or other programming if no football was on any of the TVs. This is extremely important!
- Photos must be crisp and clear to validate what is being shown. Poor quality images will NOT be accepted.

LOCATION INTERIOR PHOTOS (2):

- Take at least two (2) clear, wide-angle shots showing the inside of the location.
- Specifically show how the TVs are displayed inside the location.
- Casually take photos while appearing to capture the ambiance or moments with friends if you bring a guest.

YOUTUBE QR CODE (1) (IF APPLICABLE):

- If you see the YouTube QR code on any TVs showing football, take a photo of the screen that clearly shows the YouTube QR code. The QR code only stays on the screen for 30 seconds, so pay attention at the 30, 60, 110, and 135 minute marks to make sure you don't miss it.
- Remember to also scan/upload the QR code while onsite at your assigned location via the QR Code Upload Link.

IDENTIFIERS (2) (IF APPLICABLE):

- If you see any of the identifiers on any of the TVs showing football, take photos of the screen that clearly show the identifier (YouTube TV branding, YouTube TV interface, YouTube TV ad breaks, Multi-Screen View, and/or NFL shield watermark on bottom RIGHT of screen).

LOCATION EXTERIOR SELFIE:

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior. This photo MUST show YOU in the picture (selfie-style) with identifying exterior signage visible in the background.
- Note that this photo is different from the regular location exterior photo that you will upload in your survey.
- You should NOT be in the regular location exterior photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

FOOD/BEVERAGE/PARKING RECEIPTS:

- Ask for an itemized receipt if the server/bartender does not give you one.
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.
- If you must pay for parking, upload a receipt or screenshot confirming the charge.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



QUESTIONNAIRE

Shop Date:

Start time:

End time:

NFL Sunday Ticket - YouTube Evaluation

1. Do you have a photo of the location's exterior?

Select Yes and upload your photo of the location exterior showing the name of the establishment.

☐ Yes

☐ No

2. Was the location open for business?

☐ Yes

☐ No

3. If the location was not open, provide further details:

4. How busy was the location during your visit?

☐ Extremely busy

☐ Somewhat busy

☐ Not busy at all

5. Is NFL football playing on the TVs?

☐ Yes

☐ No

6. How many screens were showing football games?

Format response as a whole number (e.g., 8)

7. Indicate all of the football games you saw playing in the location for NFL Week 7:

Select all games that were shown on the TVs during your visit.

☐ 49ers vs. Falcons (10:00 AM PST)

☐ Bengals vs. Ravens (10:00 AM PST)

☐ Buccaneers vs. Panthers (10:00 AM PST)

☐ Giants vs. Texans (10:00 AM PST)

☐ Colts vs. Vikings (10:00 AM PST)

☐ Dolphins vs. Jets (10:00 AM PST)

☐ Browns vs. Titans (10:00 AM PST)

☐ Broncos vs. Cardinals (1:05 PM PST)

☐ Packers vs. Lions (1:25 PM PST)

☐ Rams vs. Raiders (1:25 PM PST)

☐ N/A - No football games shown

8. Do the TVs playing football have the YouTube QR Code?

Select Yes or No and upload photos showing the TV screens. If Yes, photos must show the YouTube QR code.

☐ Yes

☐ No

☐ N/A - No football games shown

9. Confirm that you scanned OR uploaded the YouTube QR Code photo to the QR Code Upload Link provided in your shop instructions:

Please visit the following web address to upload the photo of the QR code, if you did not scan/upload it at the location: <https://qr-capture-assistant-psi.vercel.app/>

- ☐ Yes
☐ No
☐ N/A

10. Do the TVs playing football have any of the following identifiers? (YouTube TV branding, YouTube TV interface, YouTube TV ad breaks, Multi-Screen View, and/or NFL shield/watermark on bottom RIGHT of screen)

Select Yes or No and upload photos showing the TV screens. If Yes, photos must show the specific YouTube identifiers.

- ☐ Yes
☐ No
☐ N/A - No football games shown

11. Which identifiers were shown on the TVs playing football?

Select all that apply. Be sure your selections align with your previous responses and photos.

- ☐ YouTube QR code
☐ YouTube TV branding
☐ YouTube TV interface
☐ YouTube TV ad breaks
☐ Multi-Screen View
☐ NFL shield/watermark on bottom RIGHT of screen
☐ N/A

12. If no football games were being shown, explain what was being shown on the TVs:

Enter between 50 and 1000 characters to explain, if no football games were being shown. If football was being shown, enter N/A (in that exact format).

13. Do you have any location interior photos?

Select Yes and upload your interior photos.

- ☐ Yes
☐ No

14. Explain the photos you uploaded and the responses you provided for the NFL Sunday Ticket YouTube Evaluation:

Clearly explain your photos. If you saw any of the YouTube identifiers but were unable to get a photo, explain what you saw and why you couldn't get the photo. Enter between 75 and 1000 characters.

Shop Validation

15. Do you have a receipt?

Select Yes and upload a photo of your itemized food/beverage receipt. If you have a parking receipt or screenshot, also upload it here.

- ☐ Yes
☐ No

16. If you do not have a receipt, explain why:

Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.

17. Did you take a location exterior selfie photo?

Select Yes and upload your location exterior selfie.

☐ Yes

☐ No

18. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE