

WEEK 7 – 10/25/2026

BMK Client ID: JHP

CX Project ID: 993

Shopper will visit the assigned bar/restaurant on their assigned shop date to take photos of the TV screens showing NFL football games. The purpose of this shop is to identify piracy of the NFL Sunday Ticket via YouTube.

Free games will not have piracy identifiers. Out-of-market games may or may not have identifiers—if yes, this confirms the location is pirating. The shopper is not told which are the free vs. out-of-market games, and they are not told that they are specifically looking for piracy. As part of the QA process, know which games are in each category to ensure the shopper does not indicate there was piracy of the free games.

NFL Sunday Ticket Week 7 Game Schedule - Los Angeles

(subject to change)

Free-to-air games in Los Angeles:

- Bengals vs. Ravens (CBS) 10:00pm PT
- 49ers vs. Falcons (Fox) 10:00pm PT
- Rams vs. Raiders (Fox) 1:25pm PT

Out of Los Angeles market games:

- First Session (10:00pm PT): Browns vs. Titans | Colts vs. Vikings | Dolphins vs. Jets | Giants vs. Texans | Buccaneers vs. Panthers
- Second Session (1:25pm PT): Broncos vs. Cardinals | Packers vs. Lions

ISSUE	ACTION
Went wrong day	Escalate to cancel. Shop can only be completed on the specific assigned shop date.
Wrong location	Escalate to see if open shop at location shopper went to. If no, cancel.
Went at wrong time	Shopper can go to 12 PM or 3:25 PM group of football games. They are instructed to stay through at least one quarter break. This is to ensure they have enough time to see the piracy identifiers, which are only shown briefly at certain intervals and specifically during the quarter breaks.
Did not stay through at least one quarter break	In the CX system, an error message will display if shopper's start and end times were 30 minutes or less. Even if no football is showing, shopper should stay at last 30 minutes in case the staff turns it on.
Did not stay at least 30 minutes	OK if shopper identified piracy (verified via photos). If not, escalate for review. If shopper went completely outside the game times when no football would have been showing, escalate to cancel.

JOE HAND PROMOTIONS EDITING GUIDE

Updated 10/21/2026

ISSUE	ACTION
Overlapping shop times	In the CX system, an error message will display if shopper completed two shops and entered overlapping shop times. Escalate for review. Shopper can complete two shops on the same day, targeting the 12 PM group of games for the first shop and the 3:25 PM group of games for the second shop. In some cases with nearby locations, shoppers may complete three shops, staying through one quarter break at each location.
Brought a child or guest under 21	OK if shop was not affected. Escalate if scoring/photos affected.
Did not order food or beverage	Shopper is instructed to order at least one food or beverage item. The purchase is not evaluated but is intended to help them appear as a normal customer. If shopper did not order anything but shop was completed successfully, use with coaching.
Ordered alcohol	If receipt or narrative indicates shopper ordered alcohol, use and remove any references from narrative.
Asked staff to turn on a specific football game	Use with references removed from narrative.
Narrative indicates they spoke about football with staff or guests	Use with references removed from narrative as long as shopper did not discuss YouTube, piracy, mystery shopping, etc. If so, escalate for review.
Minimal or generic narrative	Contact shopper to obtain additional information if necessary. Narrative does not need to be robust as long as photos clearly show piracy or no piracy.
Blurry photos	Contact the shopper for clear photos. If shopper cannot provide, escalate for review.
Photos show other brands/logos not specified in the list of identifiers	This is OK and not piracy. Escalate if unsure.
Photos include people	Shopper should try their best not to include people and specifically their faces in photos. If location is busy, it may not be possible to avoid including people. OK, but crop or ink out if people are close up/looking directly at camera.

ISSUE	ACTION
Did not take required photos	The shopper is required to provide the following photos in the survey form: • Location exterior photo that includes the location's name. • At least 2 photos of the TV screens—should clearly show what was playing on TV (e.g., the football teams playing or other programs). • Piracy identifiers—if the shopper identifies piracy, photos must show evidence (YouTube QR code, YouTube TV branding, YouTube TV interface, YouTube TV ad breaks, Multi-Screen View, and/or NFL shield/watermark on bottom RIGHT of screen). • Location interior photos—wide-angle shots of the inside of the location, ideally more zoomed out showing how the TVs are displayed. Contact the shopper for missing photos. Escalate for review, with the details, if shopper cannot provide. • OK to accept without exterior photo if receipt verifies location? OK if exterior photo does not show location name? • OK to accept without interior photos (or with only one interior photo)? • Cancel shop if no photos of TV screens? (unless location didn't have TVs) • Cancel shop if photos of TV screens are not close up enough to see piracy identifiers (or absence of)? • Cancel shop if shopper mentioned the piracy identifiers but was unable to get a photo? Still OK if shopper got a photo of at least one identifier?
Shopper indicated they did not scan or upload the YouTube QR Code photo to the QR Code Upload Link	If they see the YouTube QR code, shopper is supposed to scan or upload through the link provided in their shop instructions while onsite at their assigned location. If they indicate they did not do this, escalate for review. Could we use their QR code photo (assuming they have one) and use the link to upload it during the QA process? Or is it too late by that time?
Did not upload food/beverage receipt	Contact shopper to obtain receipt. If the shopper did not provide an itemized receipt, but location can be verified on CC receipt, OK to use. If shopper cannot provide any receipt, but location can be verified through exterior photo or selfie, and TV/interior photos appear valid, OK to use.

ISSUE	ACTION
Did not upload parking receipt	If shopper had to pay for parking, they must provide a receipt or screenshot verifying the charge for it to be included with their reimbursement. Reimbursement is capped at \$20 for food, beverage, and parking.
Fraud Prevention	Shopper must write shop number on receipt and provide a location selfie. If missing shop number and/or selfie, but survey and photos look valid/acceptable, use with coaching.

Notes:

- Compare shopper's photos with checklist of teams/games that were showing, to ensure that all games shown in photos are checked off in the list.
- It's possible for teams to be checked off that aren't in the photos, but not the reverse.
- Capturing the QR code is the goal. Shoppers may or may not see other identifiers, but the client is most interested in the QR code if the shopper is able to capture it.

Client Example Photos:



This is the QR code the shopper should capture and scan/upload—they are NOT supposed to follow the link associated with the QR code, just take a photo of it.

YouTube TV Watermark Translucent Shield, Bottom Right

Timing: Approximately 2 minutes after each commercial break



It is only piracy if the shield watermark is in the bottom RIGHT corner.

The left corner is valid:

Valid Customer

DIRECTV NFL SUNDAY TICKET Customer Translucent NFL Shield, Lower Left



It is also valid (NOT piracy) if the shield is located in the bottom ticker/not a watermark:



NFL Red Zone – VALID



NFL Network - VALID

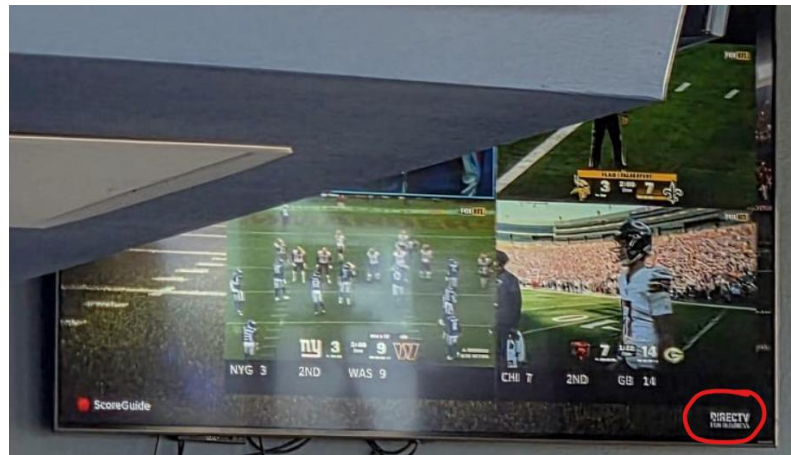
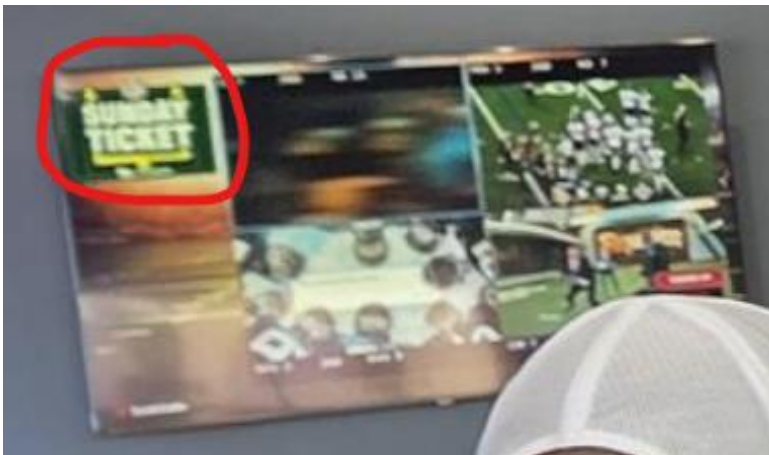
YouTube TV 4-Screen Mix

No NFL SUNDAY TICKET Logo



This refers to one TV screen showing games in a split-screen view—this is a piracy identifier.

If the split-screen is accompanied by Sunday Ticket and/or DirecTV logos, it is valid (NOT piracy):



General YouTube Interface

Look for YouTube Logo



Shopper might see the staff change channels or switch the games via the YouTube interface—this is a piracy identifier.

NOTES

- EverPass & Spectrum customers with legitimate NFL Sunday Ticket do **NOT** have identifying watermarks.