

LIGUE 1 MCDONALD'S - WORLD FEED RUNNING ORDER 2026/2027 - ALL GAMES EXCEPT SATURDAY 8:45PM CET

START TIME	WORLD FEED	DURATION
PRE-MATCH		
Kick-Off-30'	Bus Arrivals Home and Away Teams Referees Pitch Walk Players Pitch Walk Empty lockers room	1'30 CLEAN NO MUSIC
	Home Team line-up, player's videos and formation	00:01:00
	Away Team line-up, player's videos and formation	00:01:00
Kick-Off-15'	Ligue 1 McDonald's opening sequence - 30' version	00:00:30
	Beauty Shot and Match Title: logo and teams names, Ligue 1 McDonald's logo, round, stadium name	00:00:20
	Bus Arrivals Home and Away Teams Referees Pitch Walk Players Pitch Walk Empty lockers room	00:01:20
	Stadium Atmosphere Fans inside and outside the stadium	00:00:50
	Beauty Shot	00:00:10
Kick-Off-12'	Ligue 1 McDonald's opening sequence - 12' version	00:00:12
	Beauty Shot and Match Title: logo and teams names, Ligue 1 McDonald's logo, round, stadium name	00:00:10
	Weather conditions	00:00:10
	Ligue 1 McDonald's results/schedule	00:00:20
	Ligue 1 McDonald's ranking in two halves	00:00:30
	Beauty shot and stadium Atmosphere	00:00:10
	Home team warm-up and home ranking	00:00:30
	Player Focus Home Team	00:00:30
	Home Team line-up and formation	00:00:30
	Beauty shot and stadium Atmosphere	00:00:10
	Away team warm-up and away ranking	00:00:30
	Player Focus Away Team	00:00:30
	Away Team line-up and formation	00:00:30
	Beauty shot and stadium Atmosphere	00:00:10
Kick-Off-7'	Players exit changing rooms	00:03:00
Kick-Off-4'	Player walk-out and pre-match protocol	00:01:00
	Home Team line-up and formation	00:00:30
	Coin Toss and referees presentation	00:00:05
	Delivery ball presentation with "Team Member of the Match" / with McDonald's logo	00:00:10
	Video Assistant Referee presentation	00:00:05
	Coaches presentation	00:00:15
	Away Team line-up and formation	00:00:30
	Ball and wide shot	00:00:10
MATCH 1st HALF		
KO	Match title and logo ligue1.com	00:00:05
KO+10"	Timing information	00:00:05 <u>minimum</u>
KO+1'	Live win probability (Optionnal Round 1) (Essilor logo appearance) Instead of score	00:00:10
KO+15"	Timing information	permanent
KO+2'	Home Team stat or information	00:00:10
KO+2'	Away Team stat or information	00:00:10
KO+4'	Reminder Home Team line-up	00:00:20
KO+5'	Reminder Away Team line-up	00:00:20
KO+10'	Match title, score and goal scorers	00:00:05
	Head to head statistics (Essilor logo appearance) Instead of score	
KO+20'	Match title, score and goal scorers	00:00:05
KO+25'	Timing information	00:00:05 <u>minimum</u>
KO+30'	Match title and Score	00:00:05
KO+40'	Match title and Score	00:00:05
KO+45'	Timing information	00:00:05 <u>minimum</u>
KO+45'05"	Timing information with Extra Time	Extra time
KO+45'+X'	Big score half-time graphics	00:00:05
MATCH HALF-TIME		
Half Time	Follow players to tunnel	00:02:30
	World Feed Interviews	
	Beauty Shot + Half-time Statistics	00:01:00
	First Half highlights	00:01:30
	Opta stats	00:01:30
	Beauty Shot	filler
	Stadium Atmosphere	filler
Half-Time+7'	Ligue 1 McDonald's opening sequence - 12' version	00:00:12
	Beauty Shot	filler
	Home Team slomo images	00:05:00
	Away Team slomo images	
	Close-up sequence	
	Goals	
	Beauty Shot	filler
Half-Time+10'	Ligue 1 McDonald's opening sequence - 12' version	00:00:12
	Beauty Shot	filler
	1st half Key player's heatmap or touchmpap + Slowmotion	00:01:00
	Beauty Shot	filler
	Substitutes warmup	00:00:30
	Fans atmosphere	filler
	Players' entrance / Possible substitutions	00:01:00
	Beauty Shot	filler
MATCH 2nd HALF		
Kick-Off	Match title and logo ligue1.com	00:00:05
	Momentum 1st half	

KO+1'	Live win probability (Essilor logo appearance) Instead of score	00:00:10
KO +10"	Timing information	00:00:05 minimum
KO +15"	Timing information	permanent
KO+46'	Reminder Home Team formation	00:00:20
KO+47'	Reminder Away Team formation	00:00:20
KO+55'	Match title and Score	00:00:05
KO+1'	Live win probability (Essilor logo appearance) Instead of score	00:00:10
KO+65'	Match title and Score	00:00:05
	Head to head statistics (Essilor logo appearance) Instead of score	
KO+70'	Timing information	00:00:05 minimum
KO+75'	Match title and Score	00:00:05
KO+80'	Vote - Man of the Match	00:00:10
KO+85'	Match title and Score	00:00:05
KO+90'	Timing information	00:00:05 minimum
KO+90'05"	Timing information with Extra Time	Extra time
KO+90'+X'	Big Full-time Score	00:00:05
POST-MATCH		
Final Whistle	Follow players to tunnel	00:02:00
	Result - Man of the match	
	Match momentum	
	World Feed Interviews	
	Beauty Shot + Second Half Statistics	00:01:00
	Game's stats	00:01:30
	Beauty Shot	filler
	Game's Highlights	00:01:30
	Ligue 1 McDonald's Round results	00:00:20
	Ligue 1 McDonald's ranking in two halves	00:00:20
	Only for Sunday night games - Next Round Fixtures	00:00:20
	Clip game's best sequences	00:00:30
Final Whistle+5'	Ligue 1 McDonald's closing sequence - 30' version	00:00:30

LIGUE 1 MCDONALD'S - WORLD FEED RUNNING ORDER 2026/2027 - <u>SATURDAY 8:45PM CET</u>		
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	Stadium Atmosphere Fans inside and outside the stadium	00:00:50
	Beauty Shot	00:00:10
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	Player Focus Home Team	00:00:30
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	Coaches presentation	00:00:15
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KO+30'	Match title and Score	00:00:05
KO+40'	Match title and Score	00:00:05

KO+45'	Timing information	00:00:05 minimum
KO+45'05"	Timing information with Extra Time	Extra time
KO+45'+X'	Big score half-time graphics	00:00:05
MATCH HALF-TIME		
Half Time	Follow players to tunnel	00:02:30
	World Feed Interviews	
	Beauty Shot + Half-time Statistics	00:01:00
	First Half highlights	00:02:00
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	Beauty Shot	filler
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MATCH 2nd HALF		
Kick-Off	Match title and logo ligue1.com	00:00:05
	Momentum 1st half	
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POST-MATCH		
Final Whistle	Follow players to tunnel	00:02:15
	World Feed Interview	
	Beauty Shot + Match Statistics	00:01:30
	Beauty Shot	filler
	Game's Highlights	00:01:30
	Ligue 1 McDonald's Round results	00:00:20
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