

XBOX ONE



MADDEN 17



NFLPA



WARNING Before playing this game, read the Xbox One™ system, and accessory manuals for important safety and health information. www.xbox.com/support.

Important Health Warning: Photosensitive Seizures

A very small percentage of people may experience a seizure when exposed to certain visual images, including flashing lights or patterns that may appear in video games. Even people with no history of seizures or epilepsy may have an undiagnosed condition that can cause “photosensitive epileptic seizures” while watching video games. Symptoms can include light-headedness, altered vision, eye or face twitching, jerking or shaking of arms or legs, disorientation, confusion, momentary loss of awareness, and loss of consciousness or convulsions that can lead to injury from falling down or striking nearby objects. **Immediately stop playing and consult a doctor if you experience any of these symptoms.** Parents, watch for or ask children about these symptoms—children and teenagers are more likely to experience these seizures. The risk may be reduced by being farther from the screen; using a smaller screen; playing in a well-lit room, and not playing when drowsy or fatigued. If you or any relatives have a history of seizures or epilepsy, consult a doctor before playing.

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WHAT'S NEW IN *MADDEN NFL 17*

Madden NFL 17 is the culmination of a multi-year plan to deliver the most complete *Madden* in franchise history. This year, emphasis is on the ground war, which features the addition of defensive gap play, a completely overhauled running game, and new ball carrier mechanics. We've also expanded our defensive zone logic from four zone types to 10.

Get ready for enhancements to game modes, too. Franchise mode is bigger and better than ever before, with an all-new way to play in Play the Moment. And *Madden Ultimate Team* (MUT) introduces a new chemistry feature for unprecedented depth in team building.

These improvements make *Madden NFL 17* the most complete offering to date. Are you ready to tackle it?

WIN THE GROUND WAR

Dominate your opponent in the run game as you battle to win the ground war. *Madden NFL 17* introduces all-new ball carrier controls, feedback systems, and defender fake-outs. Just don't expect yards to come easily, as defenses now utilize gaps and run fits to counter your ground game!

FRANCHISE MODE

Madden NFL 17 features the biggest upgrade to Franchise mode in the past four years.

An all-new game planning system gives you tools to scout your opponent and practice against what they do well. As you prepare for each week, decide which players to train and how to create a game plan for your upcoming opponent.

You'll also see big decisions presented throughout the season. As coach, it's your job to make the right call and take your team to a championship!

Finally, *Madden NFL 17* introduces a brand new way to play Franchise mode with Play the Moment. This is a much faster way to experience your season, allowing you to play only the game-changing moments that define the outcome of each match.

SPECIAL TEAMS

Madden NFL 17 also revisits the special team game. A new kick meter gives you more precise control while also offering a greater challenge on difficult kicks. On special teams, shape the outcome of the game using the new kick block plays on defense or fake kick plays on offense. Strategy is key, because you never know what your opponent is going to call!

INTEGRATED BROADCAST GRAPHICS

An all-new broadcast package leads the charge in presentation this year. Be the human highlight reel with time scale replays, pylon cameras, and innovative new cameras bringing you closer to the game than ever before. In Franchise mode, get a unique experience as a player or coach, as presentation cameras are focused on you!




GATORADE™ SKILLS TRAINER

New to Gatorade Skills Trainer are concepts that teach you proper run technique for zone runs, counter plays, trap plays, and power plays. Jump into new challenges that teach you the new passing and catching mechanics, along with the new coverage mechanic.

COMPLETE CONTROLS

PLAY CALLING

The play-calling experience offers multiple options. You can adjust this setting at any time by visiting **SETTINGS > VISUAL FEEDBACK > PLAY CALL STYLE**, or set it from the options that appear before each game:

- | | |
|-----------------|--|
| Quick | Shows you one play from Coach Suggestions, but you can press  to cycle through more options. Press  and  to cycle to Strategy Suggestions, Community Suggestions, and Frequently Run Plays. You can also back out of this option and return to the full playbook. |
| Enhanced | Gives you three suggestions at a time with a full range of options including Coach Suggestions, Formation, Concept, Play Type, Personnel, and Recent Plays to choose from. |
| Slim | This option has all the same choices as Enhanced but allows you to see all of the beautiful broadcast presentation <i>Madden NFL 17</i> has to offer. |
- You can also change the Tempo setting in *Madden NFL 17* to fine-tune how you deal with the clock:
- | | |
|-------------------|---|
| Normal | The default option. |
| No Huddle | Your offense automatically goes into the No Huddle offense every time it gets tackled in bounds and the clock is running. |
| Chew Clock | This runs the play clock down to 10 seconds—a great option late in the game, when you're looking to deplete the game clock! |

GAME CONTROLS

PRE-PLAY OFFENSE

Snap ball (Hurry to Line)	
Switch player	
Motion player	
Hot route	
Pass protection	
Fake snap	
Show Play Art	
Player Lock	(double tap)
Show/Hide Pre-Play menu	
Zoom in gameplay camera	
Zoom out gameplay camera	

PASSING

High pass to specific receiver	+ / / / /
Low pass to specific receiver	+ / / / /
Throw to receiver (1)	
Lob to receiver (1)	(tap)
Touch pass to receiver (1)	(double tap)
Bullet pass to receiver (1)	(hold)
Throw to receiver (2)	
Lob to receiver (2)	(tap)
Touch pass to receiver (2)	(double tap)
Bullet pass to receiver (2)	(hold)
Throw to receiver (3)	
Lob to receiver (3)	(tap)
Touch pass to receiver (3)	(double tap)
Bullet pass to receiver (3)	(hold)
Throw to receiver (4)	
Lob to receiver (4)	(tap)

PASSING (CONT.)

Touch pass to receiver (4)	Y (double tap)
Bullet pass to receiver (4)	Y (hold)
Throw to receiver (5)	RB
Lob to receiver (5)	RB (tap)
Touch pass to receiver (5)	RB (double tap)
Bullet pass to receiver (5)	RB (hold)
Pump fake	LT, outside pocket RT + direction
Check out of play action/scramble	RT
Roll Out Loco	RT (tap), then LT + direction
Throw ball away	RT
QB avoidance	RT + direction
Total control passing	LT + direction when throwing






BALL CARRIER

Stiff arm punch	A (tap)
Stiff arm hold (near defender)	A (hold)
Celebrate (in open field)	LT (pull and hold) + RT (pull and hold) + A (hold)
Spin	B / RT (half circle)
Dive	X (hold)
Slide/Give Up	LT + RT + X
Hurdle	Y
Pitch ball	LB
Switch ball hand	RB (tap)
Protect ball	RB (hold)
Precision modifier (decelerate)	LT
Stutter step	RT
Precision spin	LT + B / LT + RT (half circle)
Precision dive	LT + X
Precision high dive (behind blocker)	LT + X
Precision hurdle	LT + Y
Acceleration burst	RT

BALL CARRIER (CONT.)





Juke	 / 
Precision juke	 +  / 
Precision jump cut (behind line of scrimmage)	 +  / 
Get skinny (behind blocker)	 (hold)
Back juke	 (pull and hold) + 
Truck	
Precision truck	 + 
Lunge for yards	
Stumble recovery	
Truck spin combo	 ,  ,  ,  , 
Precision truck spin combo	 +  ,  ,  ,  , 
Juke left, spin left combo	 ,  ,  ,  , 
Precision juke left, spin left combo	 +  ,  ,  ,  , 
Juke left, spin right combo	 ,  ,  ,  , 
Precision juke left, spin right combo	 +  ,  ,  ,  , 
Juke right, spin left combo	 ,  ,  ,  , 
Precision juke right, spin left combo	 +  ,  ,  ,  , 
Juke right, spin right combo	 ,  ,  ,  , 
Precision juke right, spin right combo	 +  ,  ,  ,  , 
Back juke, spin left combo	 ,  ,  , 
Precision back juke, spin left combo	 +  ,  ,  , 
Back juke, spin right combo	 ,  ,  , 
Precision back juke, spin right combo	 +  ,  ,  , 
Juke left, juke right combo	 , 
Precision juke left, juke right combo	 +  , 
Juke right, juke left combo	 , 
Precision juke right, juke left combo	 +  , 

BALL IN AIR/LOOSE BALL


Auto play/Defensive assist	 (hold)
Switch player	
Conservative Catch	 (press or hold)
Play Receiver (on defense)	 (hold)
RAC Catch	 (press or hold)
Dive (loose ball)	 (hold)
Aggressive Catch	 (press or hold)
Play Ball (on defense)	 (hold)
Swat	 (hold)
Strafe	
Acceleration burst	

DEFENSE

PRE-PLAY DEFENSE

Individual adjustment	
Switch player	
Select player	 (hold) + 
Audible menu	
Coverage audible	
Defensive line audible	
Linebacker audible	
Defensive keys	
Off the line	 (tap)
Show Play Art	 (hold)
Zoom in gameplay camera	
Zoom out gameplay camera	
Defensive player lock camera	 (double tap)
Show/Hide Pre-Play menu	
Pump up crowd	

DEFENSIVE (ENGAGED)

Pass rush finesse move	
Disengage	 + direction
Switch player	
Pass rush power move	
Hands up/Bat ball	
Auto play/Defensive assist	

DEFENSIVE (PURSUIT)

Conservative tackle	
Precision breakdown tackle	 + 
Switch player	
Aggressive tackle (close)/ Dive tackle (far)	
Auto play/Defensive assist	
Strip ball	
Strafe	
Acceleration burst	
Hit stick	

GAMEPLAY FEATURES

Sprint/Standard/Precision Moves

You can now modify ball carrier moves with **⏏** and **⏐**. Sprint moves (**⏏**) are the fastest, but they also have the lowest chance of fake-outs. Standard moves are performed without a modifier and have average fake-out chances. Precision moves (**⏐**) are the slowest but have the highest chance of triggering defender fake-outs.

Show Gap Assignment

When on defense in pre-play, you can move **⏏** or **⏐** to see your strong and weak run gap assignment.

Coverage Crash

Your closest defender goes after the quarterback, and the spy is the top priority to crash!

Quick Individual Defensive Adjustments

Want to adjust one of your defender's assignments? While on defense at the line of scrimmage, just use the following commands:

Secondary Adjustments

Press **Y** to adjust players in your secondary who are on the field.

D Line Adjustments

Press **LB** to adjust players on your D Line.

Linebacker Adjustments

Press **RB** to adjust your linebacker core players who are out on the field.

GLOBAL COVERAGE ADJUSTMENTS

Dictate the type of coverage technique you want your defenders to play. This feature has been modified in *Madden NFL 17* to take advantage of the new zones; for example, shading underneath will change a cloud flat to a hard flat.

Shade Underneath Puts defenders in a trail type of coverage where they'll try to stay underneath the receivers they're guarding.

Shade Over Top Puts defenders in a coverage position where they'll try to stay on top of their opponents. They might give up things underneath, but they won't get beat going deep.

Shade Outside Puts defenders in a better position to stop routes going toward the sideline while giving up space in the middle.

Shade Inside Puts defenders in a better position to stop routes going toward the middle of the field while giving up space toward the sideline.

Protect the Sticks

Press **Y** followed by **LB** to activate this coverage adjustment, which forces flat, hook, and buzz zone defenders to leverage any routes that are in front of the first down marker. Affected defenders also make their zone drop point the first down marker.

Show Blitz

This defensive hot route can do several things based on the defenders' locations on the field. When hot routed to Show Blitz, defenders on the line of scrimmage or in the tackle box will guard the halfback (if he is not already manned up) or drop into hook zone (if the halfback is manned up). Meanwhile, defenders not on the line of scrimmage or in the tackle box will make their initial moves like a blitz before aborting to their previous assignments.

Defensive Quick Adjustments

This allows you to adjust any of your defensive players on the field without having to click on the defender you want to adjust. During pre-play, simply press **Y** twice to adjust secondary, press **LB** twice to adjust defensive line, or press **RB** twice to adjust linebackers.

Man Align

This adjustment aligns defenders in man coverage directly over the player they are guarding during pre-snap. To select this adjustment, press **Y** followed by **RB**.

USER DEFENSIVE MECHANICS

Conservative Tackle Mechanic

Press **A** while the ball carrier is in your vision cone to engage the ball carrier in a non-big tackle animation.

Aggressive Tackle Mechanic

When you're playing as a defender, press **X** while the ball carrier is in your vision cone to engage the ball carrier in a big hit tackle animation—but this time, the vision cone will be smaller than the one for the conservative tackle mechanic!

Assisted Strafe Mechanic

This mechanic lets you align your defender with the ball carrier. While you're near and in front of the ball carrier, hold **D** to automatically align with him and set yourself up to tackle. While in assisted strafe, you can only move left or right so that you stay in front of the ball carrier.


Pass Rush Mechanics

You no longer move **R** to rush the quarterback. Now, you can press **X** to perform power moves or **A** to perform finesse moves.

Pass Rush Initial Move Mechanic

Pull **RT** at the snap to perform pass rush initial moves. If you pull **RT** right as the ball is snapped, you'll see a successful fast pass rush initial move that increases your odds of playing a successful win animation. If you press at the wrong time, you'll see a slow initial move—and you probably won't see the win animation this time, either.

DEFENSIVE SWAT

You know the aggressive catch? Meet the counter mechanic for defensive play. While the ball is in the air and headed toward a wide receiver, hold  to have your defender try to swat the ball away from them!

PURPLE ROUTES

When the running back has a purple route, he will either stay in to block if his man blitzes, or release out to a pass route if he doesn't.

BLUFFING THE PLAY CALL

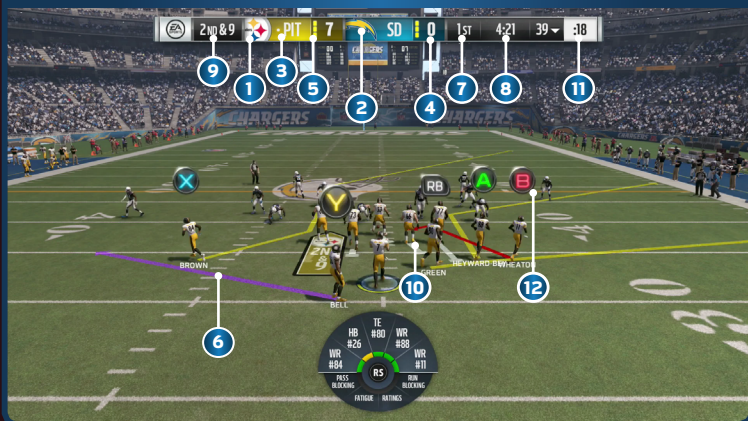
To bluff your play calling during multiplayer games, press and hold the button that corresponds to the play you wish to select. This secretly selects the appropriate play. Continue to hold the button while you scroll through other plays in order to bluff your opponent, and then release the button to exit the play-calling screen.

FADED RECEIVER ICONS

Your receiver's icon may be faded for the first few moments of the route before becoming more solid. This indicates your receiver's awareness. Your receiver won't be looking to catch the ball within the first five yards of a long streak pattern. A fully lit icon means your receiver is ready for a pass, but make sure he's open before throwing the ball.

PLAYING THE GAME

GAME SCREEN



1. Away team
2. Home team
3. Possession
4. Score
5. Timeouts remaining
6. Play Art
7. Quarter
8. Time Remaining
9. Down and distance
10. Starting line
11. Play clock
12. Receiver icons

MAIN MENU

Home Panel

Jump into your latest game mode, or see what's new in *Madden NFL 17*.

Play Panel

Choose which game mode you want to play today. Whether you want to manage a Franchise, create your Ultimate Team, or head to Open Practice for a little training, all the main *Madden NFL 17* modes are here.

Customize Panel

Customize your rosters, playbooks, settings, and more in the Customize panel.

GAME MODES

FRANCHISE

What is Franchise?

Franchise is where gridiron legends are made. Take control of an active NFL player, coach, or owner, or create your own character as you aim for the Hall of Fame. All of the excitement and drama of the NFL can be found—and lived—in Franchise.

Starting Your Franchise

When first starting to play Franchise this year, you will choose between Cloud and Offline. Cloud has faster week advances, quicker server-deployed fixes, and the freedom to invite your friends. Offline gives you the ability to create multiple offline characters and will save your league locally.

Once you select your team, you can either customize your experience further or start playing immediately. By default, you start in the regular season, but you can change this easily by choosing PRESEASON from the Starting Point option.

Play The Moment & Other Ways to Play

Before loading into your weekly game, you can choose from four different ways to play your game. The all-new Play the Moment mode prompts you to jump in at the most crucial parts of the game, so you can help lead your team to victory in the most efficient way possible.

Other new ways to play are Offense Only and Defense Only. Both options give you control of just one side of the ball, so you can play a game twice as fast.

Jump in and out of these modes of play at any time—just select the Custom Play options from the Supersim options menu.

Supersim is updated to give you more control over the speed with which the game advances. Follow along with the game as it progresses with the new play-by-play default setting, or switch to fast mode to jump forward. To truly capture the Sunday experience, choose the slow mode and watch the plays unfold on the field with the broadcast camera.

Setting Your Season Goal

When you reach the regular season, the first Big Decision you'll make is your Season Goal. As a coach, you can set how many wins you anticipate for the season. The more wins you set, the more risk you take, because missing the goal may mean you'll be fired. As a player, you choose between various stats based on your position.

Goals

As you load a game, notice the goals for your character and other players on your team. Completing these goals during the game will give you additional XP and/or Confidence that will make your players perform better on the field.

At the beginning of some drives, you'll see a Drive Goal that you can complete for bonus XP and/or Confidence. Specific goals will be tailored based on events in the current game, giving you a unique challenge every time you play.

At the end of the play, look at the XP and Confidence updates appearing next to your player, as well as updates on your completed goals. The ticker at the bottom of the screen tracks your goal progress. Weekly Goals are assigned based on completion of previous weekly goals.

Hub

Your roster is right at your fingertips on the Team Panel, which is visible right next to your Things To Do. Select any player on your team to see a quick overview of his attributes, view his goals and stats, or even purchase upgrades with his XP.

If you're playing in a Cloud Franchise, you can also quickly interact with your league members on the new Members panels. Check their game status and whether they're online. As a commissioner, you can also toggle Auto Pilot, clear cap penalties, or remove them from the league.

Improving Your Team

Improving your team has never been easier when you use the Improve Your Team option from the Things To Do menu. All the free agents and trade block players are organized in one place so you can compare your players to the available ones. The higher your grade, the better you are at that position!

Cutting Players

During the preseason—or anytime you go above the 53-man roster during the regular season—you'll need to release players from your team. You'll see a notification on the Things To Do menu when you're over the limit. Select this to quickly release the players that your team recommends.

Practice Squad

Each team is allowed 10 players on their practice squad, who you can use to develop young talent. To be eligible for the practice squad, a player can't have played more than two years in the NFL. While on the practice squad, they'll gain XP based on the drills run during weekly training. Just don't get too attached—because these players are considered free agents, the Practice Squad doesn't protect other teams from poaching them without your consent!

Lingering Injuries

Players can now have lingering injuries once the doctors have medically cleared them to play. You'll see a notification on your Things To Do screen when you have a big decision to make about one of your players. You can either let them play with the lingering injury or keep the backup in as the starter. Players with lingering injuries have a much higher chance of re-injury.

Dynamic Development Trait

The development trait determines how quickly a player progresses in the league and essentially dictates their ceiling as a player. Any time the player achieves a big reward, such as Player of the Week or NFL MVP, their development trait may increase. On the other hand, missing a season goal can cause the development trait to plummet.

Scouting

Starting as a coach or owner in Week 3, you'll see a Things To Do item that teaches you how to Scout. The basic concept is that you can spend Scouting Points on a player, learn more about their abilities, and decide whether or not you want to draft them in the upcoming NFL Draft. The Scouting Points unlock the player's top three attributes, with the third unlock providing their true draft value. Additionally, you can find "Diamonds" and "Overvalued" players in the draft class by spending Scouting Points on them before the NFL Draft.

Sim-a-Win

As a commissioner, you can influence wins by using the League Schedule. For any game that hasn't been played, you can set who will be the winning team. Sim-a-Win give you complete control and allows you to craft the season of your dreams.

Weekly Training & Gameplanning

Great teams are developed on the practice field! Spend time in training each week to prepare against your upcoming opponent and improve your team.

Creating Your Gameplan

Your first step in weekly training is setting your offensive and defensive gameplans. Your coaches suggest gameplans based on your opponent's tendencies; you can find in-game drills accompanying each one. The better you do in the drills, the better the medal you will receive (of Gold, Silver, or Bronze)—and doing well grants you more XP.

When it's game time, your chosen gameplans give you offensive and defensive boosts to certain plays. Check the play call menu to see boosted plays in green.

Focus Training

The second step in weekly training is Focus Training, which boosts players you choose to train this way. Your coaches will recommend focusing your rookies, but you can choose any player for Focus Training. Boost the players you want to develop to make them powerhouses on your team!

Free Practice

In Free Practice, take your team to the field and experiment with plays. This is a great way to see how your team plays and stay ahead of the curve in your league.

Confidence Rating

Your players' in-game performance determines their Confidence. A confident team is more likely to perform well. As a Player, make the most of your on-field opportunities to build your Confidence rating!

Randomized Draft Classes with Branching Storylines

With randomized draft classes, players are completely randomized from the ground up, including everything from player attributes and names to height and weight. Build your team knowing you're the only person in the world with that exact roster!

The best part of these draft classes is that they retain a key immersive feature from previous years: Branching Storylines! Each year, your draft class will feature all the twists and turns real NFL Draft prospects experience throughout their final year(s) of college. There's even a chance an underclassman you've been scouting decides to stay in school for his senior year, and you'll have to choose another prospect. All of the unpredictability that you expect, you can find in *Madden NFL 17*.

Multiple Advance Points

Have you ever wanted to be an armchair General Manager and only worry about the offseason with free agency and the NFL Draft? Maybe you'd like to go to the playoffs right after you clinch the top seed in your conference. Now you can, thanks to multiple advance points! But don't worry if you'd like to play each week of the year like you're used to, because the standard week-to-week method is still available in *Madden NFL 17*.

Commissioner Tools

Madden NFL 17 features tools for Commissioners to use at their disposal, giving leagues more control than ever before over how they are run.

Full Player Editing Edit the appearance, contract info, ratings, traits, and more for all the players in the league. Any edits will show up on the Transaction log so the league can monitor their Commissioner's actions.

Designate Auto-Pilot Length If you know you'll be out of town or unavailable for an extended period of time, you can now set yourself or other users to auto-pilot for multiple weeks. This feature is also available for league members and not strictly limited to Commissioners.

Multiple Commissioners Running a multiple-user Online Franchise can be extremely time-consuming—but life can happen at any moment. Franchise understands that. Now, you'll have the option to designate another user as a second Commissioner, making sure your league never has to worry if you're not available to advance the week. The original Commissioner can add or remove this feature at any time.

Short-Term Injured Reserve

When an injured player is placed on Short-Term Injured Reserve (IR), he is eligible to return after eight weeks. You have the same ability, which is great for coaches and owners who want to hold onto a player without forcing him to miss the entire season.

32-Player Control (Offline)

In offline Franchise mode, you can control one character from each of the 32 franchises. For example, you can be the owner of the Jacksonville Jaguars, the head coach of the San Diego Chargers, and the starting quarterback for the St. Louis Rams.

Media Statements

Throughout the season, you're going to answer questions from the media, setting the tone for the entire fan base. If you guarantee a Super Bowl and miss the playoffs, your fans will be calling for your job! You'll be notified when it's time to address the media in the Things To Do tab.

Owner Mode

Select a backstory if you choose to start as a created owner. Backstories provide an identity to your character and also have an in-game impact. The three backstories for an owner are:

- | | |
|------------------------|---|
| Former Player | Gives you an advantage with roster happiness and starts you off with \$3 million in available funds. |
| Lifelong Fan | Gives you an advantage with fans, starting you off with \$3 million in available funds. |
| Financial Mogul | Gives you an advantage financially as you'll start with \$7 million in funds, but you'll start with no Legacy score and player happiness will be low. |

Revenue

Who doesn't want to be the owner making the most money in the league? Having a successful team that performs well on game day while making all the right business decisions will help propel you up the revenue leaderboard.

Advisors

It's easy to become overwhelmed as an owner, so an advisor is available from every aspect of owner mode to help you out and keep you updated on everything that's going down.

Price Setting

Owners have the power to set the prices of tickets, concessions, and merchandise. Are you in a situation where you aren't selling out your home games? You might have to lower your ticket prices to lure customers back through the doors. Or perhaps your stadium is at maximum capacity, giving you the urge to hike up concessions!

The options are endless, but you can be sure your fans will let you know how you're treating them. To begin altering prices, go to the Manage tab, select MY OWNER, and then choose FINANCES.

Team Value

The higher your Team Value, the more revenue you generate! The eight categories that affect your overall Team Value are Fan Happiness, Team Success, Popularity, Staff, Stadium, Concession, Merchandise, and Ticket.

The owner who ranks first in Team Value needs to be well-rounded in every facet of the game. It's also important to note that the signing bonus you allocate to free agents or players from your own team when you re-sign them is pulled from the funds that help make up your Team Value.

Staff Hiring

Having a solid staff not only benefits your team's success but also affects your fan happiness. Balance their skills and popularity against their salaries, and keep in mind how long their contracts are good for before you hire them!

Head Coach

A great staff starts with a Head Coach. Should you happen to need a new Head Coach, look to make a big splash by signing one with a high coaching level, which translates to more scouting points and creates more thorough scouting than the rest of the league.

Scout

Next, you'll need a Scout. If you're an owner who loves to discover a wide receiver's speed, find a Scout who specializes in WR Speed and you'll be able to scout that attribute at a discount.

Trainer

The last piece to a great staff is the Trainer, who manages to slow regression and build players back up after returning from an injury.

Fan Happiness

Staying up to date with your fan base is crucial for your overall success as an owner. They'll make their voices heard when things are going well, and they'll be even more vocal if something isn't meeting their standards.

Marketing

Knowing your team and players' popularity is a vital tool when it comes to earning more revenue. The Marketing advisor will inform you on where your team stands compared to the rest of the league and even whose jersey is selling the most!

Stadium

Keeping your stadium up to date with the latest and greatest technology will keep your fans coming back and paying top dollar. You can choose to renovate or upgrade various parts of the stadium.

If things are really bad, you can also choose to rebuild the stadium from the ground up. Your rating must be less than 40 to do this.

If things really aren't working out—or if you feel the grass is greener on the other side—you can relocate your entire franchise to a different city, as long as your rating is less than 20. There are several cities to choose from, and some might even help pay for the moving trucks!

Roster Building

To edit your roster, go to MY TEAM > ROSTER under the Manage tab. This is where a truly great team is made.

Player Types & Schemes

When scouting for new players, it is important to understand which scheme your team runs and what player type they need.

As each NFL team evaluates players differently, it's essential to know what piques their interest and inspires them to value you even higher. For example, if you're a receiving back looking to crack into the Arizona Cardinals starting lineup, you may find yourself buried on the depth chart. However, your overall rating (OVR) will be higher in Philadelphia, a team looking for a receiving halfback.

Offseason

Re-Signing Players

During the regular season, you'll notice pending free agents who want to start negotiations on a new deal. If you decide against negotiating in the middle of the season, you'll have one last opportunity to re-sign your own free agents-to-be at this stage of the offseason.

If you do decide to enter into negotiations with one of your players at this stage, make sure it's an offer that suits both you and the player. If the player declines to sign the deal, he'll be off to test the open free agent market. Make your first offer count!

Free Agency Bidding

After having a chance to re-sign your own free agents, you'll then have your pick of the litter in free agency. This free-agency period is a time when teams can beef up their roster in a hurry—assuming your team has plenty of salary cap space and that the right free agents are on the market!

You'll first notice each player has a current market value, which essentially tells you what you can expect to pay for the services of that player. You'll also notice the logos from other teams in the NFL; these are all the teams that have an interest in that player.

Contract Offers

After offering your initial contract to the free agents who you've targeted, you'll have to advance the week to get an update on the player. Go back into the free agency screen and sort by My Negotiations for a quick view of all the players you are attempting to sign.

At this point, you'll see whether the player has decided to sign with you, accepted another team's offer, or is still deciding. If the player has not made a decision, you have the option to increase your offer, pull your offer, or keep it as is. Free agency lasts four weeks, so make sure you keep an eye on everything.

Draft

After the free agency period has ended, it's off to the NFL Draft!

From this hub, you'll see the draft order plus a list of actions you can take. While another team is on the clock, you can offer a trade to that team and move up in the draft order, take a look at the overall draft board, or advance the draft. Sticking around and watching the action unfold has never felt as alive as it does in *Madden NFL 17*.

You'll see messages start flying in as sports personalities react to the most recent selection. And since some players have branching storylines, their paths to the draft will be told by the voice of Adam Schefter once a player has been selected. However, if you're looking to speed up the process, you can advance to the next user pick to bypass all draft selections by the AI.

Signing Rookies

This task is automatically completed for you as a way to replicate the new way rookie contracts are constructed in the NFL.

Playing as a Coach

Spending XP

Spending XP as a coach is much different than spending it as a player. As a coach, you'll have the option to spend your XP on packages that decrease the odds of a player retiring, make it easier for you to re-sign a player, boost the amount of XP a particular position earns, or even increase the amount of Scouting Points you earn every week.

Progressing Players

As a coach, not only can you accrue XP and Scouting Points to use for yourself, but your players will also earn XP based on their in-game performances and personal goals. You can choose to apply that XP yourself or allow the AI to do it for you.

The benefits of applying XP on your own is that you can start to shape your players based on how you want them to fit into your system. If you want the smartest team in the league, use all of your XP on Awareness and Play Recognition. However, if you just want to beef up the weaknesses of players on your team to make them well-rounded contributors, you can go that route as well. The choice is yours to make.

Of course, applying XP to every player on your roster can be time consuming. In that case, you can spend the XP of key players and then delegate the AI to apply everyone else's. This not only saves time but also ensures that everyone is using the XP they have earned.

Playing as a Player

Creating a Player

Play as an active NFL player, or create your own character.

Backstory

The three options for a player backstory are: Early Draft Pick, Late Round Pick, and Undrafted. Playing as an early draft pick will give you the highest possible ratings for a rookie, but you'll also have much higher on-field expectations than an undrafted rookie.

Goals

Season, Weekly, and Milestone are the three types of goals you have as a player. Reach your goals to earn XP, which you use to improve your player attributes.

Spending XP

You begin to accumulate XP throughout the season based on your on-field performance. Once you have enough XP, you can buy packages to boost any player's ratings.

Retirement

You can retire your player at any time. This gives you the option to select a new player, coach, or owner and pick up at the same exact point in the season or year in which you left.

Legacy Score

All awards from MVP to Super Bowl championships count toward your Legacy Score. The Legacy Score determines how you're judged against the greatest NFL players in history—you'll need a high enough Legacy score to end up in the Hall of Fame!

DRAFT CHAMPIONS

Once again, *Madden NFL 17* brings the fantasy football experience to life! Draft a dream team and experience the on-field excitement of playing games with them.

Starting your Draft Champions Event

Select DRAFT CHAMPIONS from the main menu to get started. You can view information covering basics of Draft Champions and choose what type of draft you would like to participate in. In Draft Champions Ranked, compete for the ultimate reward of becoming the next Madden Champion. In Solo Draft, you compete against the CPU. And in Head-to-Head Draft, you compete against other users for rewards.

Draft Functionality

The draft consists of 15 rounds, starting with a chance to pick your coach. This can help define the tone for the rest of your draft picks, depending on how you like to play football—your coach's Playbooks will automatically be selected with him.

After selecting a coach, begin drafting players. On the first page, a player's OVR is displayed. Press **RB** or **LB** to turn the page and view the player's Key Attributes for that position. Press **X** to compare the highlighted player with other players in that position, and press **A** to confirm your player selection.

Each selected player is added to your base team in the Lineup, adjusting the OVR. You can review your completed team on the Summary screen.

The Hub

After completing the Draft, you'll enter the Draft Champions hub. Here, you can customize your lineup further in Adjust Lineup, view your Coaching & Equipment information, or track your status on the Progress screen.

MADDEN ULTIMATE TEAM (MUT)

What is Madden Ultimate Team (MUT)?

Welcome to the biggest fantasy football mode where you create your Madden Ultimate Team (MUT). You'll receive a team of starter players and can work from there to create your ultimate football team.

Collect

Collect players and other items with Auctions and packs available to purchase in the Store, or earned in specific game modes. Play games to earn coins (the in-game currency). Spend real cash in exchange for points to redeem for packs and bundles.

Upgrade

Upgrade your team with new items you've acquired. Don't forget to use the Auction House to exchange extra or unwanted items with other players for items you actually need.

Dominate

Dominate on the Gridiron in Solo Challenges.

Ultimate Moments in Solo Challenges

Ultimate Moments are Solo Challenges that begin with a game in progress. You will be dropped right into this season's most exciting games with the ability to recreate or change history—experience some of the NFL's most exciting moments!

New Goals in Solo Challenges

Goals in Solo Challenges provide a new way to win (or fail) the challenge. Goals appear before the game, and progress pop-ups remind you of how you're doing. Completing the Goals can end the challenge well before the final whistle. Bonus Goals offer additional rewards for completing some of the toughest challenges.

How Do I Upgrade My Team?

Play Solo Challenge games against the CPU to earn coins to spend on items and packs in the Store. You can also earn coins by selling items in the Auction House, or quickselling any item from your Item Binder.

What's a Pack?

A pack contains several random items you can collect to upgrade your team. Most packs include several player items and also a few non-player items such as playbooks, uniforms, coaches, collectibles, or stadiums. You may earn packs as loyalty rewards or rewards for Sets, Head to Head Events, or Solo Challenges. You can also buy individual packs or bundles of packs in the Store.

What's a Tier?

Tier is the measure of an item's quality. Items of higher tiers are typically more powerful or useful than those of lower tiers. Items are color-coded by tier so you can easily judge their quality.

Elite items aren't found in every pack, but sometimes an Elite item replaces a Gold item. A few packs or bundles may include guaranteed Elite tier items, as their descriptions will explain in the Store.

What's a Program?

Some items are part of a program. There are many programs offered throughout the year such as Draft or Playoff. Each program has a special group of items tied to a central theme, and special events like Solo Challenges or Sets are often based on a program. You can filter your item searches by program in the Item Binder, Auctions, and Trades.

Now, let's examine each tab in the mode and see what's available to help upgrade your team!

Live

From the MUT menu, select the Live tab to find special announcements about content updates for the mode. You'll see new Solo Challenges and Sets to collect appearing several times a week. Check out new events regularly to find the best players so you can upgrade your team with them.

Objectives

The Live tab presents helpful tasks to teach you about Ultimate Team Objectives. You'll receive a reward for completing all tasks, so be sure to finish them all and be on the lookout for new lists throughout the season. Objective tasks include gaining specified stats and even completing Solo Challenges or Sets.

Play

The Play tab allows you to play with your MUT. Solo Challenges are single-player games against teams controlled by the CPU. Head to Head Events are ongoing tournaments where you can play against other random MUT players. You can also take your Draft Champions onto the field.

Solo Challenges

There are many categories of Solo Challenges to play, with four levels of difficulty and varying quarter lengths. Select a Solo Challenge to see all the details about it. Some Solo Challenges have entry requirements based on collectibles or Chemistry.

New Solo Challenges are added all the time, so check the Live hub often to find them. You can also continue right where you left off with the Continue Solo Challenges tile in the MUT hub.

Head to Head Events

See how many wins you can achieve in unlimited Head to Head Events! You'll receive rewards for your wins. An event ends after you make it to six wins—or if you experience two losses. Lock in your lineup and see how far you can go!

Salary Cap Ranked Mode

Craft a team of players that fits within the cap total in this all-new way to play Madden Ultimate Team! Will you pick your Elite quarterback with a high cap value, or use the same amount on two Gold players? This is the most balanced and competitive place to play Madden Ultimate Team.

Marketplace

On the Marketplace tab, you'll find a featured offer along with access to the Store and Auction House.

Store

Purchase items with the coins you've earned from Solo Challenges and Auctions, or the points you've bought. You'll find several different kinds of packs at various prices. Each pack includes a number of random items with the chance to find a high-quality Elite player.

You'll also find pack bundles that provide a bulk purchase discount. Some large pack bundles come with a guaranteed Elite player as a special bonus. Visit the Store often to find special limited-time promotions and sales.

What Are Points?

You can purchase points with real cash and redeem them for bundles and other special items.

Auction House

You can access the Auction House from the Marketplace tab to buy and sell items with other players. This is a great way to find the items you need, or turn unused items into coins. You can search Auctions by type, tier, position, team, chemistry, and OVR. Time remaining in the Auction is displayed for each item, so plan your strategy accordingly. When someone places a bid with a few seconds left, the auction timer will add more time to the clock.

To place one of your items in the Auction House, bring up the Item Viewer and choose AUCTION. You can determine the duration, starting price, and buy-it-now price for your item auction. Some items may be assessed an auction fee.

You can examine your posted auctions and active bids from the Auction House as well.

Team

The Team tab helps you manage all aspects of your team. You can visit your Lineup, adjust your Coaching and Equipment, and rename your team.

Lineup

Select ADJUST LINEUP to examine your Lineup. Choose a player to move up and down between specific chart positions; select a player to see possible substitutions. Choose BEST LINEUP to have the CPU automatically generate your team based on OVR or Chemistry. Page left or right to see other stats of your team, such as Offense, Defense, and Specialist.

Contracts

Your players and coaches need contracts to play games. Each game played uses up one contract for that player or coach. In the Item Viewer on the Key Attributes page, you can view the remaining contracts for each player or coach. You can extend contracts from there, or extend the contracts of your Head Coach and all the players in your lineup in the Team tab.

Items

On the Items tab, you can view and manage all the items you own. You can flip through your Item Binder filters and sort tools options. Check out your unopened packs on the Items tab, and examine all the Sets available as well.

Item Binder

Use the filters to help find the items you're looking for, and sort with the drop-down list in the upper right corner. Select an item to view with the Item Viewer, which provides many actions such as Compare, Promote to Starter, Extend Contracts, Add to Set, Auction, or Quicksell. Flip through the pages of details on each item including Key Attributes, Chemistry bonus, and description.

Sets

From the Items tab, Sets (formerly known as "collections") are a great way to earn coins and item rewards for any of the items in your collection. Browse through the different Sets to examine their requirements and rewards. The Item Viewer has an Add to Set option, or you can examine the Set to see which of your items can be added. You can also search the Auction House to fill the Set and you'll automatically receive the reward when the last required item is added. New Sets are added every week so check back often!

How to Succeed in MUT

Coins are the in-game currency of MUT and act as rewarded for winning games and completing Sets. You can use coins to purchase packs in the Store or bid on items in the Auction House.

Earn more coins by completing Solo Challenges, finishing Sets, or selling items in the Auction House. You can also quicksell many of the items you're not currently using to earn a few coins. Every day there are new events added to the mode, and you can find out about all the most recent news on the Live hub when you enter MUT.

Now that you have a feel for the mode, it's time to learn about the items you can collect to build your team. Here are a few basic categories:

Players

Players make up the lineup of your Ultimate Team. Over 1,400 players from all 32 NFL teams are available for you to collect, including some legendary players from the past. Players have an OVR, a preferred position, contracts, and many other attributes that directly affect their play on the field.

While viewing a single item, you can page through several views to see Key Attributes, the item's Chemistry impact, and other important information.

Team Items

You can also customize your team with a Head Coach, uniforms, a stadium, and playbook items. When you change your home uniform, your favorite team also changes to match throughout the Ultimate Team mode.

Collectibles

Collectibles are special items you'll find in packs that represent key plays, important victories, and all kinds of football-related items and events. You can't add them to your lineup, but you can view them in the Item Binder. Collectibles are often used to complete Sets for coin and item rewards. Sometimes you'll find a collectible that you can quicksell for 500 coins or more.

Head Coach

You'll need a Head Coach before your team can take the field. In addition to his OVR, the primary function of your Head Coach is to add Chemistry impact to your team. You'll also see him on the sideline during games!

ONLINE HEAD-TO-HEAD

If you like the thrill of competing against another person, then Online Head-to-Head is the place for you. Jump into the mix with Quick Match games and a matchmaking system that will keep you competing against people who play similar to you.

Quick Match

A Quick Match game searches for another person to compete against you in a ranked game. Winning ranked games earns you Ranking Points, which determine your Leaderboard rank.

If you want to play a more friendly game but none of your *Madden NFL 17* friends are online, press **X** in the Online Head-to-Head panel and switch your Game Type to an "Unranked" game.

Play a Friend

If a friend is online, send an invite and challenge them to a friendly game of *Madden NFL 17*. This mode allows you to customize the game settings.

Leaderboards

Want to see how your record stacks up against the entire online *Madden* Community? Check out the leaderboards and see who's dominating the online Gridiron. Choose from four different leaderboards:

- | | |
|-----------------------|--|
| Top 100 | Shows the top 100 ranked Online Head-to-Head players. |
| My Leaderboard | If you've achieved a ranking (only the top 100,000 players do), this leaderboard will show where you ranked with 50 people ranked above you and below you. |
| Friends | The Friends leaderboard displays how you rank against friends based on the number of Ranking Points each of you has earned. |
| Stats Leaders | Compare how you rank against other <i>Madden</i> players in a variety of offensive and defensive stat categories. |

Compare Stats

The Compare Stats screen allows you to compare a variety of stats between you and another person, scout their playing tendencies, and view the results of your last 20 games.

Depth Chart

If you're not happy with your starters and want to change the team lineup, visit the Depth Chart screen before starting a game. Depth Chart changes made on this screen will automatically save to your "Official" roster file, so you won't have to pause and update your Depth Chart before every online game. Be sure to readdress this after each roster update!

Customize


The Customize sub-menu contains options for updating your roster, changing your online settings.

OTHER ONLINE FEATURES

MADDEN MESSENGER

Messenger Inbox

The Inbox icon is your gateway into the Madden Messenger. You can find it on the main menu as well as the main menus for Franchise, Online Head-to-Head, Draft Champions, and MUT modes.

When you have new items waiting to be viewed inside of the Messenger, the Inbox icon will display the number of new items next to it. Press  to open the Messenger and start browsing the Notification and Social Feed lists for your new items.

Messenger Previews

Whenever you receive a new Notification or Social Feed item, a preview of that item will animate onscreen to notify you. Previews can appear anywhere in the game—including while you're playing—so you'll always be getting the latest information when you need it.

Notifications

Notification items inform you about events that are important to your *Madden* experience and can be viewed from the Notification list inside of the Messenger. Each Notification displays an icon associated with the type of event it pertains to, a title, and a description of the event when you highlight the item. Selecting any Notification will take you directly from the Messenger to the screen mentioned in the description.

Social Feed

The Social Feed list is where you can browse all of the cool things that your friends are doing in *Madden NFL 17*. Social Feed items show the avatar of the friend that they belong to and allow you to link directly into the same experience they're sharing with you.

Settings

If at any point you feel like you're being overwhelmed with Notifications or Social Feed items from a particular mode, visit the Settings list in the Messenger. Here, you can control which modes you're receiving updates from and turn off those particular settings as desired.

MUSIC LIST

Want to switch songs to give your experience a new background track? Sort through your Music List in the Madden Messenger, checkmarking songs you want to hear and unchecking those you want to leave out. Highlight a song and press **X** to play it.

SOCIAL SHARING

Madden Friends

When you enable sharing with your *Madden* friends, they'll receive updates on all the cool things you're doing in *Madden* through their Social Feed in the Madden Messenger. They might see when you post a new Madden Ultimate Team (MUT) auction, when you achieve an Online Head-to-Head ranking greater than 50 percent of all ranked players, or that you've just created a new online Franchise league, among other things.

COACHGLASS

CoachGlass is a second-screen experience that gives you the most useful information about you and your opponent, tracking both offensive and defensive tendencies. These will help you select better plays and counter what your opponent is doing on the other side of the ball.

While you're on offense during the play call state, you'll see how much time your opponent plays man or zone or blitzes you for personnel grouping. Having this data is important if you're going to anticipate what might be coming!

After selecting a play, you can see even more information, including situational data. This data is historical, meaning it's based on stats that your opponent has accumulated from every game they've played.

You'll also notice features such as Play History and Suggestions. These tools can give you a deeper understanding of your opponent and even suggests play calls for you to select from your device, which will go straight to your system.

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Please return the product along with (1) a copy of the original sales receipt showing the date of purchase, (2) a brief description of the difficulty you are experiencing, and (3) your name, address and phone number to the address below and Electronic Arts will mail a replacement Recording Medium to you. If the product was damaged through misuse or accident, this 90-day warranty is rendered void and you will need to follow the instructions for returns after the 90-day warranty period. We strongly recommend that you send your products using a traceable delivery method. Electronic Arts is not responsible for products not in its possession.

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Online Warranty Information: <http://warrantyinfo.ea.com>

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Electronic Arts Customer Warranty, 7700 W Parmer Lane, Building C, Austin, TX 78729-8101

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NEED HELP?

MADDEN NFL 17 CONTACT INFORMATION

- Online: easports.com/madden-nfl
- Twitter: twitter.com/EAMaddenNFL
- Facebook: facebook.com/EASportsMaddenNFL

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