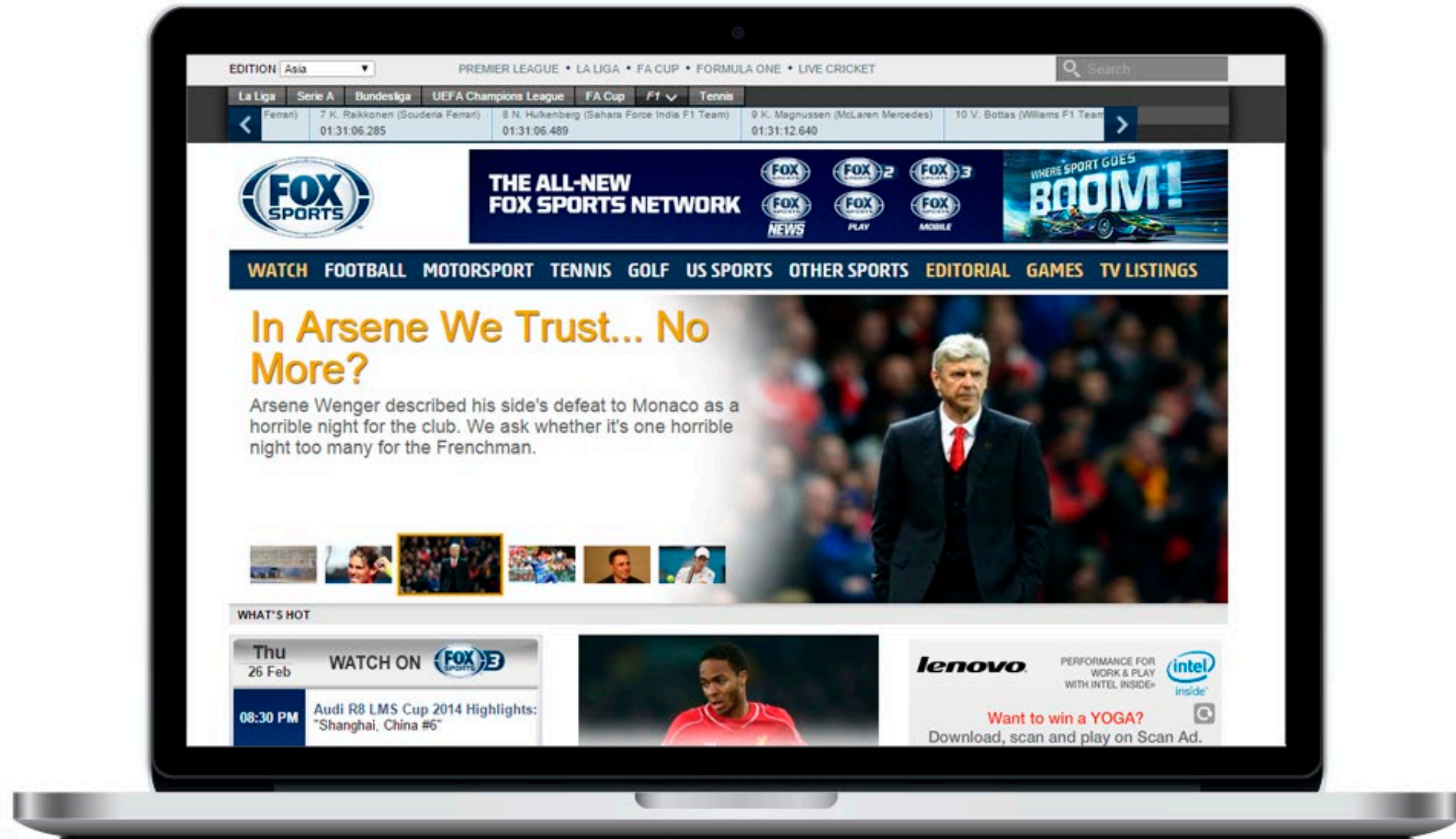


Fox Sports Asia

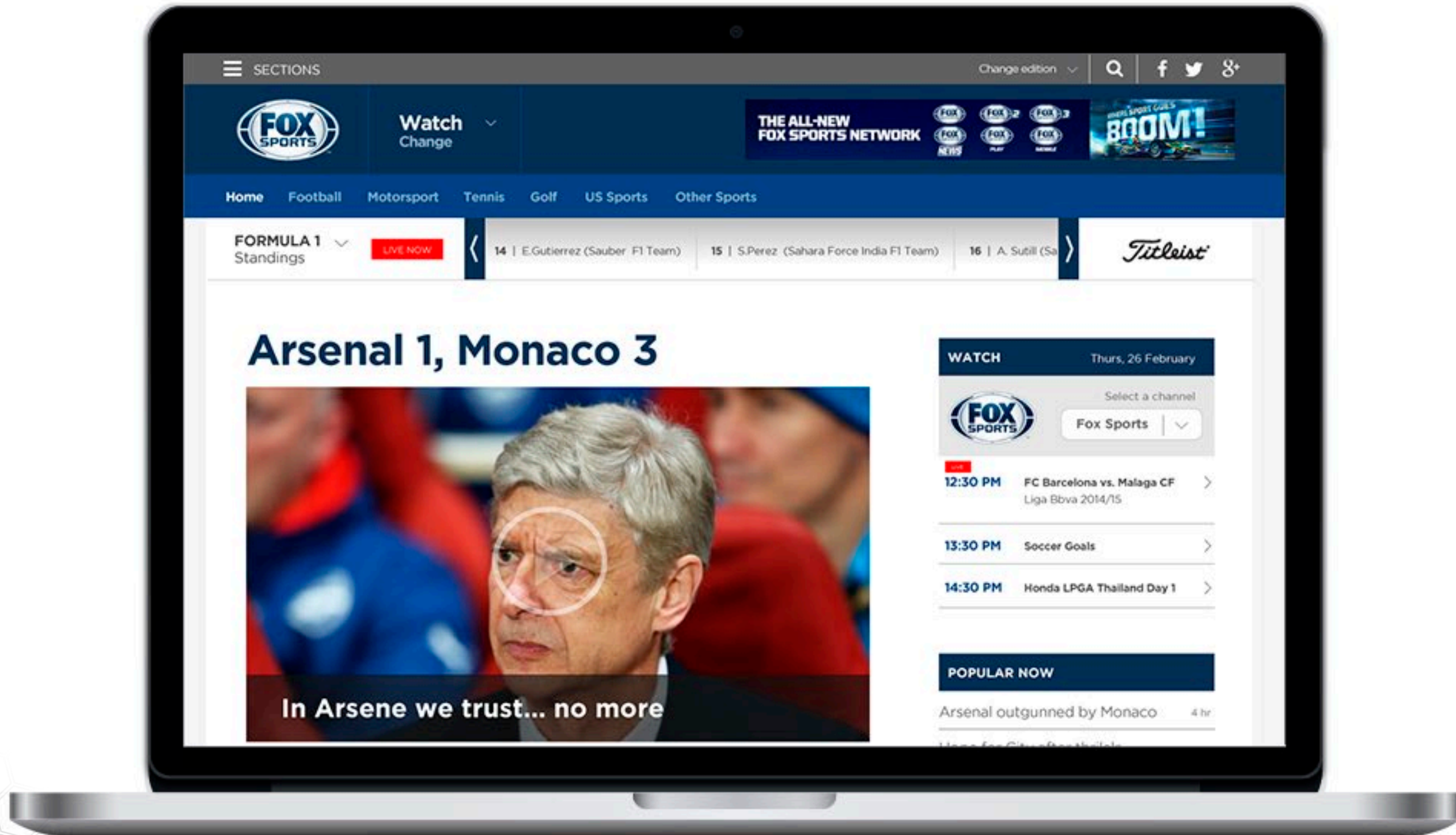
Home page redesign concept

Presented by HoneyKome • 6 March 2015

The current Fox Sports Asia homepage



Fox Sports Asia homepage design concept 1





Watch Change

THE ALL-NEW FOX SPORTS NETWORK



FORMULA 1 Standings

LIVE NOW

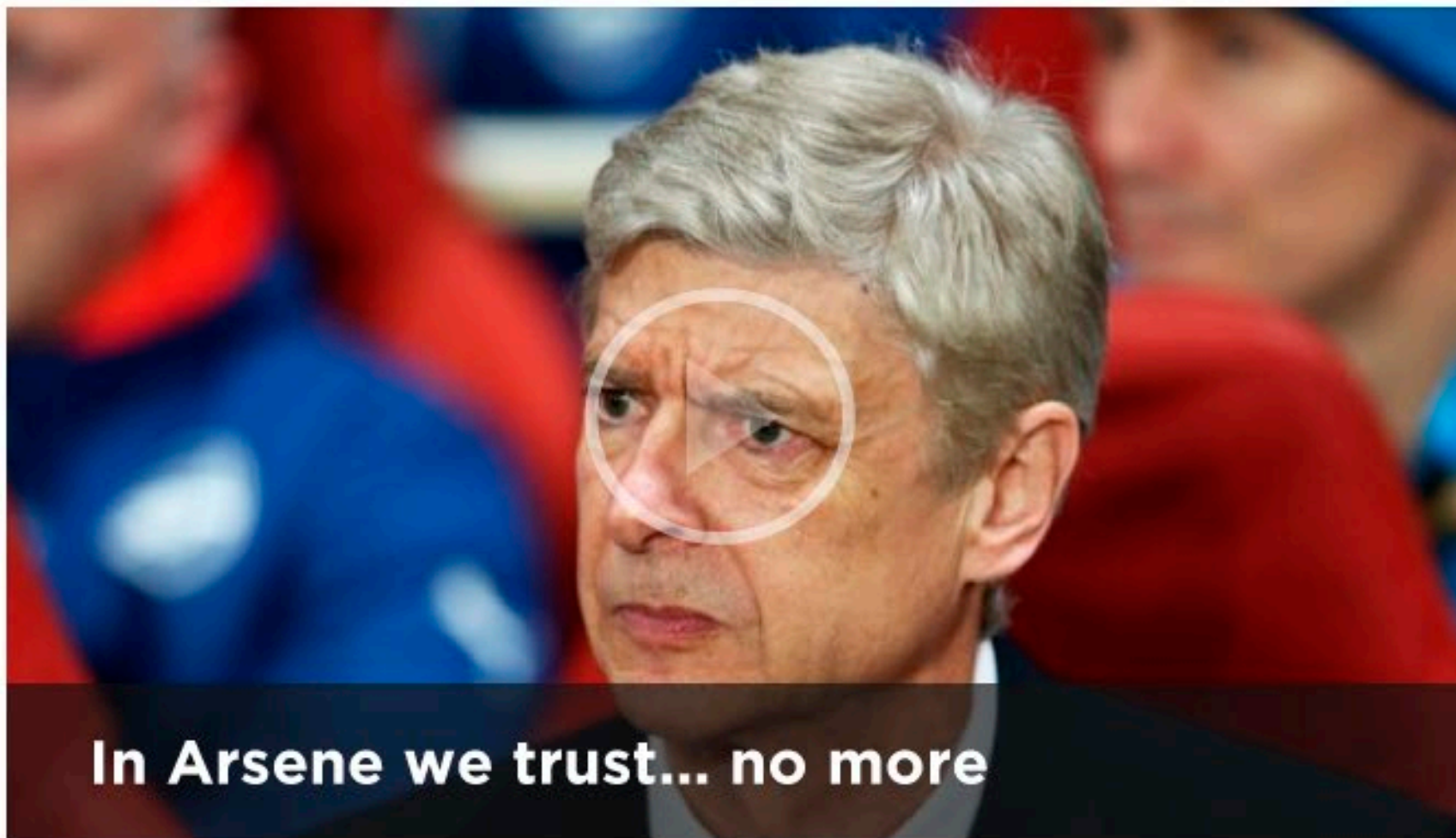
14 | E.Gutierrez (Sauber F1 Team)

15 | S.Perez (Sahara Force India F1 Team)

16 | A. Sutil (Sa)



Arsenal 1, Monaco 3



WATCH

Thurs, 26 February



Select a channel

Fox Sports

LIVE

12:30 PM

FC Barcelona vs. Malaga CF
Liga Bbva 2014/15

13:30 PM

Soccer Goals

14:30 PM

Honda LPGA Thailand Day 1

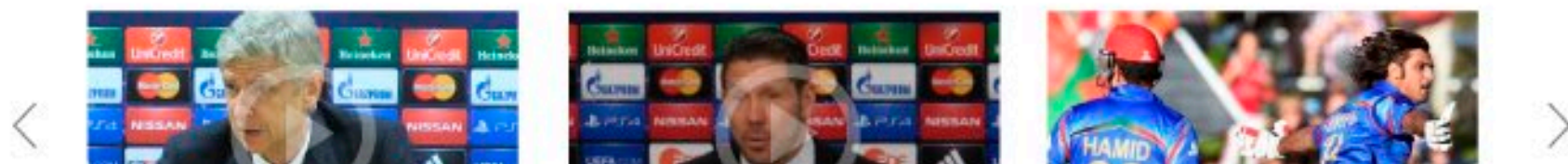
POPULAR NOW

Arsenal outgunned by Monaco 4 hr

Hope for City after threile

In Arsene we trust... no more

Roger remains confident



Key elements:

- Blue to act as base
- Yellow as highlight
- Clear, reworked typography
- Generous margins for whitespace
- Strong visuals and reduced headlines
- Video prominent

The screenshot displays the Fox Sports website interface. At the top, there is a navigation bar with the Fox Sports logo, a 'Watch' dropdown menu, and a 'Change region' option. Below this is a secondary navigation bar with links for Home, Football, Motorsport, Tennis, Golf, US Sports, and Other Sports. The main content area features a large article titled 'Arsenal 1, Monaco 3' with a prominent image of Arsène Wenger. Below the main image are smaller thumbnails for related stories: 'Someone relieved after narrow loss' and 'Afghanistan win thriller'. A 'WATCH' section on the right lists upcoming programs like 'FC Barcelona vs. Malaga CF' and 'Soccer Goals'. The 'POPULAR NOW' section highlights 'Arsenal outgunned by Monaco'. Below the main article is a 'LATEST NEWS' section with articles such as 'FIA investigate Alonso crash' and 'Nadal breezes past qualifier'. A large video player is featured below the news section, showing a press conference. The bottom of the page contains a footer with 'CHANNELS', 'FOX SPORTS ASIA', 'OTHER LINKS', and 'CONNECT' sections.

Simplified mobile-friendly navigation

Clean scalable scores ticker

Strong headline

Lead with video

News leads and bring in yellow as secondary colour

The screenshot shows the Fox Sports website interface. At the top, there's a navigation bar with 'SECTIONS', 'Watch Change', and social media icons. Below that is a 'FORMULA 1 Standings' ticker with driver names and positions. The main content area features a large video player for the Arsenal vs Monaco match with the headline 'Arsenal 1, Monaco 3' and a sub-headline 'In Arsene we trust... no more'. To the right is a 'WATCH' section for Thursday, 26 February, listing programs like 'FC Barcelona vs. Malaga CF' and 'Soccer Goals'. Below that is a 'POPULAR NOW' section with several news snippets. At the bottom left is a 'LATEST NEWS' section with a story titled 'FIA investigate Alonso crash'. An advertisement for Lenovo Yoga devices is visible on the right side of the page.

Social sharing

Ad slot

Sponsorship opportunity

Navigable television listing

Popular stories widget

Ad slot


Clear categories and social sharing

LATEST NEWS

FORMULA 1 2 mins ago

FIA investigate Alonso crash

The FIA are investigating Fernando Alonso's Barcelona crash, announcing they are "looking very carefully at what happened".
[Continue reading](#)



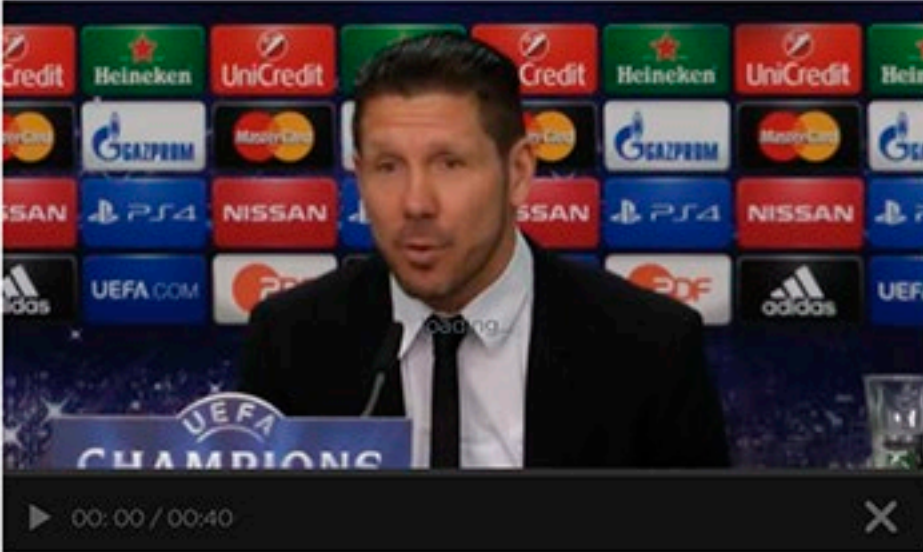
TENNIS 2 mins ago

Nadal breezes past qualifier

Rafael Nadal needed just 64 minutes to book his spot in the Argentina Open presentado por Buenos Aires Ciudad quarter-finals.
[Continue reading](#)



FOOTBALL 2 mins ago



00:00 / 00:40

Someone relieved after narrow loss

Atletico Madrid head coach Diego Simeone admits he's relieved their UEFA Champions League tie with Bayer Leverkusen is still alive, after a 1-0 defeat in the first leg.
[Continue reading](#)

LATEST VIDEOS








Advertisement



Want to win a YOGA?
Download, scan and play on Scan Ad.

YOGA TABLET 3 PRO

POPULAR VIDEOS

-  A senior Afghan military office says the death-vallery northeast of the an more copy
[WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the an more copy
[WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the an more copy
[WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the an more copy
[WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the an more copy
[WATCH NOW](#)

Videos in news feed expands to fill the column when clicked

Sort popular videos and news stories in tabbed sidebar widget



Someone relieved after narrow loss

Atletico Madrid head coach Diego Simeone admits he's relieved their UEFA Champions League tie with Bayer Leverkusen is still alive, after a 1-0 defeat in the first leg
[Continue reading](#)

LATEST VIDEOS



WORLD
UEFA Champions League tie with Bayer Leverkusen

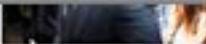





WORLD
UEFA Champions League tie with Bayer Leverkusen



WORLD
UEFA Champions League tie with Bayer Leverkusen



-  [WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the [an more copy](#)
[WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the [an more copy](#)
[WATCH NOW](#)
-  A senior Afghan military office says the death-vallery northeast of the [an more copy](#)
[WATCH NOW](#)

Secondary video slider widget

CHANNELS

-  Fox Sports
-  Fox Sports 2
-  Fox Sports 3
-  Fox Sports HD
-  Fox Sports 2 HD
-  Fox Sports 3 HD
-  Fox Sports NEWS
-  Fox Sports PLAY
-  Fox Sports MOBILE

FOX SPORTS ASIA

- Football
- Motorsport
- Tennis
- Golf
- US Sports
- Other Sports

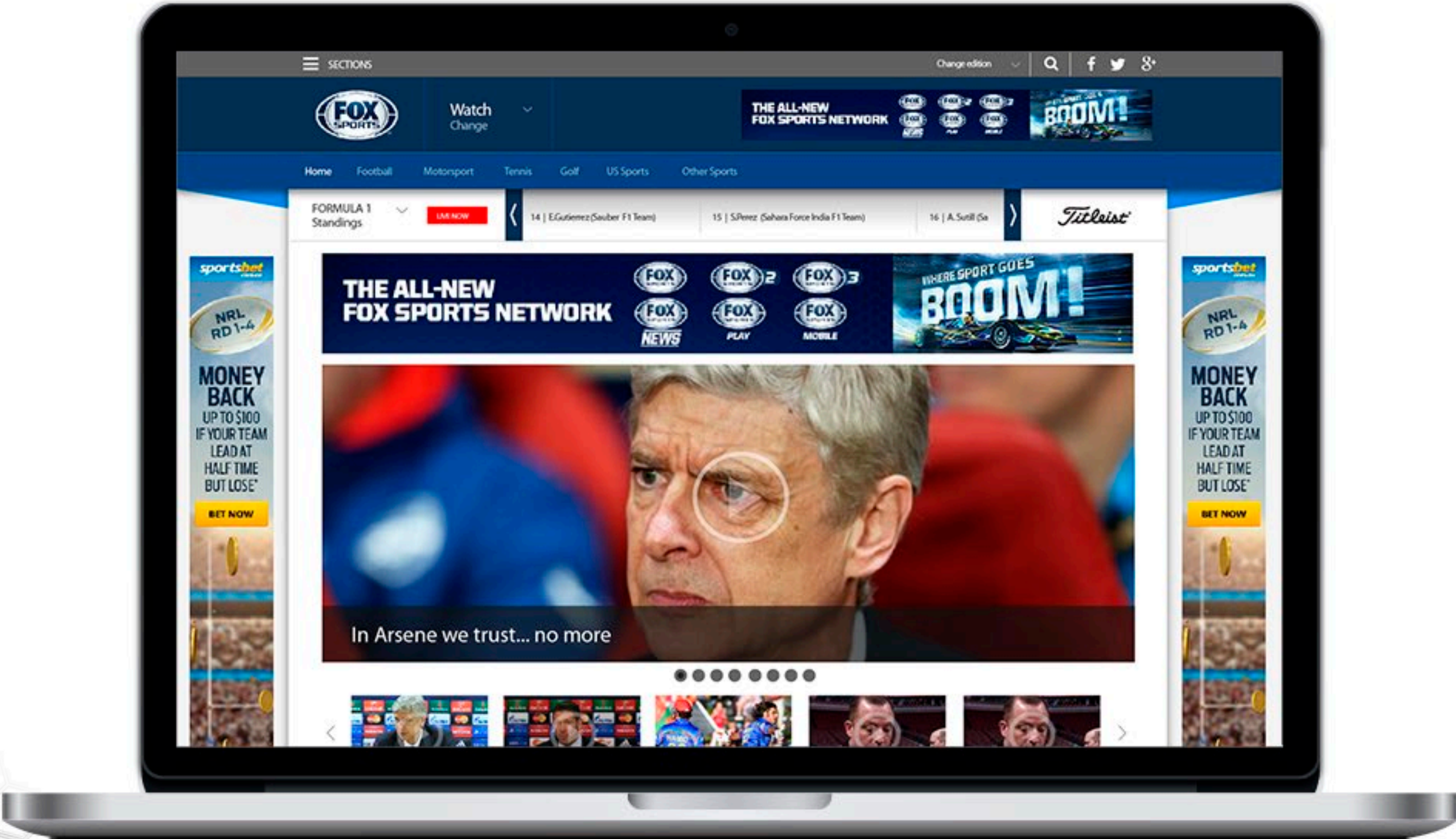
OTHER LINKS

- Videos
- Widgets
- TV Listings
- Games
- Careers

CONNECT

- Facebook
- Twitter
- Google+
- RSS
- Contact Us

Fox Sports Asia homepage design concept 2





Watch Change

THE ALL-NEW FOX SPORTS NETWORK with logos for FOX NEWS, FOX PLAY, FOX MOBILE and a BOOM! graphic.

Home Football Motorsport Tennis Golf US Sports Other Sports

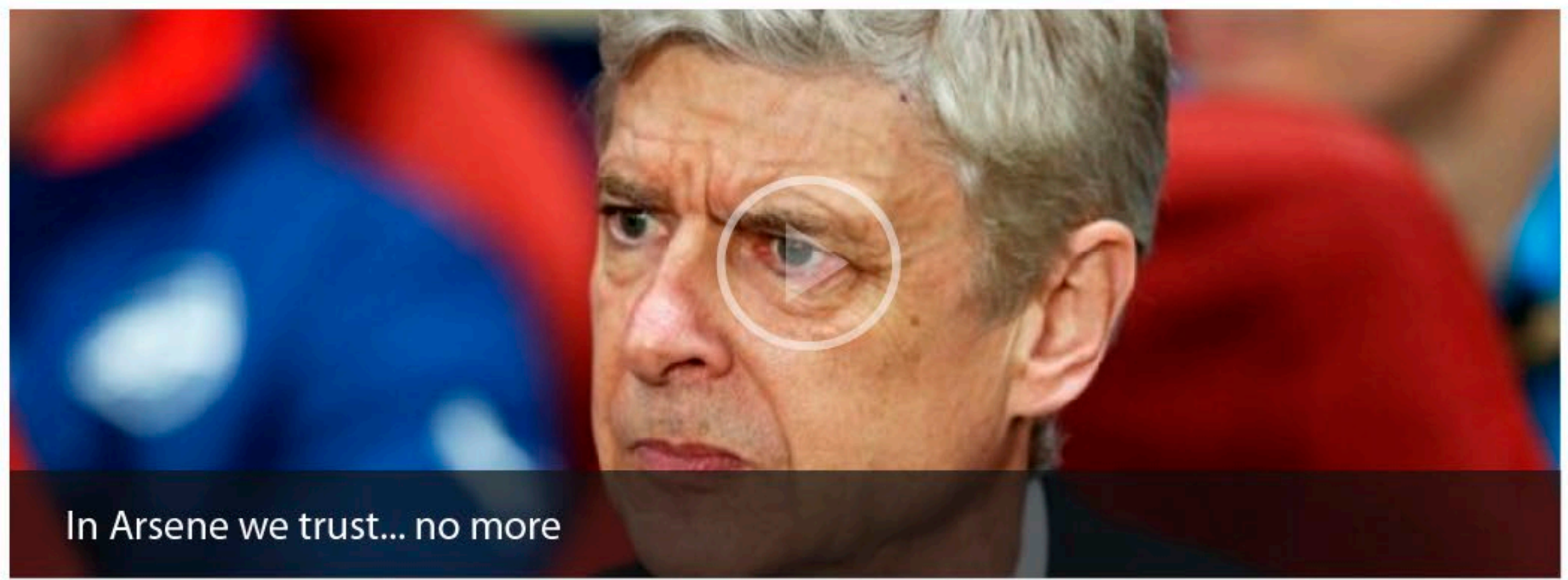
FORMULA 1 Standings

LIVE NOW

14 | E.Gutierrez (Sauber F1 Team) 15 | S.Perez (Sahara Force India F1 Team) 16 | A. Sutil (Sa)



THE ALL-NEW FOX SPORTS NETWORK banner with logos for FOX NEWS, FOX PLAY, FOX MOBILE and a BOOM! graphic.



In Arsene we trust... no more



Arsenal 1 Monaco 3



Someone relieved after



Afghanistan win thriller



A senior Afghan military office



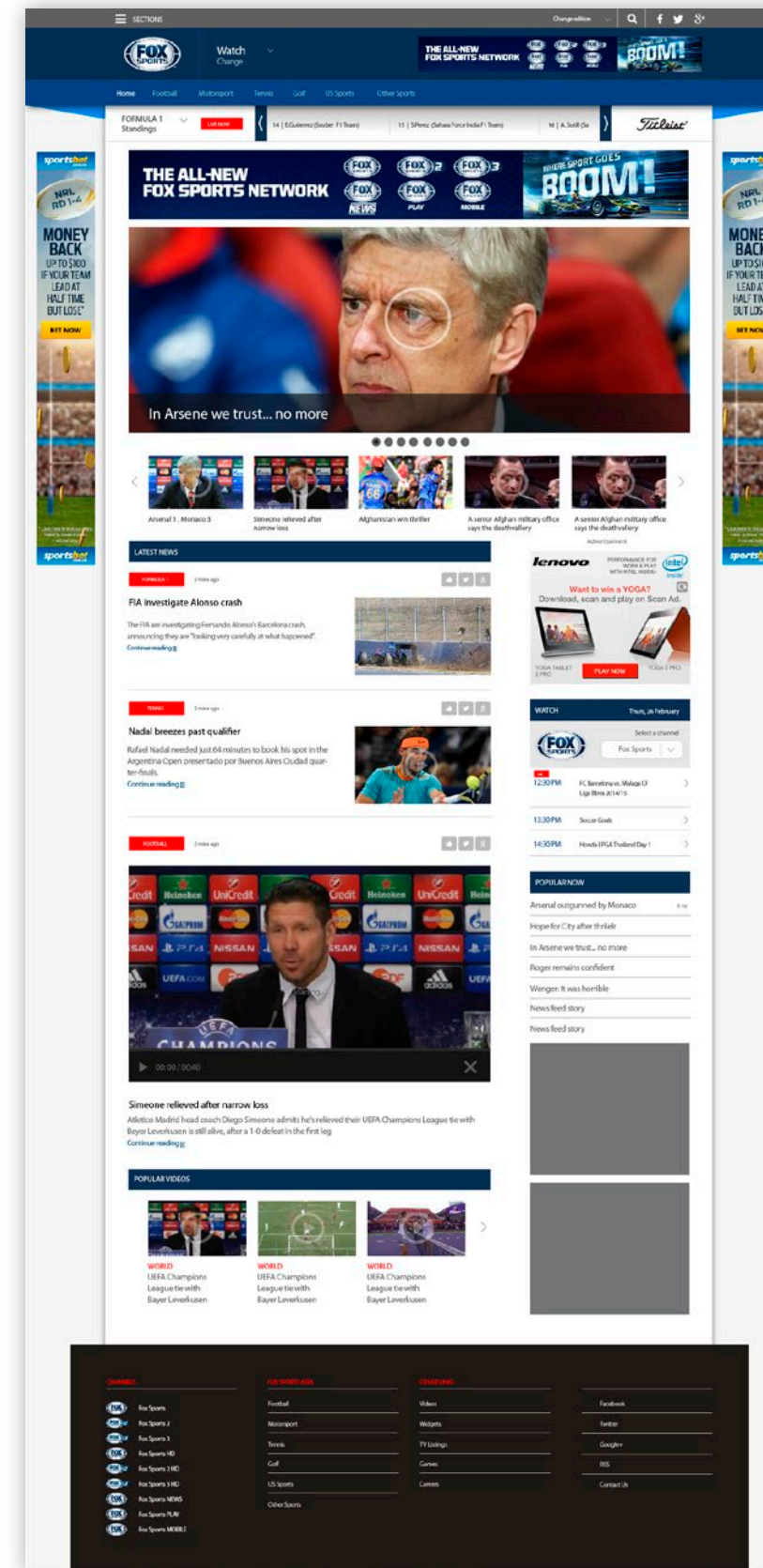
A senior Afghan military office

Vertical sidebar advertisement for sportsbet.com.au featuring 'NRL RD 1-4' and 'MONEY BACK UP TO \$100' offer.

Vertical sidebar advertisement for sportsbet.com.au featuring 'NRL RD 1-4' and 'MONEY BACK UP TO \$100' offer.

Key elements:

- Additional ad space: leaderboard, left & right sides and MPU (7 in total)
- Full-width lead slider
- Reduced side-bar elements
- Red as category organiser and secondary colour



Simplified mobile-friendly navigation

Clean scalable scores ticker

Super Custom Ad Slot/Event header

The screenshot shows the Fox Sports website interface. At the top, there is a navigation bar with 'SECTIONS' and 'Change edition'. Below this is a 'Watch Change' dropdown and a banner for 'THE ALL-NEW FOX SPORTS NETWORK'. The main navigation includes 'Home', 'Football', 'Motorsport', 'Tennis', 'Golf', 'US Sports', and 'Other Sports'. A 'FORMULA 1 Standings' section is active, showing a 'LIVE NOW' button and a list of drivers: '14 | E.Gutiérrez (Sauber F1 Team)', '15 | S.Pérez (Sahara Force India F1 Team)', and '16 | A. Sutil (Sa)'. A 'Titleist' logo is also present. Below the navigation is a large banner for 'THE ALL-NEW FOX SPORTS NETWORK' with logos for 'FOX SPORTS NEWS', 'FOX SPORTS PLAY', and 'FOX SPORTS MOBILE'. A 'WHERE SPORT GOES BOOM!' graphic is also visible. The main content area features a large image of Arsène Wenger with the text 'In Arsene we trust... no more'. Below this is a carousel of news items: 'Arsenal 1, Monaco 3', 'Someone relieved after narrow loss', 'Afghanistan win thriller', and 'A senior Afghan military office says the deathvalley'. A 'LATEST NEWS' section follows, with two articles: 'FIA investigate Alonso crash' and 'Nadal breezes past qualifier'. On the right side, there is an advertisement for 'lenovo' and 'intel' promoting a 'YOGA' laptop and tablet. At the bottom right, there is a 'WATCH' section for 'Thurs, 26 February' with a channel selector for 'FOX SPORTS' and a list of upcoming matches: '12:30 PM FC Barcelona vs. Malaga CF Liga Bbva 2014/15' and '13:30 PM Soccer Goals'. The website is flanked by two vertical 'sportsbet' advertisements for 'NRL RD 1-4' with a 'MONEY BACK' offer.

Social sharing

Ad slot

Sponsorship opportunity

Left and right side ad slots

Full width responsive video & image slider

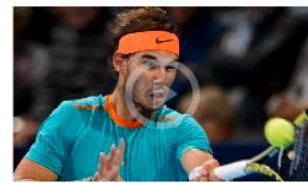
Ad slot (300 x 250)

TENNIS 2 mins ago

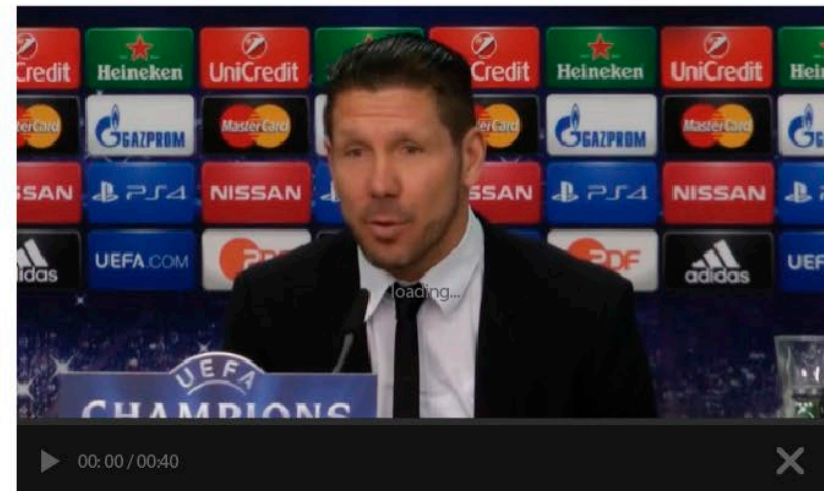
Nadal breezes past qualifier

Rafael Nadal needed just 64 minutes to book his spot in the Argentina Open presented por Buenos Aires Ciudad quarter-finals.

[Continue reading](#)



FOOTBALL 2 mins ago



Simeone relieved after narrow loss

Atletico Madrid head coach Diego Simeone admits he's relieved their UEFA Champions League tie with Bayer Leverkusen is still alive, after a 1-0 defeat in the first leg

[Continue reading](#)

POPULAR VIDEOS



WORLD
UEFA Champions League tie with Bayer Leverkusen

WORLD
UEFA Champions League tie with Bayer Leverkusen

WORLD
UEFA Champions League tie with Bayer Leverkusen

WATCH Thurs, 26 February



12:30 PM FC Barcelona vs. Malaga CF Liga Bbva 2014/15

13:30 PM Soccer Goals

14:30 PM Honda LPGA Thailand Day 1

POPULAR NOW

Arsenal outgunned by Monaco 4 hr

Hope for City after thriller

In Arsene we trust... no more

Roger remains confident

Wenger: It was horrible

News feed story

News feed story



What to watch widget

Reduced sidebar elements

Ad slot
300 x 250
or
300 x600

Video and news carousel slider
(Touch enabled & responsive)

CHANNELS

- Fox Sports
- Fox Sports 2
- Fox Sports 3
- Fox Sports HD
- Fox Sports 2 HD
- Fox Sports 3 HD
- Fox Sports NEWS
- Fox Sports PLAY

FOX SPORTS ASIA

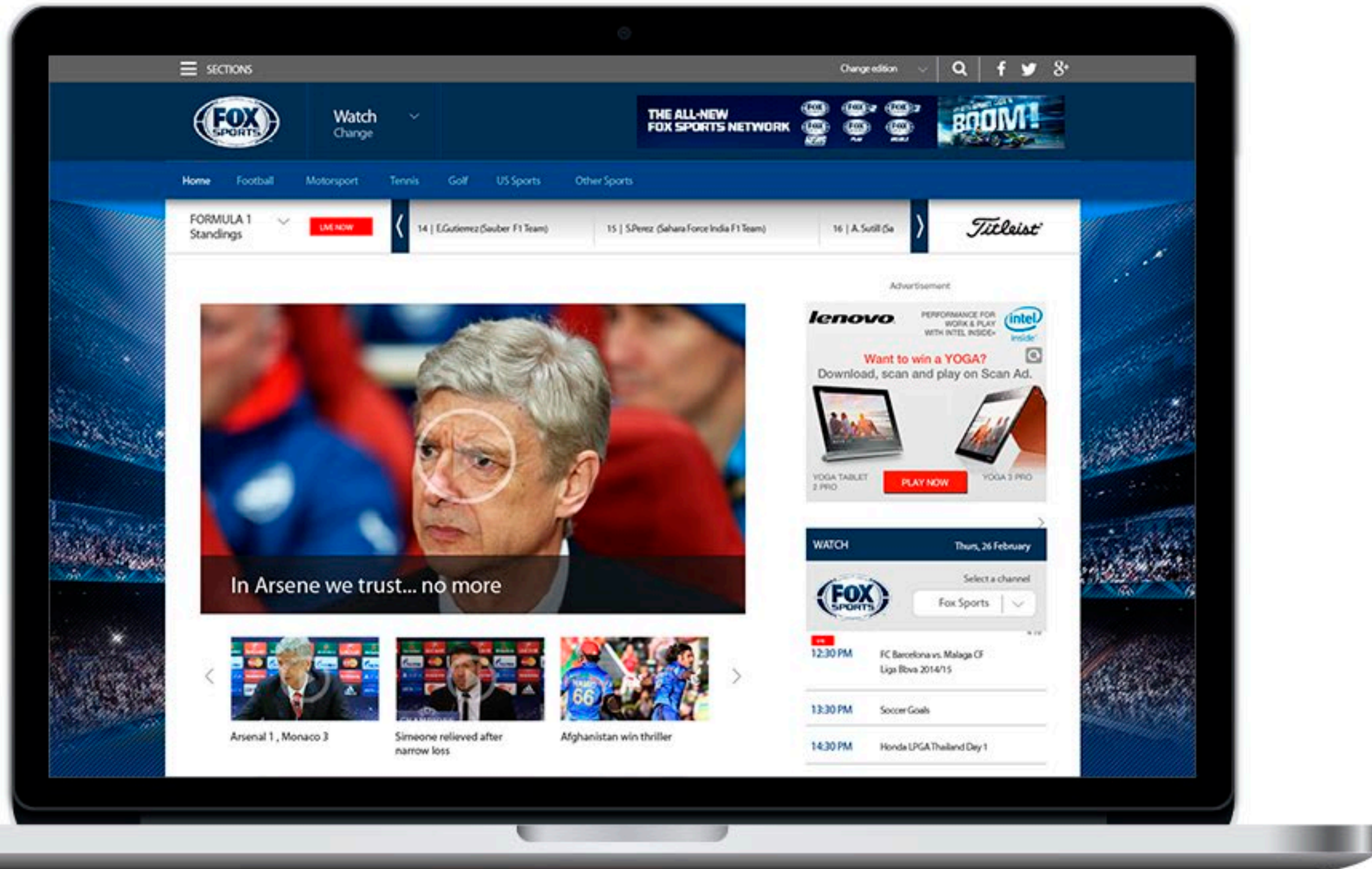
- Football
- Motorsport
- Tennis
- Golf
- US Sports
- Other Sports

OTHER LINKS

- Videos
- Widgets
- TV Listings
- Games
- Careers

- Facebook
- Twitter
- Google+
- RSS
- Contact Us

Fox Sports Asia homepage design concept 3





Watch Change

THE ALL-NEW FOX SPORTS NETWORK



Home Football Motorsport Tennis Golf US Sports Other Sports

FORMULA 1 Standings

LIVE NOW

14 | E.Gutierrez (Sauber F1 Team)

15 | S.Perez (Sahara Force India F1 Team)

16 | A. Sutil (Sa)



Advertisement

lenovo

PERFORMANCE FOR WORK & PLAY WITH INTEL INSIDE



Want to win a YOGA?

Download, scan and play on Scan Ad.

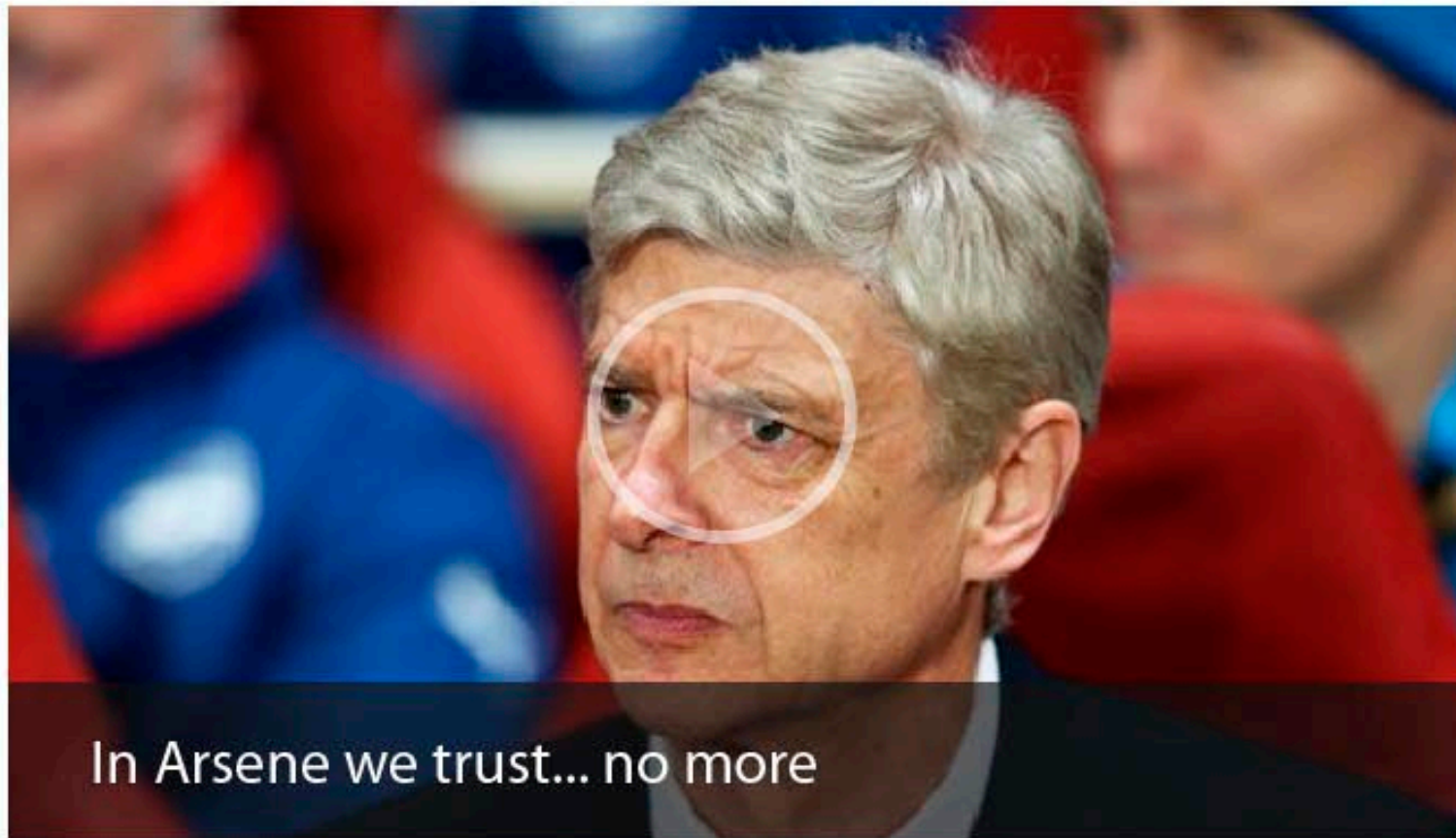


YOGA TABLET 2 PRO



YOGA 3 PRO

PLAY NOW



In Arsene we trust... no more

WATCH

Thurs, 26 February



Select a channel

Fox Sports

12:30 PM

FC Barcelona vs. Malaga CF Liga Bbva 2014/15

13:30 PM

Soccer Goals

14:30 PM

Honda LPGA Thailand Day 1



Arsenal 1 , Monaco 3



Someone relieved after narrow loss



Afghanistan win thriller

THE ALL-NEW FOX SPORTS NETWORK



POPULAR NOW

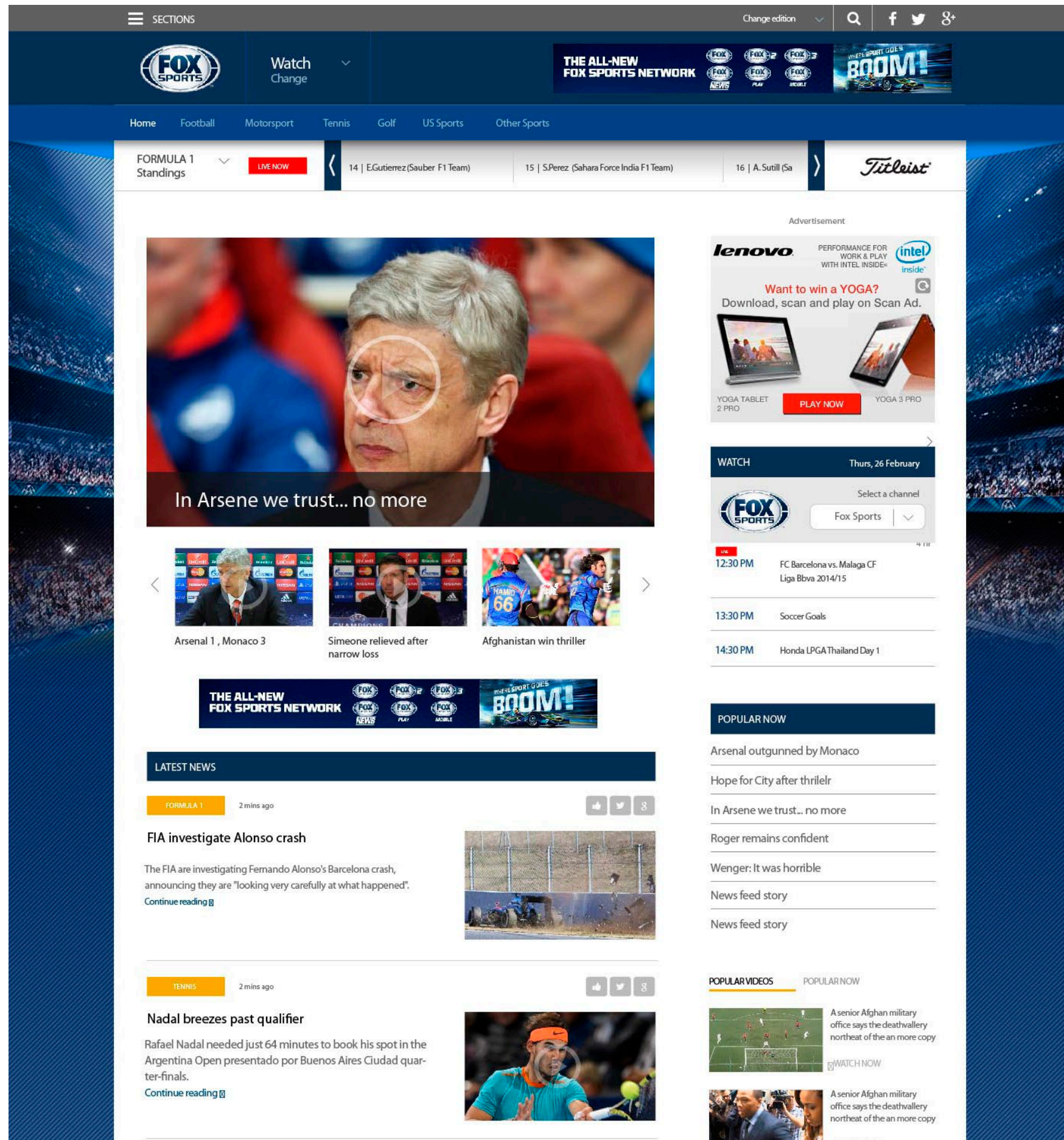
Key elements:

- Custom background slot (can be used as advertising/sponsorship opportunity)
- MPU & Leaderboard ad slots above the fold
- Additional leaderboard slot
- Simplified colour scheme and footer
- Strong visuals and reduced headlines
- Video prominent

The screenshot displays the Fox Sports website interface. At the top, there's a navigation bar with the Fox Sports logo, a 'Watch' button, and a search bar. Below this is a secondary navigation bar with categories like 'Home', 'Football', 'Motorport', 'Tennis', 'Golf', 'US Sports', and 'Other Sports'. The main content area is divided into several sections:

- Top Section:** A large image of Arsene Wenger with the headline 'In Arsene we trust... no more'. Below it are three smaller images with headlines: 'Arsenal 1, Monaco 3', 'Simeone relieved after narrow loss', and 'Afghanistan win thriller'.
- Advertisements:** An Intel advertisement for the YOGA7 laptop is visible on the right side.
- WATCH Section:** A section for watching live content, showing a 'Select a channel' dropdown menu set to 'Fox Sports' and a list of upcoming events: '12:30 PM FC Barcelona vs. Malaga CF Liga BBVA 2014/15', '13:30 PM Soccer Goals', and '14:30 PM Honda UFGA Thailand Day 1'.
- LATEST NEWS:** A list of news items with thumbnails and brief descriptions. The first item is 'FIA investigate Alonso crash' with a thumbnail of a race car. The second is 'Nadal breezes past qualifier' with a thumbnail of Rafael Nadal. The third is 'Simeone relieved after narrow loss' with a thumbnail of Diego Simeone.
- POPULAR NOW:** A section for popular content, featuring a video thumbnail of a soccer match and several smaller thumbnails of news items.
- POPULAR VIDEOS:** A section for popular videos, featuring a large video player showing a soccer match and several smaller video thumbnails.
- LATEST VIDEOS:** A section for the latest videos, featuring three video thumbnails with headlines: 'WORLD UEFA Champions League tie with Bayer Leverkusen', 'WORLD UEFA Champions League tie with Bayer Leverkusen', and 'WORLD UEFA Champions League tie with Bayer Leverkusen'.

The footer contains a grid of links for 'CHANNELS', 'FOX SPORTS APP', 'OTHER LINKS', and 'CONNECT', each with a list of related items.



Custom background slot (can be used as advertising/sponsorship opportunity)

Lead with video

Leaderboard Advert

Leaderboard ad slot

Sponsorship opportunity

Prominent ad slot

What to watch widget

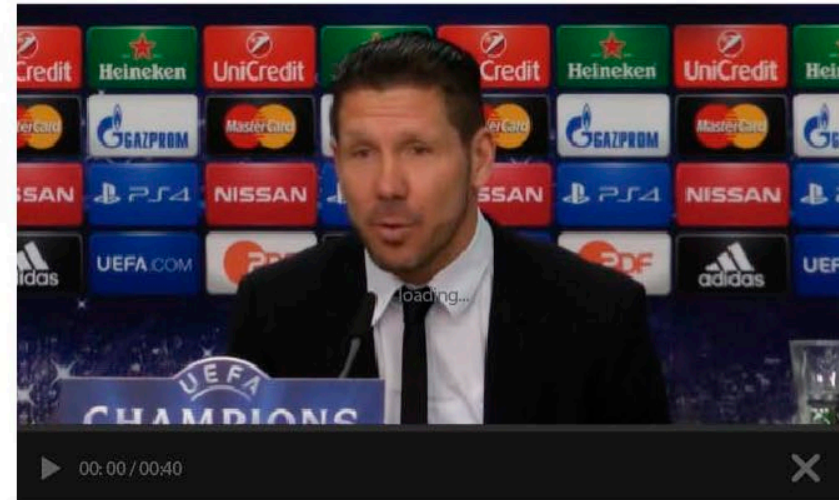
Simplified news widget

Videos in news feed expands to fill the column when clicked

Argentina Open presentado por Buenos Aires Ciudad quarter-finals.
[Continue reading](#)



FOOTBALL 2 mins ago



Someone relieved after narrow loss

Atletico Madrid head coach Diego Simeone admits he's relieved their UEFA Champions League tie with Bayer Leverkusen is still alive, after a 1-0 defeat in the first leg
[Continue reading](#)

LATEST VIDEOS



WORLD
UEFA Champions League tie with Bayer Leverkusen



WORLD
UEFA Champions League tie with Bayer Leverkusen



WORLD
UEFA Champions League tie with Bayer Leverkusen

[WATCH NOW](#)



A senior Afghan military office says the death toll in the northeast of the country has risen to more than 100.

[WATCH NOW](#)



A senior Afghan military office says the death toll in the northeast of the country has risen to more than 100.

[WATCH NOW](#)



A senior Afghan military office says the death toll in the northeast of the country has risen to more than 100.

[WATCH NOW](#)



A senior Afghan military office says the death toll in the northeast of the country has risen to more than 100.

[WATCH NOW](#)

Blue colour scheme in footer

CHANNELS

- Fox Sports
- Fox Sports 2
- Fox Sports 3
- Fox Sports HD
- Fox Sports 2 HD
- Fox Sports 3 HD
- Fox Sports NEWS
- Fox Sports PLAY
- Fox Sports MOBILE

FOX SPORTS ASIA

- Football
- Motorsport
- Tennis
- Golf
- US Sports
- Other Sports

OTHER LINKS

- Videos
- Widgets
- TV Listings
- Games
- Careers

CONNECT

- Facebook
- Twitter
- Google+
- RSS
- Contact Us

Thank you!