SINCLAIR SPORTS • "DATA" EXPLORATION

Question: Are Scores, Schedules, Stats, Standings (aka "Sports Data") too buried within the site/nav?

Issue: By choosing to place TEAMS as a top level navigation item, instead of the Sports Leagues, "Sports Data" becomes buried two sub-nav levels down.

(Ex. TEAMS > SPORTS LEAGUES > TEAM DATA, TEAM NAMES)

Issue Hypothesis: This will make it more difficult for a user, interested in the "Sports Data", to quickly locate and land on one of the desired data pages.

Deltatre Suggested Solutions (in order of UXD preference).

1) Add a sports ticker to the top of every page.

Solution Hypothesis: The sports ticker would be able to surface important data to the user at top most level. Locking into place as the user scrolls would ensure consistent visibility. The ability to surface live scores, upcoming games and an ability to switch to a different sport would be a best case scenario for the user looking for stats of this nature.

NOTE This solution could be limited based on what comes out of the box from SportRadar.

2) Resurface Sport Leagues as part of the top level nav.

(Ex. SPORTS LEAGUES > TEAM DATA, TEAM NAMES)

Solution Hypothesis: This will decrease friction in the user journey by bringing the "Sports Data" up a level — allowing the user to find it more quickly.

3) Leave the current design iteration as is - do nothing.

(Ex. TEAMS > SPORTS LEAGUES > TEAM DATA, TEAM NAMES)

Solution Hypothesis: While it's true that "Sports Data" has become more buried, the solution presented is grouped in a logical, easy to navigate flow, that is commonly used in American sports websites.

4) Introduce a new top level navigation item

(Ex. TEAMS / LOCAL / SPORTS DATA)

Solution Hypothesis: We can apply logic to this flow that would make it easy for the user to navigate. However, the label used to call out "Sports Data" would have to be intuitive enough to make sense, while being short enough to accommodate navigation real estate.

Possible Labels:
- Stats
- Stats / Schedules
- Stats Central
- Stats Now
- Sports Extra
- Sports Central
- Data Central

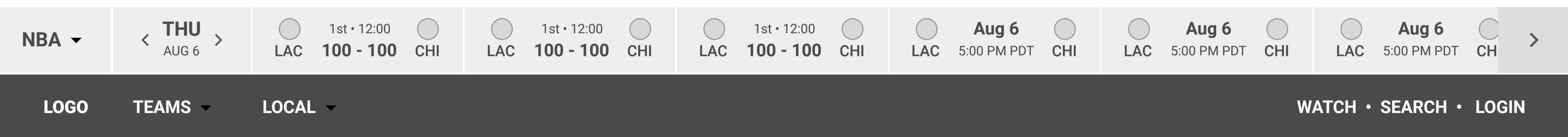——

GENERAL NOTE The Ticker is not limited to Solution 1, and could be placed above the Main Nav in any of the solutions, creating an overall experience that solves the initial question, "Is 'Sports Data' too buried?", keeping in mind that it will be limited to what is provided by SportRadar.

SINCLAIR SPORTS • "Data" Exploration • Visual Solutions
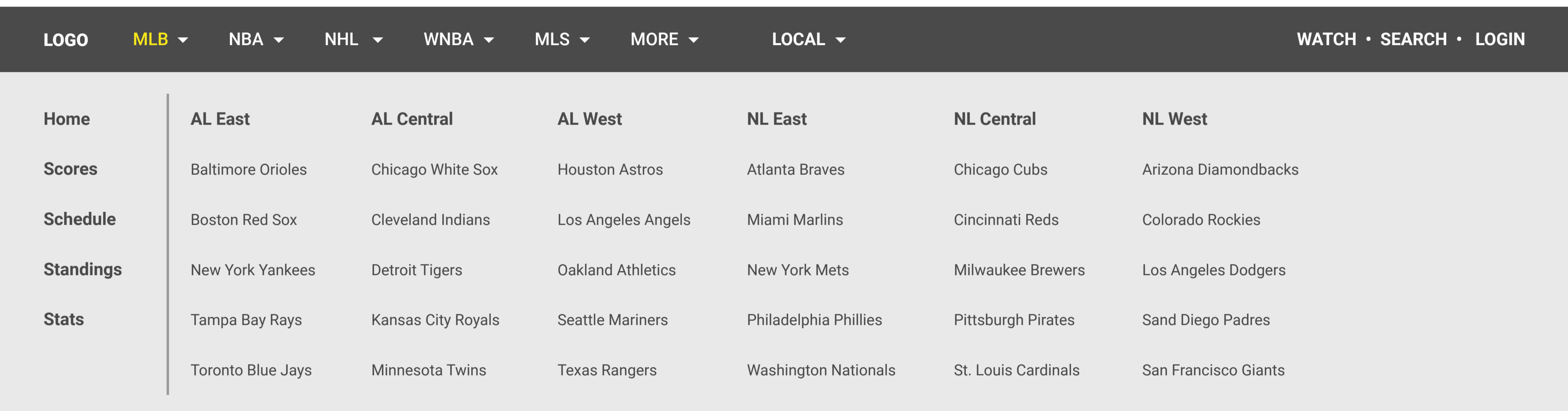
Desktop / Solution 1

Solution Hypothesis: The sports ticker would be able to surface important data to the user at top most level. Locking into place as the user scrolls would ensure consistent visibility. The ability to surface live scores, upcoming games and an ability to switch to a different sport would be a best case scenario for the user looking for stats of this nature.

NOTE This solution could be limited based on what comes out of the box from SportRadar.

| NBA ▾ | ‹ **THU** AUG 6 › | ○ LAC | 1st • 12:00 **100 - 100** | ○ CHI | ○ LAC | 1st • 12:00 **100 - 100** | ○ CHI | ○ LAC | 1st • 12:00 **100 - 100** | ○ CHI | ○ LAC | **Aug 6** 5:00 PM PDT | ○ CHI | ○ LAC | **Aug 6** 5:00 PM PDT | ○ CHI | ○ LAC | **Aug 6** 5:00 PM PDT | ○ CH | › |

| **LOGO** | **TEAMS ▾** | **LOCAL ▾** | | **WATCH • SEARCH • LOGIN** |

Desktop / Solution 2

Solution Hypothesis: This will decrease friction in the user journey by bringing the "Sports Data" up a level — allowing the user to find it more quickly.

| **LOGO** | **MLB ▾** | **NBA ▾** | **NHL ▾** | **WNBA ▾** | **MLS ▾** | **MORE ▾** | **LOCAL ▾** | **WATCH • SEARCH • LOGIN** |

Home	**AL East**	**AL Central**	**AL West**	**NL East**	**NL Central**	**NL West**
Scores	Baltimore Orioles	Chicago White Sox	Houston Astros	Atlanta Braves	Chicago Cubs	Arizona Diamondbacks
Schedule	Boston Red Sox	Cleveland Indians	Los Angeles Angels	Miami Marlins	Cincinnati Reds	Colorado Rockies
Standings	New York Yankees	Detroit Tigers	Oakland Athletics	New York Mets	Milwaukee Brewers	Los Angeles Dodgers
Stats	Tampa Bay Rays	Kansas City Royals	Seattle Mariners	Philadelphia Phillies	Pittsburgh Pirates	Sand Diego Padres
	Toronto Blue Jays	Minnesota Twins	Texas Rangers	Washington Nationals	St. Louis Cardinals	San Francisco Giants

SINCLAIR SPORTS • "Data" Exploration • Visual Solutions (cont.)

Desktop / Solution 3

Solution Hypothesis: While it's true that "Sports Data" has become more buried, the solution presented is grouped in a logical, easy to navigate flow, that is commonly used in American sports websites.

LOGO	TEAMS ▾	LOCAL ▾				WATCH • SEARCH • LOGIN

MLB ▾	NBA ▾	NHL ▾	WNBA ▾	MLS ▾	MORE ▾

Home	AL East	AL Central	AL West	NL East	NL Central	NL West
Scores	Baltimore Orioles	Chicago White Sox	Houston Astros	Atlanta Braves	Chicago Cubs	Arizona Diamondbacks
Schedule	Boston Red Sox	Cleveland Indians	Los Angeles Angels	Miami Marlins	Cincinnati Reds	Colorado Rockies
Standings	New York Yankees	Detroit Tigers	Oakland Athletics	New York Mets	Milwaukee Brewers	Los Angeles Dodgers
Stats	Tampa Bay Rays	Kansas City Royals	Seattle Mariners	Philadelphia Phillies	Pittsburgh Pirates	Sand Diego Padres
	Toronto Blue Jays	Minnesota Twins	Texas Rangers	Washington Nationals	St. Louis Cardinals	San Francisco Giants

Desktop / Solution 4

Solution Hypothesis: We can apply logic to this flow that would make it easy for the user to navigate. However, the label used to call out "Sports Data" would have to be intuitive enough to make sense, while being short enough to accommodate navigation real estate.

Possible Labels:
- *Stats* (used in visual to show least amount of real estate)
- Stats / Schedules
- Stats Central
- Stats Now
- Sports Extra
- Sports Central
- Data Central

LOGO	TEAMS ▾	LOCAL ▾	STATS ▾		WATCH • SEARCH • LOGIN

MLB	NBA	NHL	WNBA	MLS	MORE ▾
Scores	Scores	Scores	Scores	Scores	
Schedule	Schedule	Schedule	Schedule	Schedule	
Standings	Standings	Standings	Standings	Standings	
Stats	Stats	Stats	Stats	Stats	