

Fairfax Media

**Sport**

*DIGITAL*



OVER  
VIEW

JULY  
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# Sports-Digital OVERVIEW

Our leading team of writers provide comprehensive coverage of all major sports, and our specialised brands; *Real Footy*, *League HQ*, and *Rugby Heaven*, have the winter codes covered.

Whether an event is in Australia or the other side of the world, in the middle of the day or during the night, our *Sport* digital products bring you up-to-the minute scores and analysis, so our readers can be informed all day, every day.

# Real Footy OVERVIEW

*Real Footy*, is Fairfax's digital hub for everything AFL, keeping loyal fans up to date during the footy season. Chockblock full of AFL news, expert commentary and leading analysis, it also features ladders, tipping, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.





# Rugby Heaven

## OVERVIEW

*Rugby Heaven* offers 'true believers' of rugby throughout the world the most in-depth and comprehensive rugby experience available. Readers can track the rugby action all year round with current news, expert commentary, live blogs and leading analysis of the game.



# League HQ OVERVIEW

*League HQ* is headquarters for everything league related. Get the smartest view on footy, featuring the latest news and authoritative views from Fairfax's quality editorial team. We have all aspects covered, with previews and reviews of each week's round; a tipping competition featuring match odds and expert tips; live scores, fixture and ladder info; news from your club; blogs, polls and fan photos.



# Fantasy Sporting OVERVIEW

*Ultimate Footy* (AFL) and *Ultimate League* (NRL) are fast growing new approaches to fantasy sport games in Australia. With an exciting draft based format designed to maximise player fun, and give users full control over their game, this is truly the 'ultimate' way to experience fantasy sport.



# Sport OVERVIEW

Across the Fairfax online mastheads, our award-winning sports journalists bring you the most comprehensive coverage of all things happening within the sport world. Boasting some of the most experienced and well respected minds in the game, *Sport* brings you the breaking news, match stats, opinion pieces, scores and insights, daily.



# ONLINE CONTENT

## *Ladder and Fixtures*

Up to date ladder of the teams, their places within the competition and current fixtures list including times, dates and venues for each match.

## *Clubs*

Comprehensive list of all the clubs, their players and specific news on each team.

## *News*

Comprehensive coverage of all the latest news from the domestic and international (Rugby League, AFL, Rugby Union etc) competitions featuring FFX award winning journalists and resident experts.

## *Video*

Fairfax *Sport* utilises expert talent to produce video preview and review segments around major sporting codes, including Footy Fix (AFL), The Phil Gould Show (NRL) and Rails Run (Horse Racing).

## *Live Scores*

Regular live updates of all games being played across the weekend including stats, scores and top players and even weather conditions.





# ONLINE CONTENT

## *Rugby Championship*

FFX's expert panel of rugby journalists give you the most informed and up to date news and views each week throughout the Rugby Championship tournament.



## *Six Nations*

The Six Nations Championship is an annual international rugby union competition involving six European sides: England, France, Ireland, Italy, Scotland and Wales. FFX brings you all the hard hitting news from Europe's premier international rugby tournament.



## *Horse Racing*

Our experts review major race meetings that take place around the country, with a particular focus on the Sydney Autumn Carnival and the Melbourne Spring Carnival.



## *Wizard of Odds*

Our digital racing form guide 'Wizard of Odds' provides fields, form, odds and tips for all thoroughbred, greyhound and harness race meetings nationwide, all year round.



## *State of Origin*

Breaking news on all things state of origin, from scores, previews, reviews of matches, and everything in between.

# ONLINE CONTENT



## *Motorsport*

We follow all rounds of the V8 Supercars, Formula 1 Grand Prix and anything in between.



## *Cricket*

Provides analysis of everything cricket, covering the Australian team, International teams and of course the domestic games, with live blogs forming a big part of our coverage.



## *Football*

From the A-League to the Premier League, we provide in-depth previews and reviews of all the big games and breaking news on the clubfront.

## *Golf*

We pay particular attention to how Australian golfers are performing on the world stage as well as providing scores from international tournaments. The coverage beefs up over the Australian Summer of Golf.



## *Cycling*

Majority of 'Cycling' content is centred around Tour De France and the Tour Down Under which takes place in South Australia during January.



# EDITORIAL TEAM



Dominic Bossi

Young gun Dominic has been with Fairfax his entire career, quickly becoming arguably the best newsbreaker in sport. Along with freelancer Joe Gorman, Dominic wrote the series of stories exposing Perth Glory as salary cap cheats, a story that had huge impacts, including the expulsion of the club from the 2015 finals series.

Andrew Webster

With his blend of wit, insight, hard news, and colourful writing, chief sports writer Andrew writes an enormously popular, column twice a week, exploring characters and issues behind the stories making headlines. Also a radio and TV personality, Andrew is responsible for many of the long-form, in-depth pieces that resonate so well among our readers.



Brad Walter



Brad is Fairfax Media's most senior rugby league reporter, having covered the game since 1994 with *The Illawarra Mercury*, AAP and for the past 13 years with *The Sydney Morning Herald*. He also appears weekly on Sky Sports Radio and Radio Sport in New Zealand during the NRL season, writes a column each Monday for Fairfax's *LeagueHQ* website and is prolific on Twitter.

# EDITORIAL TEAM



Caroline Wilson

Caroline has been a chief football writer for Fairfax since 1999. She was the first woman to cover Australian Rules football on a full-time basis, and the first woman to win the AFL's gold media award.

Phil Gould

Phil is a rugby league legend and leading *The Sun-Herald* sports columnist. The former league and State of Origin coach is an expert media commentator on television and radio. His expertise and experience provides incisive and influential views on the game.



Malcolm Knox



Malcolm's intelligent, and often left-field, take on events appears once a week on the legal and economic issues affecting sport.

# EDITORIAL TEAM



Peter FitzSimons

As one of Sydney's most popular sports columnists, Peter has been penning 'The Fitz Files' for 20 years. The fact he still leads the way after two decades, is testament to his ability at articulating what our readers are thinking. The author of multiple best-selling novels, historical works and a TV and radio personality, Fitz is without a doubt the *SMH's* best recognised and most popular columnist.

Greg Baum

Now in his 26th consecutive year at *The Age*, Greg has an intimate feel for the two sports that make Melbourne sway - AFL and cricket. As an opinion and feature writer, Greg consistently produces thought-provoking pieces that pique the interest of both sports fans and casual readers.



Max Presnell



Max has been Sydney's voice of the turf for more than 50 years, and arguably Australia's longest-serving racing writer. These days Presnell hosts the ABC program 'The Races' and writes for *The Sydney Morning Herald*.

## FURTHER INFORMATION

### ADVERTISING CONTACT INFORMATION

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