

heraldsun .com.au

Award Category – Website of the Year



Innovations and editorial excellence

Herald Sun online is a leader for News Limited in the innovative use of content, both in breaking news and our big-ticket item AFL.

In the past 12 months, changes to heraldsun.com.au have been rapid, calculated and impressive. The site has evolved from a facsimile of the Herald Sun newspaper, with some breaking news, into a bold website dedicated to the three pillars of Herald Sun dominance: breaking news, AFL and entertainment.

A restructure and redesign of the website has delivered Victoria's leading online news breaker and Australia's No.1 AFL site.

The bulk of the online staff previously worked at night and focussed on repurposing the following day's newspaper. Breaking news and overnight sports results were dealt with by a small crew during the day.

In mid-2007, the website was recast as a digital version of an afternoon newspaper. Three people were left to repurpose the newspaper at night, and the remainder of the team was re-rostered to cover breaking news and sport from 6am each week day.

By 8am, as office workers opened heraldsun.com.au on their bosses' broadband, it was no longer acceptable for the top three stories to mirror the lead stories from the morning's paper. A person who reads the paper on the train on the way to work must find fresh copy on the web at 8am.



Innovations and editorial excellence cont...

Innovative change to the work practices has delivered a dynamic news website.

Now, it is a rare day that heraldsun.com.au does not beat theage.com.au to publish a breaking news story. Fast-paced engineering of breaking news stories is second nature, and integration of the print and web newsrooms is fuelling the success.

In 2007, we broke Victoria's biggest political story in years with two paragraphs on the resignation of Premier Steve Bracks before most of his Cabinet knew. The Age website responded 40 minutes later, effectively reporting from our story.

In January, 2008, news of Heath Ledger's death from a drug overdose in New York rocked the world. Big news events require a big treatment, and heraldsun.com.au stamped it accordingly.

We quickly retooled the homepage with a brassy, tabloid "WWIII" design that dominated the top third of the homepage. It screamed: something big has happened!

We were first in Australia with audio from the scene of Heath Ledger's death, adding video, live updates, news, features and galleries throughout the day.



Innovations and editorial excellence cont...

Herald Sun producer Kate Rose phoned News Ltd journalist Stefanie Balogh at the scene of Heath Ledger's death and recorded the interview for the web. Her first question was: "There were rumours that an Olsen twin was involved in the tragedy? Is this true?" It was terrific, raw material that placed heraldsun.com.au ahead of the pack.

Importantly, we beat the Age website, posted video first, and added live updates, news, features and galleries throughout the day. The Age, by comparison, did not change the design of the homepage to reflect the weight of the story.

Football has been the biggest source of innovation for the Herald Sun and the News Limited group.

Launched in February, superfooty.com.au has established itself as Australia's premier football website, generating more page impressions than the previous market-leader and official footy site, afl.com.au.

SuperFooty has quickly become a brand synonymous with the Herald Sun and footy. On ground-level hoardings at the two homes of footy in Melbourne – the MCG and Telstra Dome – superfooty.com.au branding appears side-by-side with the Herald Sun. It is so prominent, it appears on television coverage of all footy games at the grounds, and occasionally appears in footy images published in the Age newspaper – our direct competitor.

While content from News Ltd newspapers is at the heart of SuperFooty, it has been a market leader in using emerging technology to provide users with better experience.



Innovation highlights



SuperFootyLive

Herald Sun innovation adopted by the News group

SuperFootyLive is a live match blog that provides instantaneous and continuous match reports. Users interact with our journalists and other users throughout the course of a game.

<http://www.news.com.au/heraldsun/sport/afll/story/0,26576,24076798-5015571,00.html>

We use the application to link users to other related content on the site, particularly during quarter-by-quarter breaks in game.

The service, which is delivered using the blogging application CoverItLive, attracts about 5000 users and growing. Stickiness of SuperFootyLive is terrific, with users staying on average more than 15 minutes each.

The Herald Sun innovation has been adopted by the group, and used with great force by Beijing Now.



The screenshot shows the Herald Sun website interface for SuperFootyLive. At the top, there's a navigation bar with 'heraldsun.com.au' and a 'Streamline Unlimited' banner. Below that, a search bar and a 'Log in' button are visible. The main header features the 'SUPERFOOTY' logo and 'SEASON 2008'. A sidebar on the right includes a '1M' badge, an 'E-TRACK AUSTRALIA' logo, and an 'AFL 2008 LADDER' table. The main content area displays a live match report for 'Footy: Fremantle v Brisbane v Blues' with a timestamp of 07:03:0000. The report includes a paragraph about the game's progress, a list of comments from users, and a section for 'AFL 2008 LADDER' with a table of team rankings.

| TEAMS | P | W | L | D | PF | PTL |
|-------------------|----|----|----|---|------|-----|
| Geelong | 17 | 10 | 1 | 6 | 1803 | 72 |
| Essendon | 17 | 10 | 4 | 3 | 1712 | 52 |
| Stewart's Rangers | 16 | 11 | 1 | 1 | 1554 | 58 |
| Collingwood | 17 | 11 | 7 | 1 | 1714 | 46 |
| Brisbane Bears | 16 | 11 | 7 | 1 | 1616 | 46 |
| Adelaide | 16 | 11 | 5 | 0 | 1616 | 46 |
| Collingwood | 17 | 10 | 6 | 0 | 1616 | 46 |
| St. Kilda | 16 | 10 | 7 | 0 | 1502 | 46 |
| Geelong | 17 | 9 | 10 | 0 | 1604 | 36 |
| Carlton | 17 | 9 | 10 | 0 | 1612 | 36 |
| Richmond | 16 | 8 | 10 | 1 | 1612 | 36 |
| Collingwood | 17 | 9 | 11 | 0 | 1517 | 32 |
| Perth | 16 | 8 | 14 | 0 | 1612 | 32 |
| Port Adelaide | 16 | 9 | 14 | 0 | 1612 | 32 |
| North Melbourne | 17 | 4 | 13 | 0 | 1616 | 32 |
| Adelaide | 17 | 1 | 17 | 0 | 1612 | 0 |

SuperCoach

Herald Sun innovation adopted by the News group

SuperCoach is the biggest fantasy football game in Australia. Launched with 92,000 players in 2006, it grew to 150,000 players in 2007.

This year, SuperCoach has been syndicated to six News sites and attracts 250,156 players. 90% of all players are registered through heraldsun.com.au

1.2% of the Australian population and 4.25% of the Victorian population play via heraldsun.com.au

The screenshot shows the Herald Sun TAC SuperCoach website. At the top, there's a navigation bar with 'heraldsun.com.au' and a 'Streamline Unlimited' banner. Below that, the 'HERALD SUN TAC SUPERCOACH' logo is prominent. The main content area includes a 'Team' section with a score of 20,271, a 'Player Stats' section, and a 'Weekly Form Guide' section. A large central graphic displays a football field with player positions and team logos. To the right, there's a 'New York Team' section and a 'Top 100 Players' list. The bottom of the page features a 'Team' section with a score of 1000 and a 'Team' section with a score of 1000.

YouLegend

Herald Sun innovation adopted by the News group

YouLegend is a market-leading site that allows users to share their home footy videos with the world.

In the first month it attracted 120,000+ views.

This Herald Sun innovation has been adopted by the network.



The screenshot shows the Herald Sun YouLegend website. At the top, there's a navigation bar with links for News, Entertainment, Sport, Business, Money, Lifestyle, Opinion, and Shop. Below that, there's a search bar and a "YOU LEGEND" logo. The main content area features a video player for "Hughesy's Fencing Challenge" with a "PLAY" button. To the right, there's a "Streamline Unlimited" advertisement and a "TOP PICKS" section with three featured videos: "Ben Jovi speckle", "Goal Of The Year - Tom Sundberg", and "John's Enormous Speckle". Below the video player, there's a "NEW STUFF" section with a grid of video thumbnails and titles like "Breaking into the Cattery", "SFL 2007 clips", "Top tackles", "Tour de Foot", "Seven wemburser in a row", "amazing kid", "Hollywood Special", "Can't Touch This", "Penalty Header", and "Daddy Longlegs Impressive Try!". At the bottom, there's a "PRIZES" section and a footer with various links and the Herald Sun logo.

SuperTipping

Herald Sun innovation adopted by the News group

SuperTipping includes a standard tipping competition, but the innovative ingredient is an odds-weighted tipping game, which is an Australian first.

It has attracted a sponsor in TabCorp, and there are 48,992 players on heraldsun.com.au and 63,538 on News sites.

The screenshot shows the Herald Sun SuperTipping website. At the top, there's a navigation bar with links like 'NEWS.com.au', 'Free Sports', 'Newspapers', 'CareerDoc', 'carsguide', 'TradeLocal', 'Real Estate', and 'eBay'. Below that is the Herald Sun logo and a 'Click here for info' button next to the 'tab sportsbet' logo. The main header features 'Herald Sun SUPERTIPPING' with a search bar and a 'PLAY' button. A login section is visible with fields for 'login email' and 'password'. The page is for 'Round 20' of the '2008' season, with a 'CURRENT TIME' of 14:22:08 AEST, Mon 11 August 2008. A welcome message states: 'Welcome to the Herald Sun SuperTipping Competition. Register now and start tipping immediately on any match in every Round of the season. If, after 22 weeks, your tipping entry tops the overall ladder, you'll win \$98,000 cash. Plus the top tipper each week in the regular tipping game gets an Apple 4GB iPod Nano.' Below this, there are sections for 'Register', 'Login & Play', 'Tipping...', 'Weighted Tipping...', 'Competitions...', and 'Private Leagues...'. A 'Top 5 Tippers' table is shown for Round 19, with 'Leo pawnt' at the top with 127 tips. A 'WIN A TRIP TO FIJI!' banner is also present. The footer contains various links like 'Help', 'About Us', 'Contact Us', and 'Advertise with Us'.



Live scores and stats

Herald Sun innovation adopted by the News group

A live feed of scores in a “matrix” at the top of the superfooty.com.au homepage has been adopted by the NRL site, as has the live feed of stats generated by statisticians ChampionData in Melbourne.

The Live Scores matrix carries information about each round and links to Game Day Live pages, where stats on each player are updated every 90 seconds throughout a match.



SuperFooty

Herald Sun innovation adopted by the News group

The Herald Sun AFL site has regular live blogs with Herald Sun football experts. Senior footy writer Mark Robinson blogs live every Tuesday and users jump at the chance to grill him.

http://blogs.news.com.au/heraldsun/afl/ourteam/index.php/heraldsun/comments/live_chat_who_would_you_trade_froyour_club/

In addition, each club has a “feral” blogger dedicated to ramping up discussion of their team.



Brownlow Medal

Our coverage of the Brownlow Medal, the biggest social night on the AFL calendar, last year generated an incredible 6.1 million hits. We were denied video access to the red carpet because Channel 7 had bought broadcast rights.

But we negotiated access to the front door at the Crown Entertainment Complex and used our remote editing kit for the first time to deliver video content from the site to the website.

Two snappers were dedicated to shooting the red carpet, and a runner was employed to ferry their digital cards 500m back to the Herald Sun offices for loading into galleries.

There were reports from Sydney that management was initially puzzled by the enormous upsurge in traffic to the network.



The screenshot shows the Herald Sun website's special report for the 2007 Brownlow Medal. The main headline is "Bartel wins Brownlow Medal" with a sub-headline "GEEELONG'S Jimmy Bartel kicked one of the most important goals in the club's history by winning the Brownlow Medal last night." Below this are several other articles: "Gary Jr is no certainty, says dad" (Former Geelong star Gary Ablett Jr. is a favourite to win tonight's Brownlow Medal... but if he does, he'll be a deserving winner.), "Bookies sweat over Boomer" (Despite the absence of a traditional Brownlow Medal look, Brent Harvey has been all the rage during the past week to win tonight.), "In the name of the father" (Even after his most prolific days - and he kicked 14 goals in a match three times - Gary Ablett Sr was at pains to give credit to those who supplied him.), "Publican swore white and blue" (GEEELONG fans will proudly bare their true colours this week, none more so than South Yarra publican Ken Nicholls of the Arcadia Hotel.), "Top Cat all the rage" (ARMCHAIR footy experts and the legends of the game agree - Gary Ablett Jr will win the Brownlow.), and "Ablett is on money" (GARY Ablett should win this year's Brownlow Medal and so such he appeals as genuine value at \$1.90 to top Geelong's voting.).

The page also features a large photo of Gary Ablett Sr. and his wife on a red carpet, with the text "BROWNLOW MEDAL 2007 SPECIAL REPORT" overlaid. There are several advertisements, including "Streamline Unlimited" (Get the free everyday banking... Determined to be different), "Real Estate" (Buying? Renting? Selling? Click here for all your housing news and listings.), and "Green Awards" (Rewriting Excellence. The NEWS.com.au Green Awards).

Footy Fans Survey

This web-only survey provided two days of lead stories for the newspaper in July, 2008.

The survey was built and animated by a staff designer.

Prizes of two top-line Nokia phones were used to induce users to complete the 10-minute survey.

After one week active on the website, 15,000 users completed the survey.



Open an Awards Credit Card today and make the most of shopping >  Commonwealth Bank

Herald Sun 2008 FOOTY FANS SURVEY

PAGE 1 PAGE 2 PAGE 3 PAGE 4 PAGE 5 PAGE 6

BEFORE PLAY KICKS OFF, PLEASE TELL US ABOUT YOURSELF

Type Your Age Here Choose Your Gender Choose Your State

01 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua?
 EXCELLENT ABOVE AVERAGE AVERAGE BELOW AVERAGE BAD

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think
are you spending too much on ink?
Kodak

PRIZES TO BE WON!

1ST PRIZE
NOKIA 6500 CLASSIC
5 X \$100 BETTING VOUCHERS

2ND PRIZE
NOKIA 6500 SLIDE

Herald Sun **SUPERFOOTY**.com.au

Herald Sun **SUPERCOACH**

Herald Sun **SUPERTIPPING**

Changing face of heraldsun.com.au



2005



HERALD SUN NEWS.COM.AU FOX SPORTS CLASSIFIEDS MOBILE SEARCH FOR: entered by Google

Herald Sun

Australia's biggest-selling daily newspaper

News Sport Entertainment Health/Science Business Tech Opinion Coffee Break Shop CLASSIFIEDS NEWS NETWORK

Homepage Breaking News Victoria National World Learn Special Reports Sunday Herald Sun Photo Galleries Weather Archives

Che: September 05, 2007 09:31pm Weather: Melbourne SC - 18C. Fri. Sunny day. Statewide Weather

Row over Bush TV blackout

LABOR has accused Prime Minister John Howard of trying to block TV coverage of tomorrow's meeting between opposition leader Kevin Rudd and President George W. Bush.

- 36 comments about this story
- World leaders: Rudd woos chiefs | Hu Jintao rocks capital
- Key strategy: US plans troop reduction
- Security: Protest fizzles | Condi golf friendly
- News: Rudd berates students
- Andrew Bolt: Sailing into deep waters
- Pictures: Bush is here | APEC protests
- APEC 2007: More coverage

Student protest

About 200 protesters, many in school uniforms, gathered at Rindler St station joining an APEC protest aimed at President Bush. Richard Peto Ward | More | Pictures: APEC protests

Also Today

- Lead threat: 800,000 toys in recall
- Drugs scandal: Players dump Seven pag
- Police beat: Bad boy BBC claim
- Mughistan campaign: Troops kill their bomb dog
- Town planning: War over CBD car ban
- Jewish marketing: Finals ban on roganish

CONFIDENTIAL

More Confidential

Rebecca takes plunge again

IT'S the dress that stopped the nation at the 2004 Brownlow Medal. Its wearer, Rebecca Twigg, admits it was weird stepping back into it yesterday.

- Pictures: Twigg at Brownlow in that dress
- Pictures: Twigg dressed to thrill
- Pictures: Brownlow babes
- Spring Fashion: Full coverage

Working News

- 5:20pm Traffic delays as Chinese leader arrives
- 5:18pm Use solarized to stop illegal land-clearing
- 5:10pm While city's shut down, Bush goes biking
- 5:07pm Go to sleep if you want to have more sex

More Breaking News Headlines

HAVE YOUR SAY

Vote now

Should the olymp be banned?
Vote here >

Ultimate Wildlife Film Collection

Available over 2 weeks, Sept 3-14

National Geographic

Grab hold of the free National Geographic DVD with today's Herald Sun! Take a look here >

Steve Irwin anniversary

With the anniversary of Steve Irwin's death here, take a look back at the Crocodile Hunter's life. | More | Pictures: Steve Irwin

Win a drive with the Jack Daniels VR

CARS guide

Jack Daniels Racing

Win a chance to drive the Jack Daniels racing car at Sandown. >

FANTASY FOOTBALL

WIN YOUR SHARE OF \$5000 CASH

enter now >

War over CBD car ban

MELBOURNE City Council will fight to impose a day-long CBD car ban despite an outcry from the State Government and warnings of chaos.

- 62 comments about this story
- Point job: City tunnels get a facelift
- Teds negative: False alarm on flu outbreak
- Rally: Stay in school, kids - Rudd
- Injuries increase: Restrictions a pain in the back

Sport

More Sport

Selwood wins Rising Star

DEELONG rookie Joel Selwood today won the Rising Star award as the AFL's best young player for this season.

- 7 comments about this story
- How they voted: Rising Star details
- More football: Our AFL website
- In depth: 2007 AFL finals series
- Rumors: Harlow fined for obscene rant
- Drugs scandal: Players dump Seven pag
- Collingwood v Sydney: Pies ready, says Dale

Hot in the city

The evening parade sizzles at Melbourne Melbourne Spring Fashion Week. But what? Miss Fashion

News Video

- Today's snow report
- Had's jumper stolen
- Hawks talk on Crowe clash
- Diamond's new leader
- Miles and Robbo
- Hungarians ready for battle
- Storm takes to the water
- Alexander the great
- Fashion Week Party

Entertainment Video

- Planetoid trailer
- How characters are chosen
- Behind-the-scenes
- The art of movie research
- Pixel Pals
- Channeling Freddie

Advertisement

Fantasy A-4 eagle
Totally addictive. Play now for Free and You could win up to \$10,000. Click here >

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2007



NEWS.com.au | FOX SPORTS | CLASSIFIEDS | MOBILE | NETWORK HIGHLIGHTS

heraldsun.com.au

Enabled by Innovative business news Industry knowledge

News Entertainment Sport Business Lifestyle Opinion Shop CLASSIFIEDS NEWS NETWORK

Homepage Breaking News Victoria National World Learn Special Reports Sunday Herald Sun Photo Galleries Weather Archives

Date: December 03, 2007 07:37pm Enhanced by Google

Welcome to the new look heraldsun.com.au

TELL US WHAT YOU THINK

Flash floods trap drivers

WILD storms have swept across Victoria, causing flash flooding and trapping several drivers in their cars. The bureau is warning of more severe weather in Melbourne's eastern suburbs tonight.

- Chaos: Wild weather stops traffic lights across city
- Weather: State sabbath and rain
- Weather bureau: Badly view of suburbs
- Pictures: Flash floods battle
- Got a picture or video? EMAIL it to 0404 333 444

Murali grabs Warne's record

Sri Lanka's prolific spinner, Murali Muralitharan, has just broken Shane Warne's Test wicket record, aming his 709th scalp.

Kyoto - deal is done

AUSTRALIA has officially ratified the Kyoto climate change agreement, just hours after a warning power bills would rise under the international convention.

- Valerie Rudd sworn in
- Minister Ryan Rudd Cabinet portfolio
- Victor Warren Trade elected National leader

Also Today...

- Copy spray Real bio
- Schedule rescaled from warf
- Ambulance set on fire
- Traffic lights down across city
- Car plunges into lake stop

Weather

Melbourne 18C - 28C
Prev shows:
Tasmania 16C - 23C

BREAKING NEWS

- 7:45pm Rain-fined for impeding 'behaviour' ban
- 7:42pm Husky body teacher pardoned
- 7:17pm Rudd names top candidates
- 7:11pm Witnesses place expert outside Hoddle fit

More Breaking News Headlines

FEATURES

Vote now: Should the Queen's Birthday holiday be scrapped for good?
Vote here

Victoria

More Victoria

Sport

More Sport

Sex shop gun salesman jailed

AN Adelaide sex shop owner who sold weapons to unlicensed figures, including murdered Melbourne crime boss Mario Condoletto, has been jailed for six months.

- Heavy rain: Flash floods trap drivers
- Chaos: Traffic lights down across city
- Melb: Ambulance set on fire

CONFIDENTIAL

'Wannie's secret love' claim

A single Melbourne mum has claimed that she has been Shane Warne's secret lover for two years, during his marriage to Simone and retirement from cricket.

- New look: Lara Single covers up
- Gallery: Single's former style
- Bad smells: Nettle puts up a stink
- Guest spot: Model Wende gets US role

More Melbourne Confidential

FLOOD HAVOC

A truck ploughs through floodwaters in Pines Creek, Boronia, in flash flooding hit the Boronia and Ferntree Gully areas.

VIDEO

Jobs Cars Rating Homes Local

True Local - broken

Search for...
in...

TrueLocal.com.au
Directory

Today's great edition

Australia's biggest-selling daily newspaper

- Get our headlines FREE in your inbox
- Get your paper home delivered
- Photo classified newspaper ad

Horoscopes

Sagittarius
Nov 21 - Dec 22
There's always someone willing to argue. It doesn't matter what you say nor how right you happen to be.

Powered by Jonathan Cainer
Read All Horoscopes

Network Feature

More stories
Victoria v NSW
Sri Lanka v England: Murali equals Warne
Embarrassing loss: Victoria: We're sorry
Phillip Island: Tonder's 18 glory

2008



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heraldsun.com.au

News | Entertainment | Sport | Business | Money | Real Estate | Travel | Lifestyle | Opinion | Shop

Homepage | Breaking News | Victoria | National | World | Learn | Special Reports | Sunday Herald Sun | Photo Galleries | Weather | Archives

Last updated: August 07, 2008 04:52pm

SEARCH

Melbourne 16°C - 14°C. Show or hide.

Make this site your homepage

Beijing Now

Show Olympic Coverage

Get all the latest from the 2008 Beijing Olympics

Qantas flight scare

1:53 pm
A QANTAS flight aborted a take-off from Melbourne today after noises were heard coming from near the undercarriage.

- 33 comment(s)
- Mid-air drama: Hero pilot ready to fly again
- Brazilia plane crash: Controller didn't warn pilot

Google offers to delete your home

1:53 pm | Susan Carling
AUSTRALIANS who don't want their lives invaded by Google's Street View application can have their houses removed from the program.

- 33 comment(s)
- Cash strapped: Gen Y returning to the nest

Middle 'stolen to order'

1:53 pm
BRITISH police fear Madeleine McCann was stolen to order by a Belgian paedophile ring while on holiday with her family in Portugal.

- 33 comment(s)

Also Today...

- Cherise dropped: Drumby, Overland back-bite
- WA: Premier to call September election
- Hubbard lobbied: Win in 16 parliament
- Employment figures: Jobs up \$3,200 in July
- Big payoffs: Monitor truck plan for Victoria

BREAKING NEWS

- 3:52 pm 25 Taliban killed in clashes
- 3:47 pm Kids 'should be taught about gambling'
- 3:13 pm 5000 to save five minutes' travel
- 3:08 pm Nation's economic fundamentals 'strong'

More Breaking News Headlines

EXCLUSIVE GIVEAWAY

pride of australia medal 2008 winners

Preview screening

See Tiny Tim and Amy Poehler bump-reggae into comedy at special preview screening of *SWU: Above...*

CONFIDENTIAL

Ledger death case closed

THE investigation into Heath Ledger's death has been officially closed, with the US attorney's office revealing it will not interrogate Mary-Kate Olsen.

- Steady arrival: Nicole and Keith bring baby home
- Video: Cohen appeals for privacy
- Sex and saddles: Kidman's shaky outdoor scenes
- Brand new deal: Roger's model bet today present
- Curse confirmed: Dead Angkor the best for divorce

More Melbourne Confidential

EXCLUSIVE GIVEAWAY

pride of australia medal 2008 winners

Preview screening

See Tiny Tim and Amy Poehler bump-reggae into comedy at special preview screening of *SWU: Above...*

SWITCH TO ENERGY SAVING globes AND SAVE...

Click here for more energy saving tips. SAVE ENERGY.

Sport

More Sport | SUPERFOOTY | More SuperFooty

Darby cleared to compete

10:56 am
GEELONG athlete Angie Darby will compete in the modern pentathlon after the Court of Arbitration for Sport dismissed a Greek appeal.

- Hero Wall: Send Angie Darby your congratulations
- Video: Crash by Jim on sports that shouldn't be in being
- Trained stronger: Albert leads medal challenge
- Splash machine: Russian star in new contest
- Pre-season: O'Grady victory helper grabs cup

Fundraiser boosts Demons

10:59 am
MELBOURNE'S remarkable \$2 million fundraiser will bolster the team's spirit at the MCG tomorrow night, according to Dean Bailey.

- Planning: Car taking for trials
- Medal challenge: Bertel and Adair neck-and-neck
- 300 gamers: PC least happy to engage a Crow
- Police: Shearman & Sterling handle 1000
- Submarine internet: Adelaide clubs in Cash bid

ROUND 19 TEAMS LIVE FROM 5PM

SUPERFOOTY

Put your foot down >>

LATEST IN SPORT

- 12:10pm Aussie star in new contest
- 10:55am Darby cleared to compete
- 9:40am Purline given Sorry, Boy a hand
- 7:10am Aussie leads medal challenge

More Sport Headlines

IN YOUR FRIDAY Herald Sun

extrago

VIDEO

More Video

- Awe-inspiring Aussie Olympic basketballer congratulates Stephanie Rice on her 4000M
- New Herald Sun all-in-one go behind the scenes with today's biggest names
- Female cyclists race verdict: The women's road cycling team reveal their thoughts about the race that took place in
- Blm Stannary - Gold record: Jeff and Paul listen to the Aussie Swin team's debut single
- Comedian Bernie Mac dies: Comedian and actor Bernie Mac, who had been admitted to hospital for pneumonia,
- Day 2 of the Games: Stephanie Rice wins gold and records fall in the pool

MOST POPULAR TODAY

Women admit sex tips to Benji
Middle 'stolen to order'
Fabian's shabby: Outback scenes
Car tip causes crash

More Most Popular Today

The Human Race

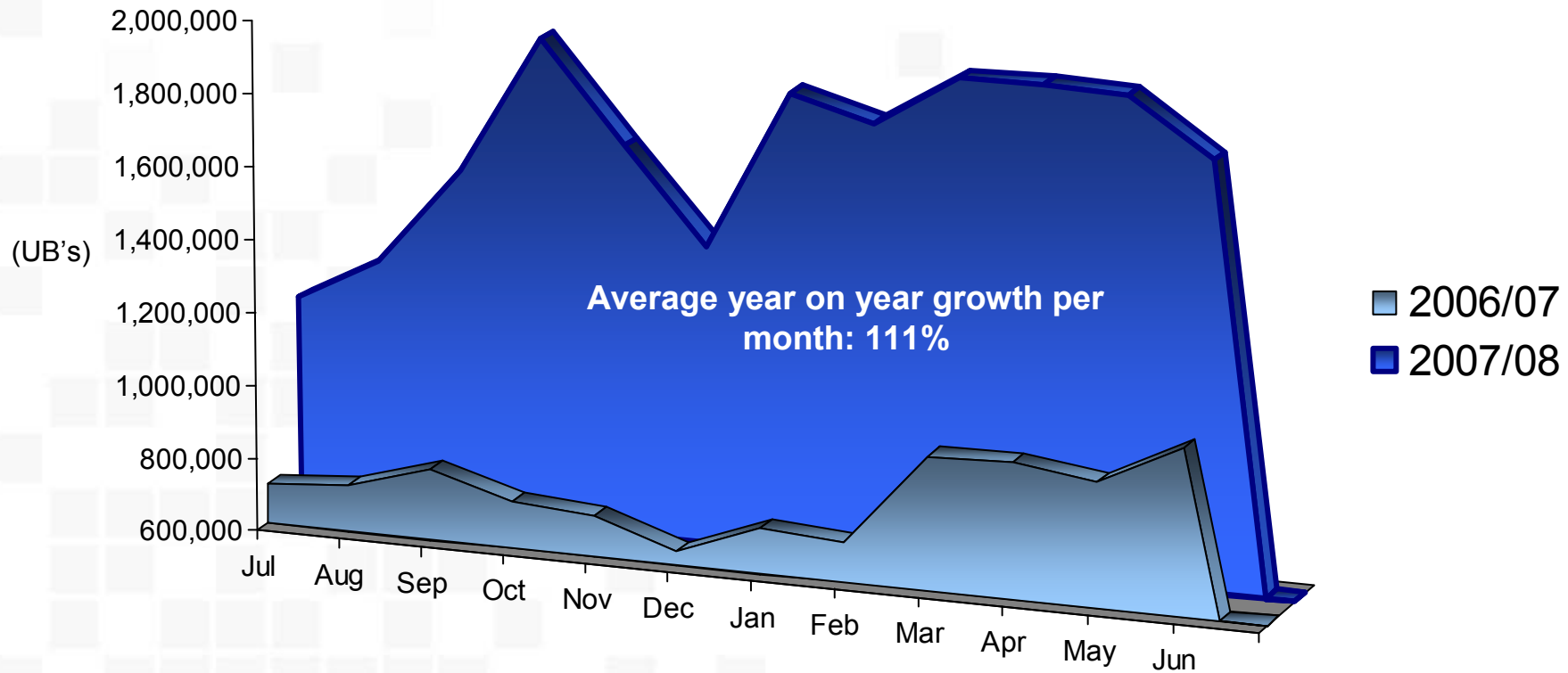
heraldsun.com.au

Herald Sun online performance in numbers



Massive traffic gains

heraldsun.com.au Domestic UB performance

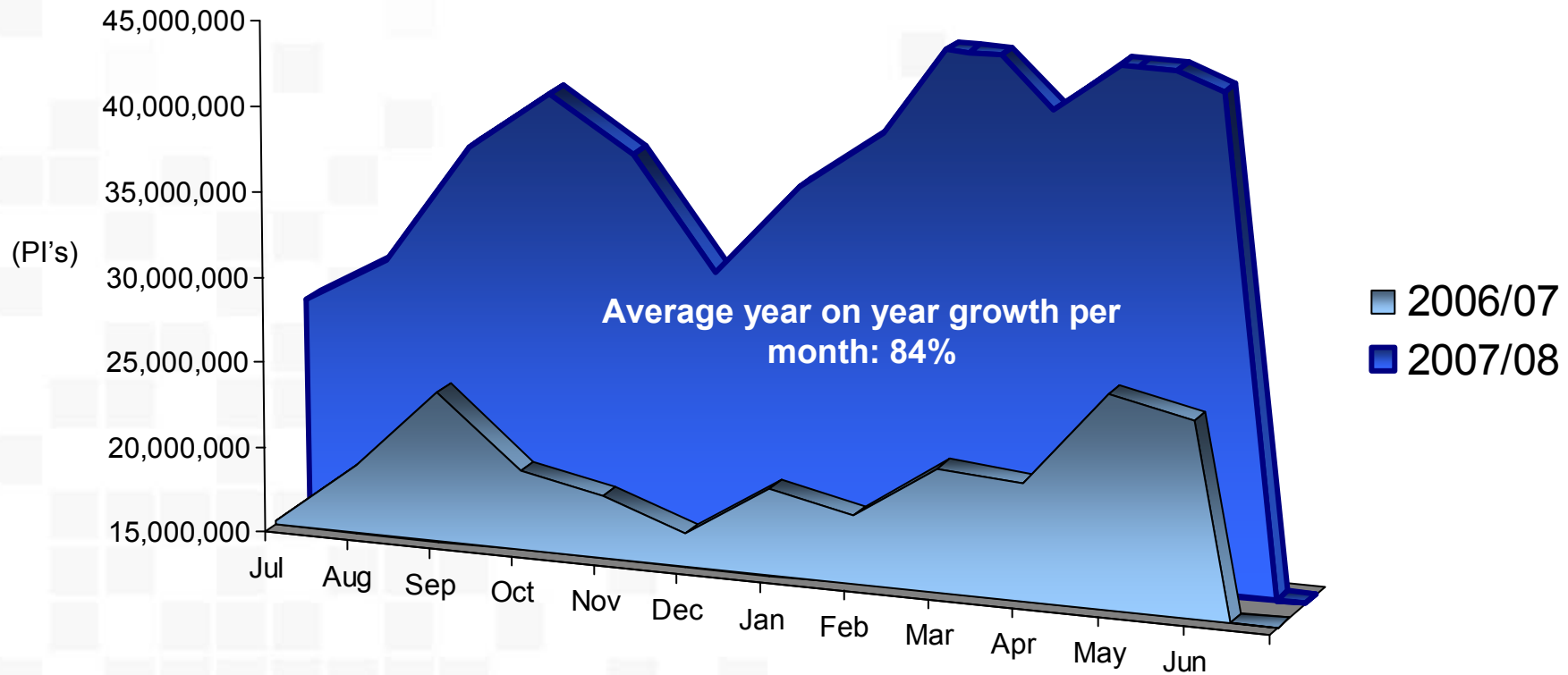


Source: Nielsen Online Market Intelligence Domestic.

Graph 1
heraldsun.com.au

Massive traffic gains

heraldsun.com.au Domestic PI performance



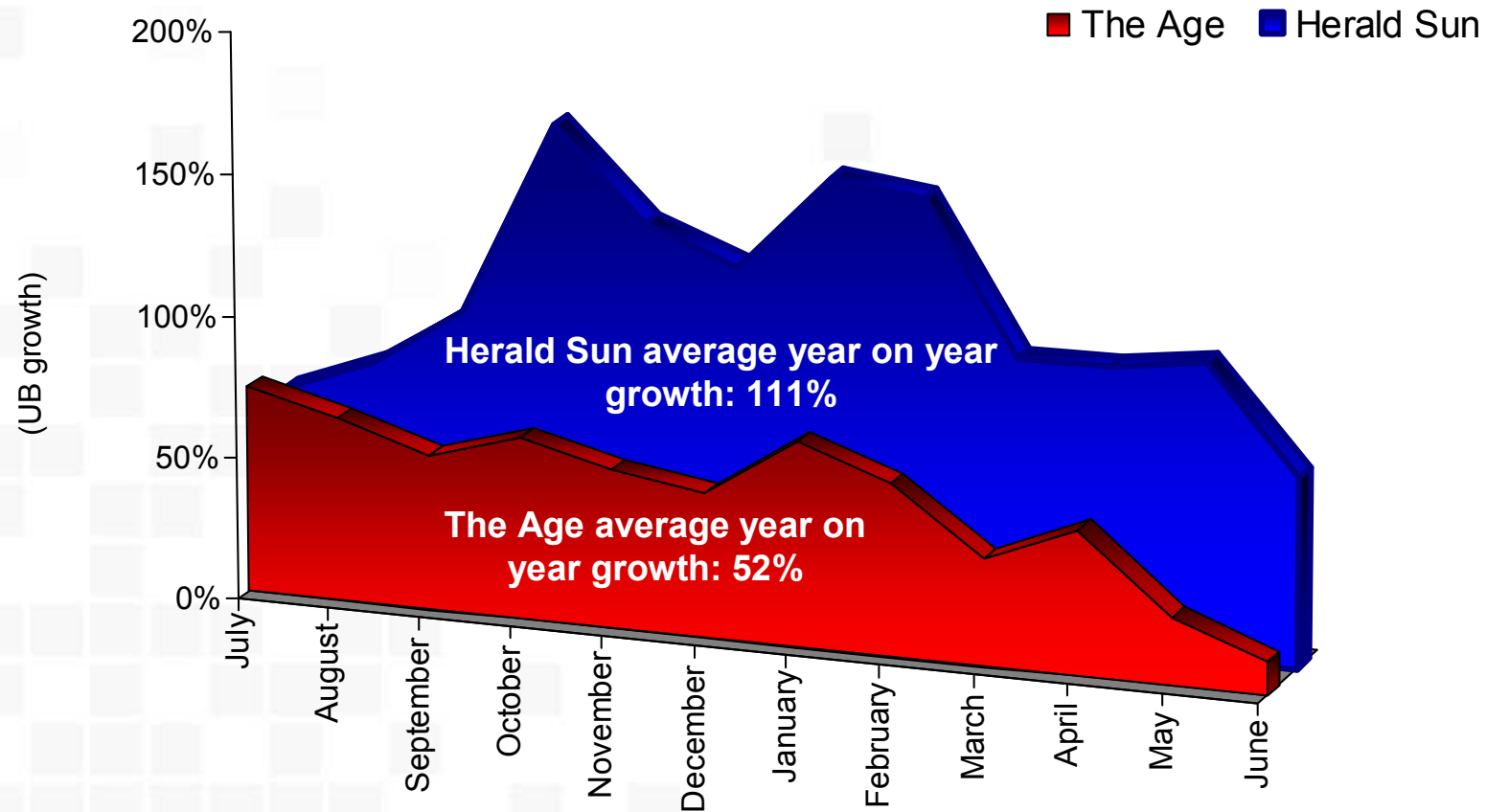
Source: Nielsen Online Market Intelligence Domestic.

Graph 2
heraldsun.com.au

Growing Faster than our competitor

heraldsun.com.au v theage.com.au

Year on year UB growth by month



Source: Nielsen Online Market Intelligence Domestic.

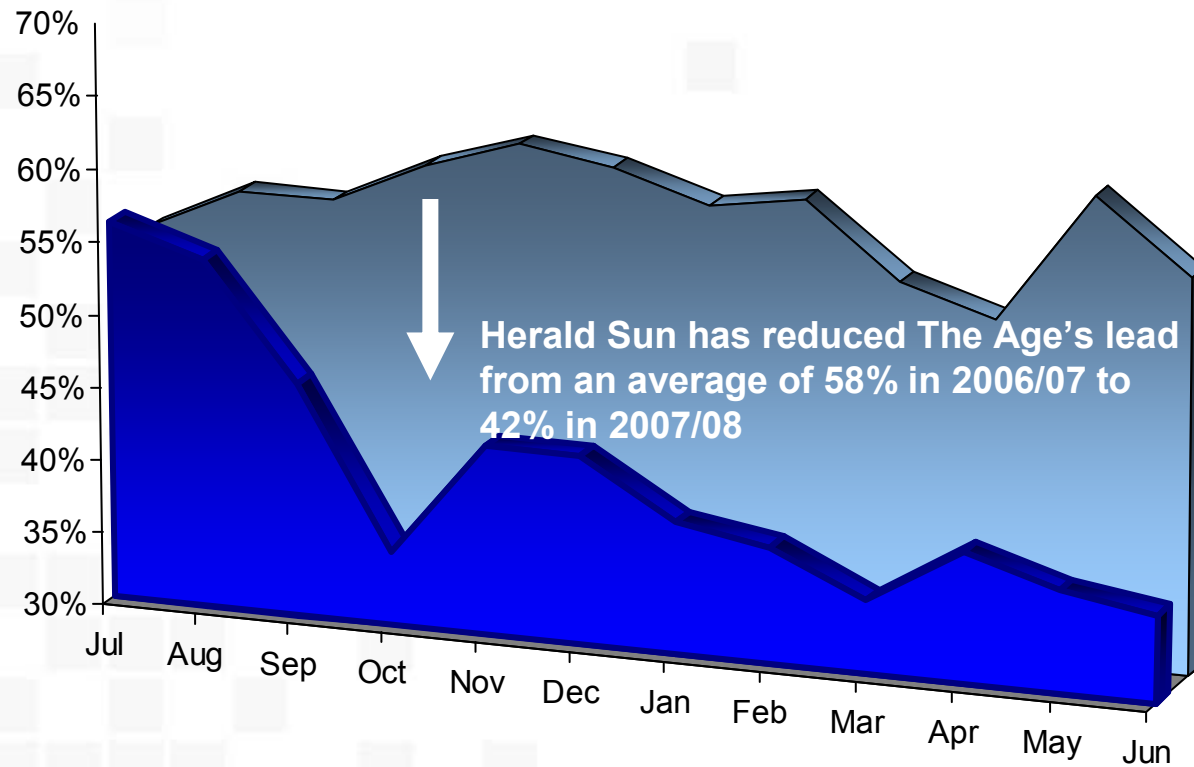
Graph 3
heraldsun.com.au

Closing the gap on our Competitor

% lead of The Age UBs over Herald Sun UBs

2007/08 v 2006/07

■ 2007/08 ■ 2006/07



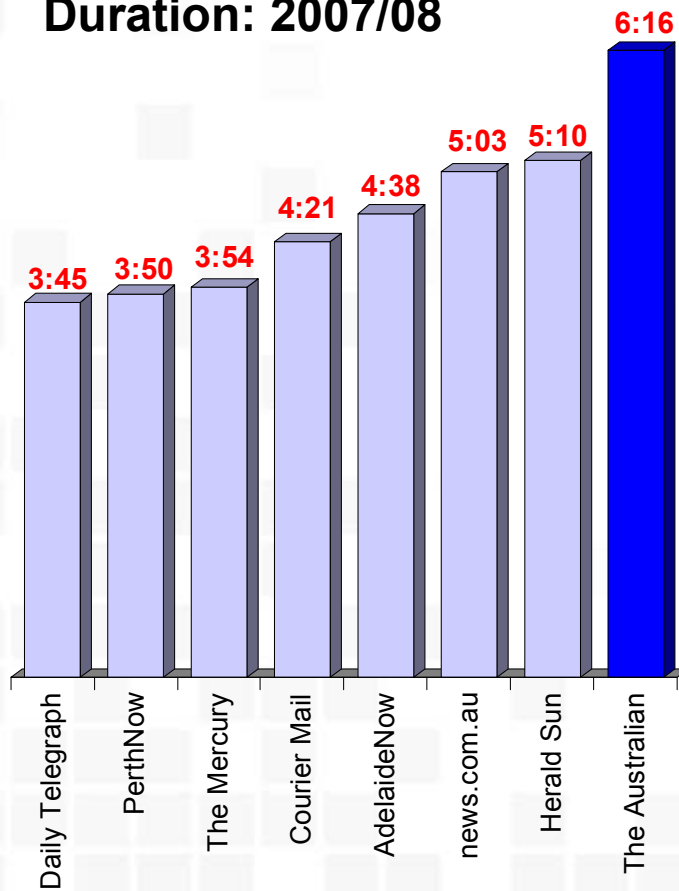
Source: Nielsen Online Market Intelligence Domestic.

Graph 4
heraldsun.com.au

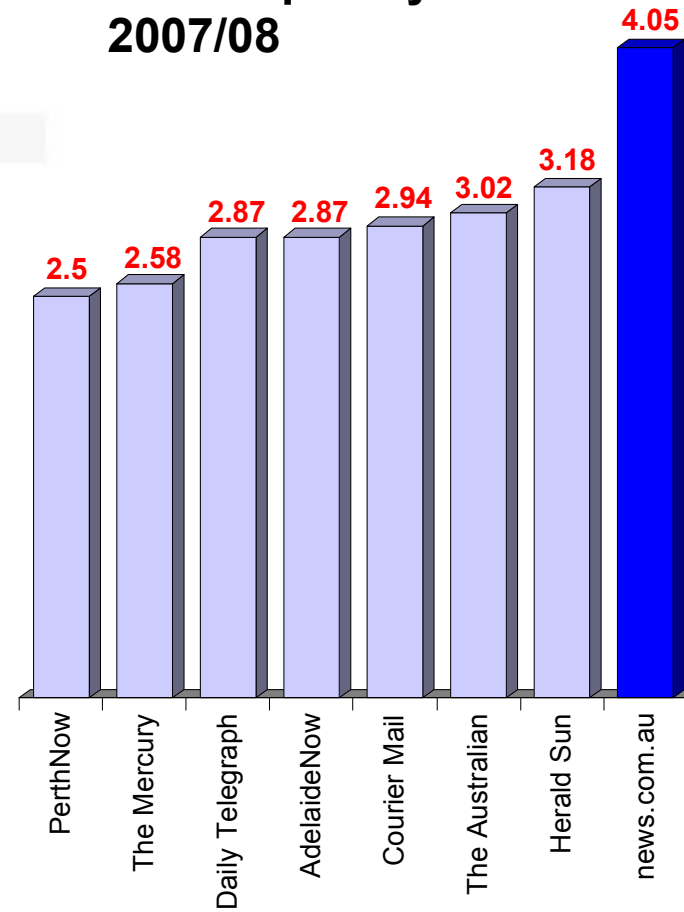
Most engaging state masthead

Session duration and UB frequency July 2007- June 2008

Average Session Duration: 2007/08



UB Frequency 2007/08

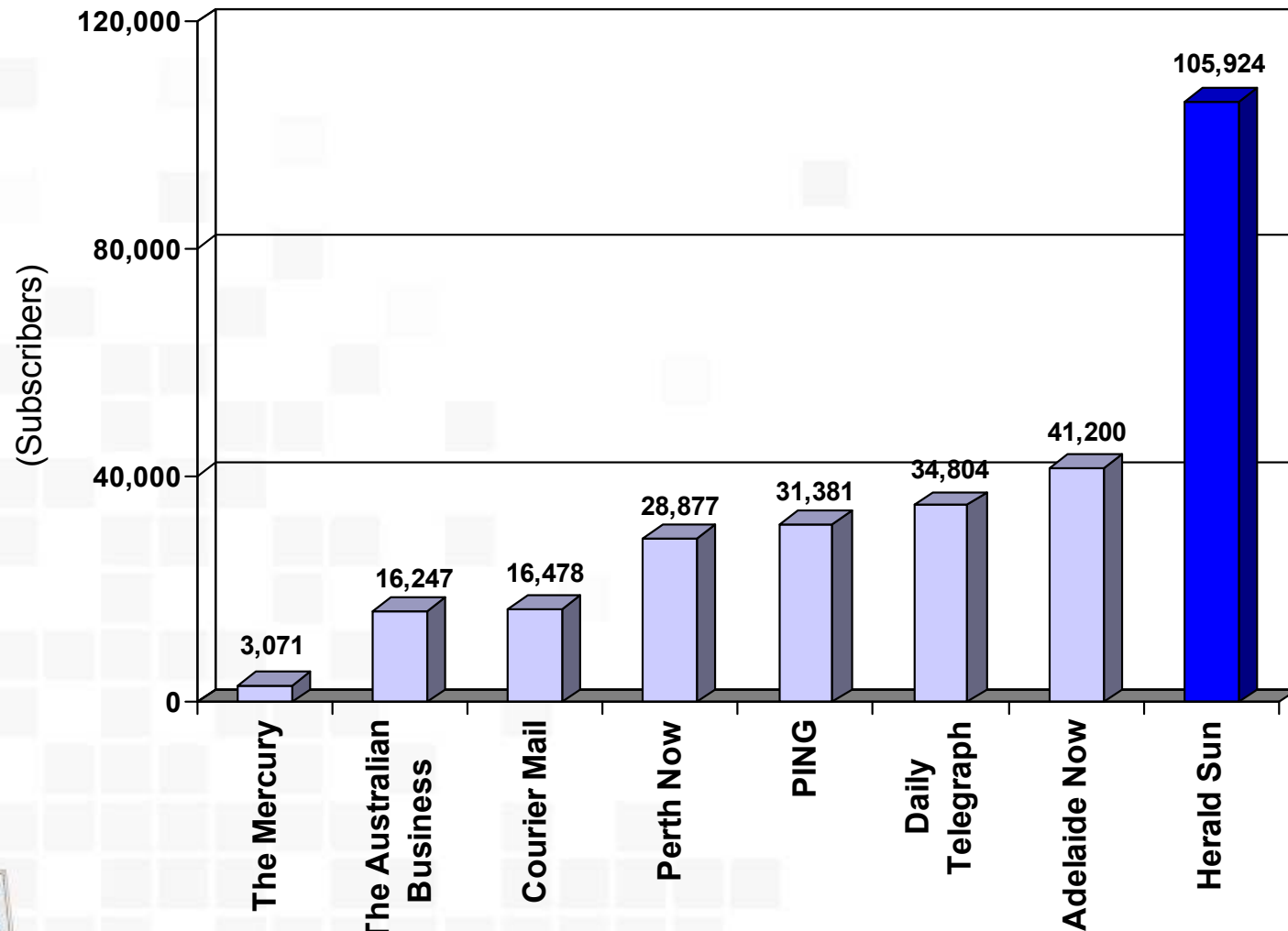


Source: Nielsen Online Market Intelligence Domestic.

Graph 5

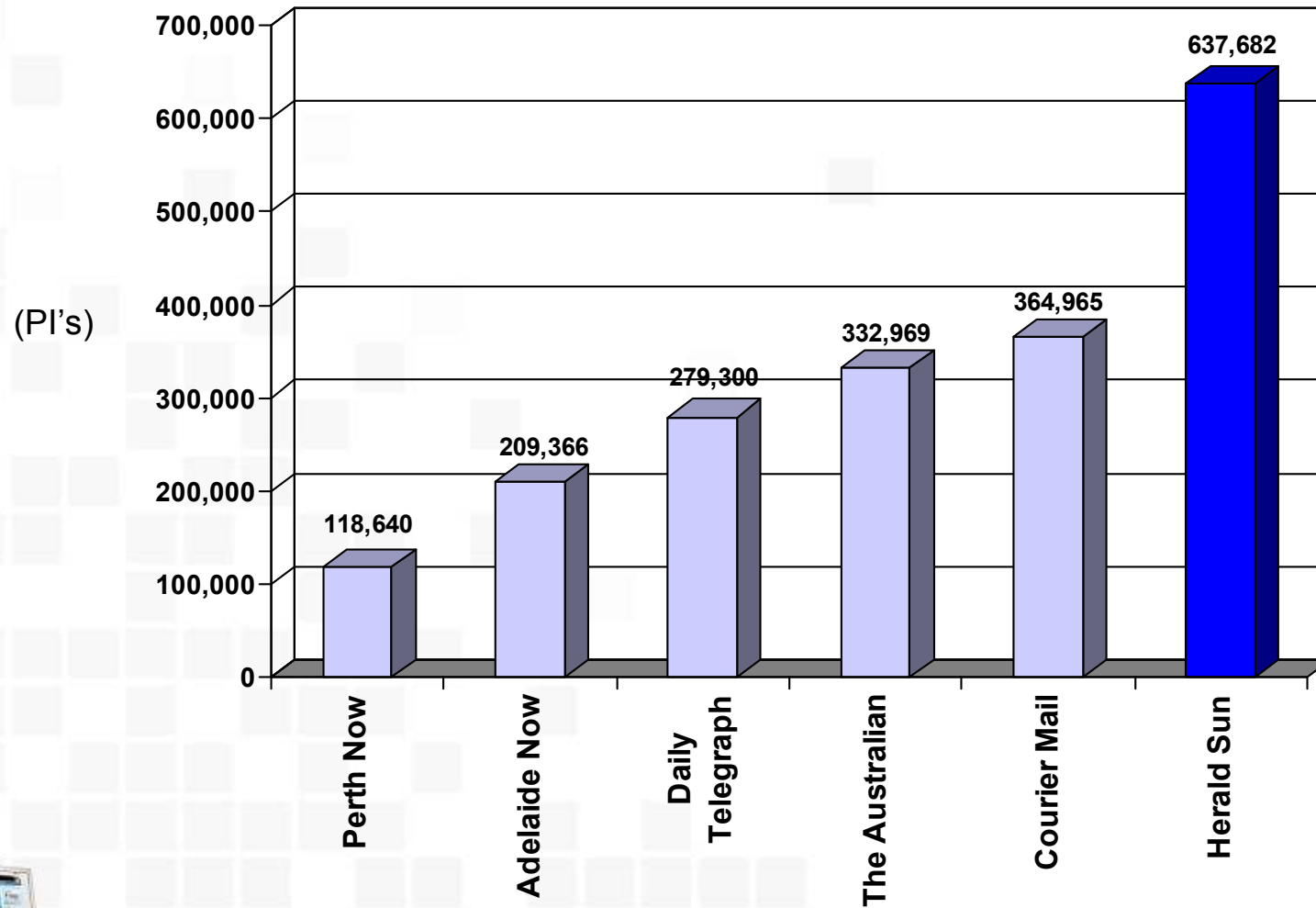
heraldsun.com.au

Most daily e-mail newsletter subscribers



Source: e-services, June 2008.

Highest masthead distributor of page impressions to the network

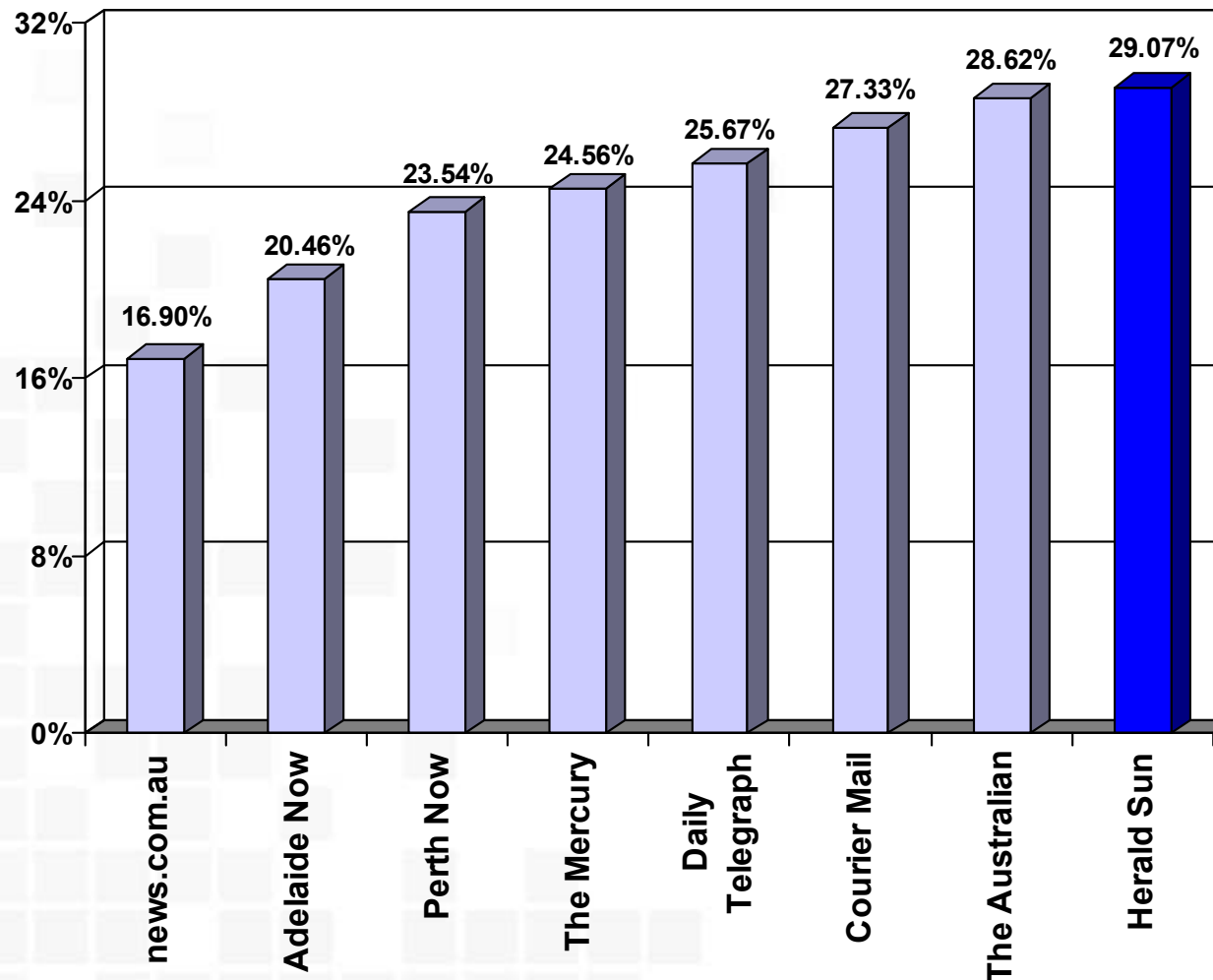


Source: Nielsen, Site Census, June 2008.

Graph 7
heraldsun.com.au

Best SEO performance

Search engine generated traffic as a % of total

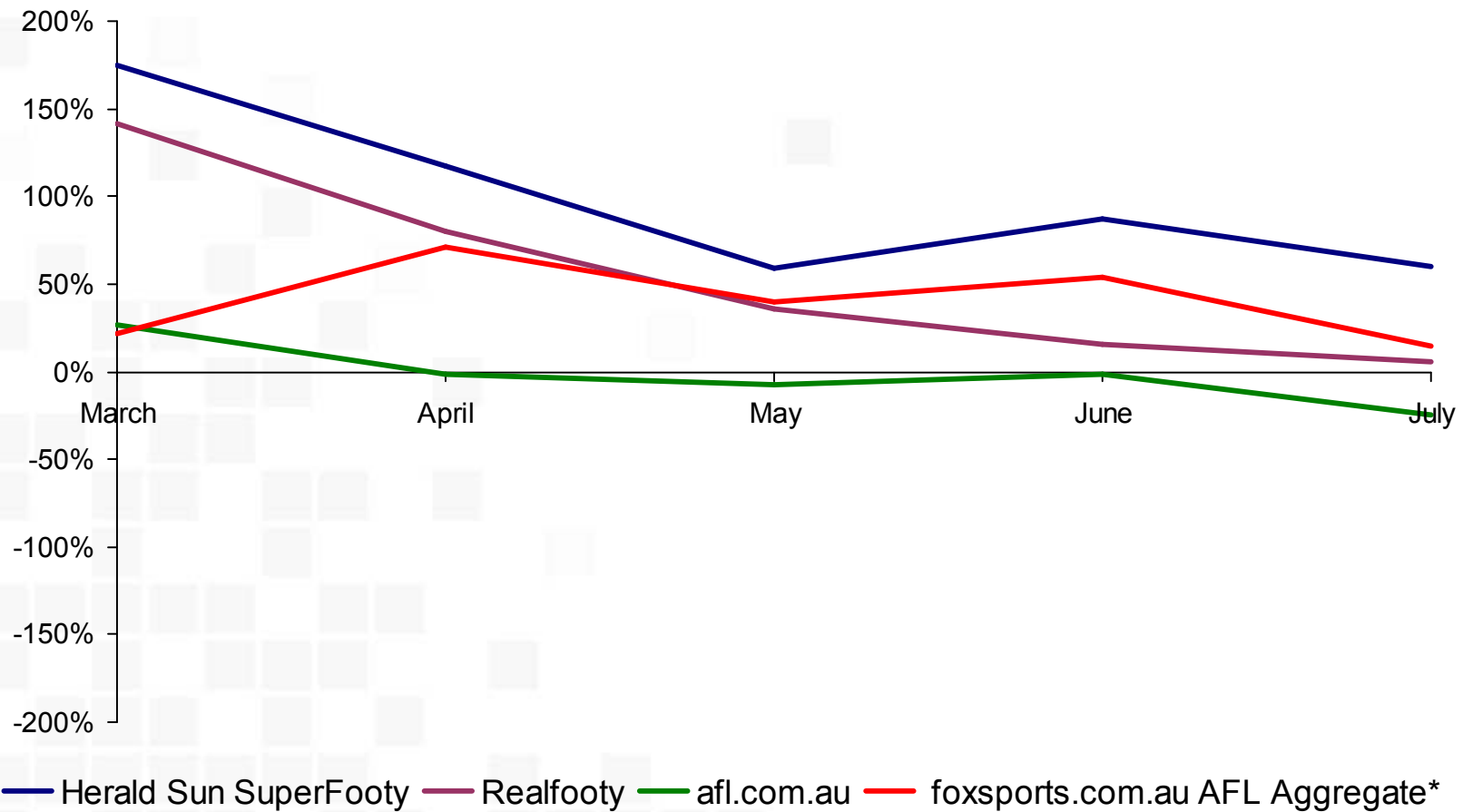


Source: Nielsen, Site Census, June 2008.

Graph 8
heraldsun.com.au

Fastest growing AFL site in the country

Year on year UB growth by month



Source: Nielsen Online Market Intelligence Domestic. * FOX Sports AFL figures from Site Census