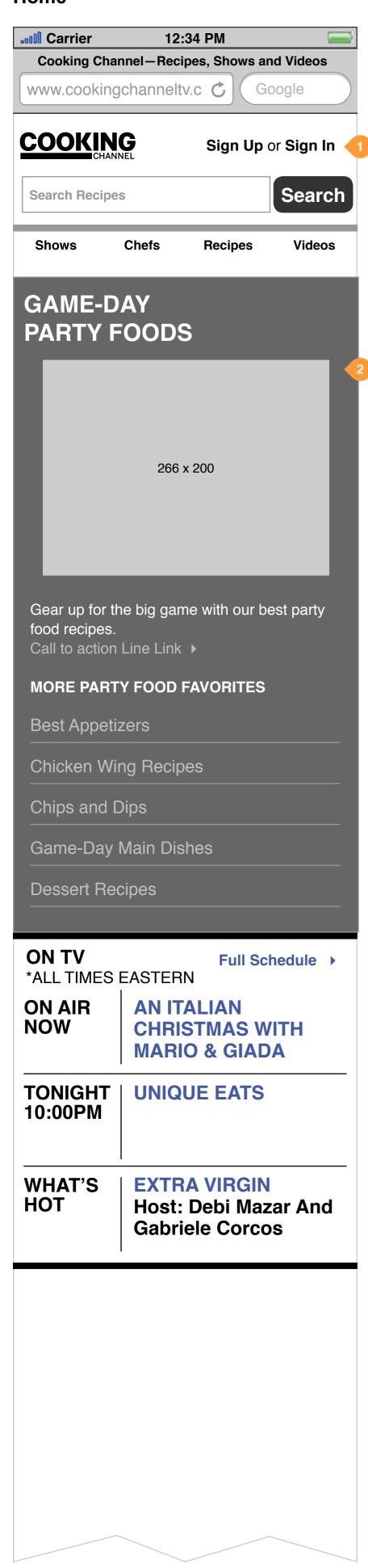
Cooking Channel Mobile Site—Phase 1

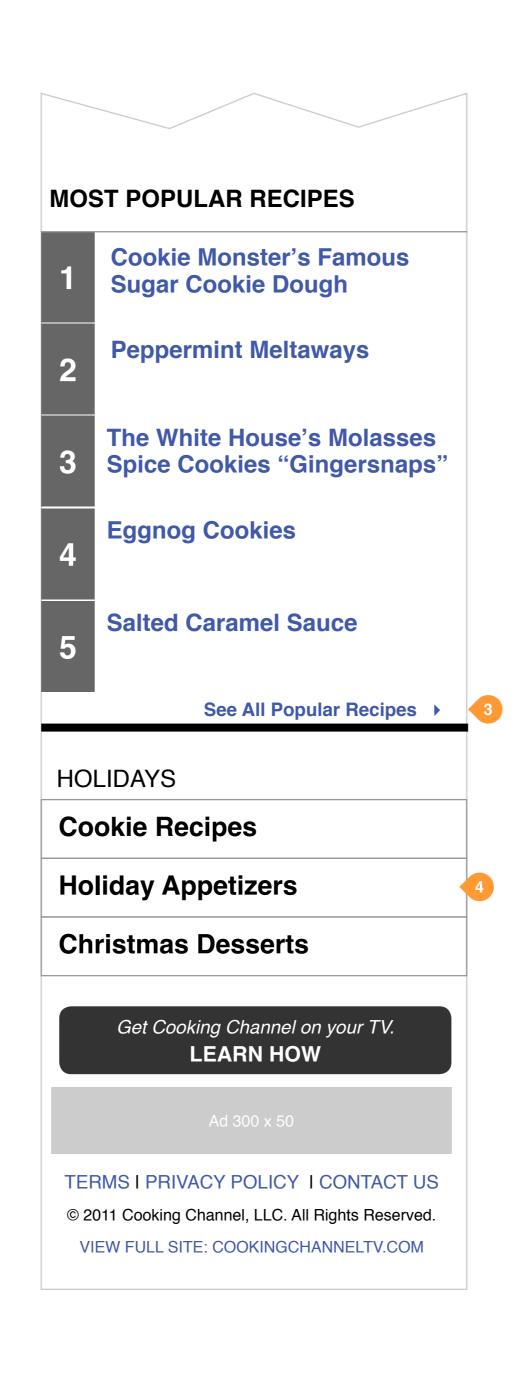
Version 1.6 | Last Updated April 19, 2012 11:20 AM

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Home





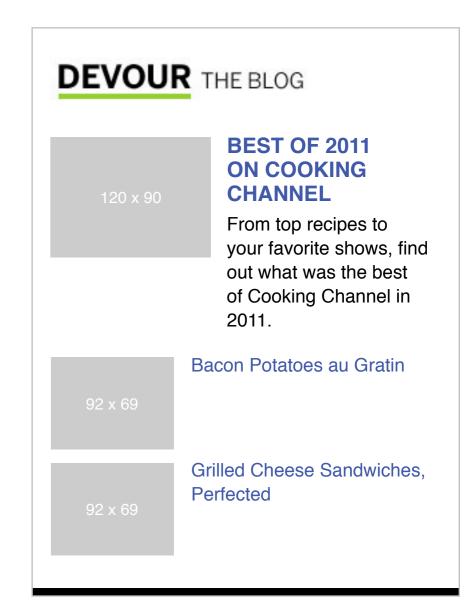
GENERAL NOTE: If a module from cookingchanneltv. com is not designed in mobile wireframes, do not display (hide).

- 1 Future phase authentication
- 2 See alternate "Page Lead Formats" on page 26
- 3 Does not currently reflect website. Must be added to existing web site. <u>Links to recipe search by rat-</u> ing
- 4 Features from web bar

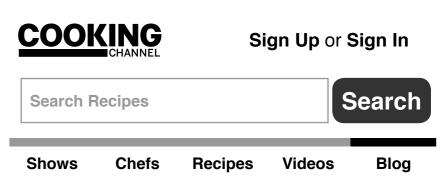
Future Phase Blog Module

Note for visual design:

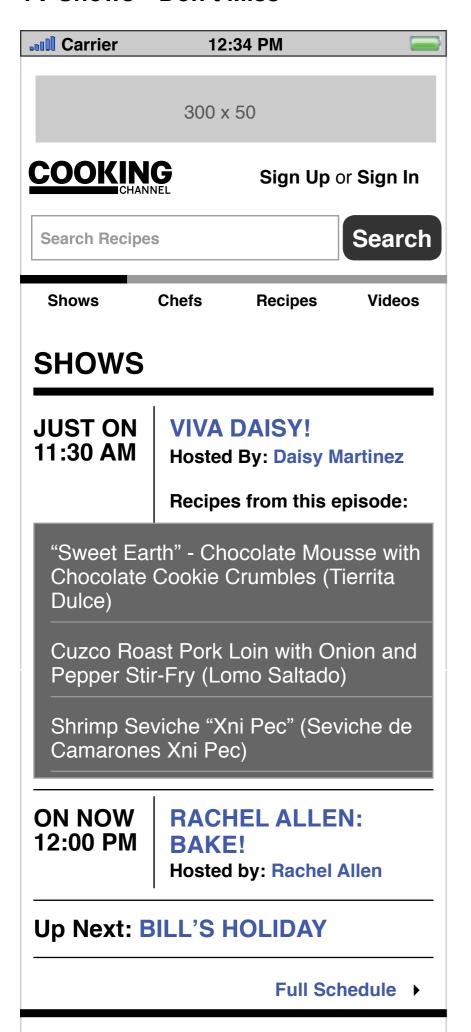
These modules below are out of scope for initial launch. May need consideration for future phases.



Future Phase Header, Blog may need to be re-added to navigation



TV Shows—Don't Miss



NOT MY MAMA'S MEALS

Bobby Deen takes mother Paula Deen's classic comforts and makes them leaner – skimping on calories, but not on flavor. New Show: Not My Ma-

ma's Meals

DROP 5 LBS WITH GOOD HOUSEKEEPING

Whether you want to trim your waist or shave off a few sizes, Drop 5 Lbs offers easy and satisfying ways to lose weight. Premieres Jan. 21, at 11am ET

RACHAEL RAY'S WEEK IN A DAY

Need a better way to get dinner on the table? Tune in to Rachael Ray's Week in a Day for easy weekday meal solutions. Rachael's Make-Ahead Meals

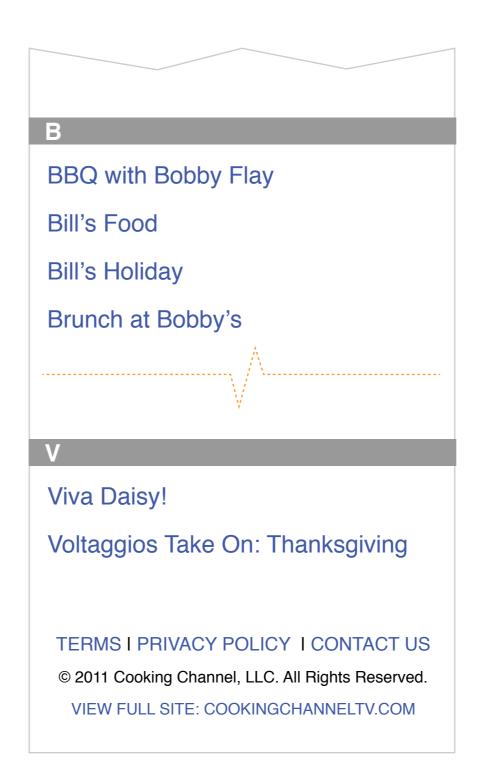
SHOWS A-Z

A Cook's Tour

Ace of Cakes

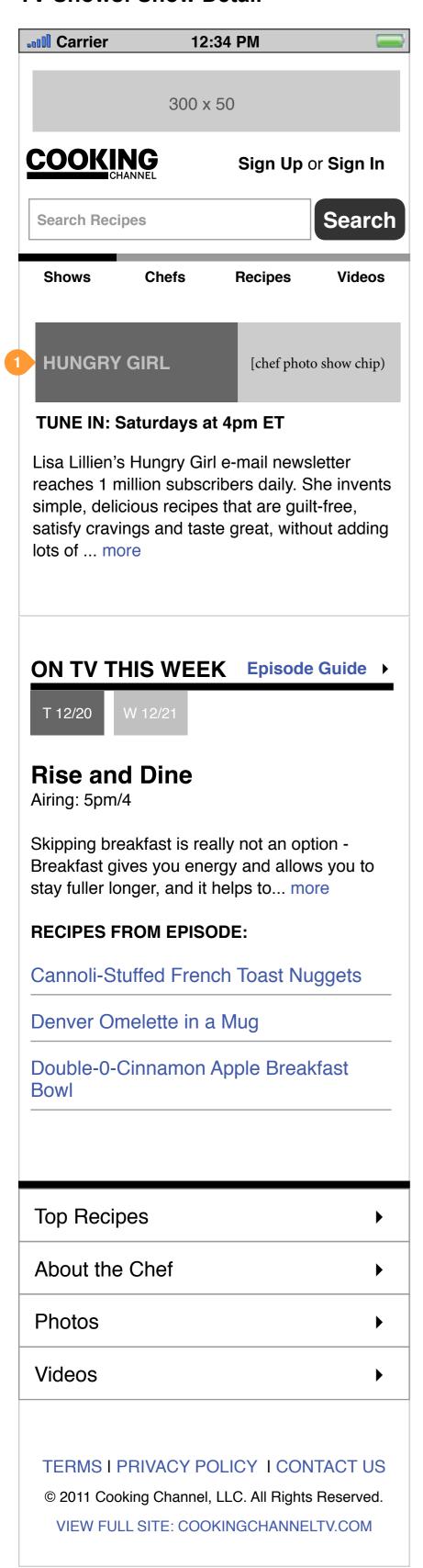
Alex's Day Off

TV Shows: All



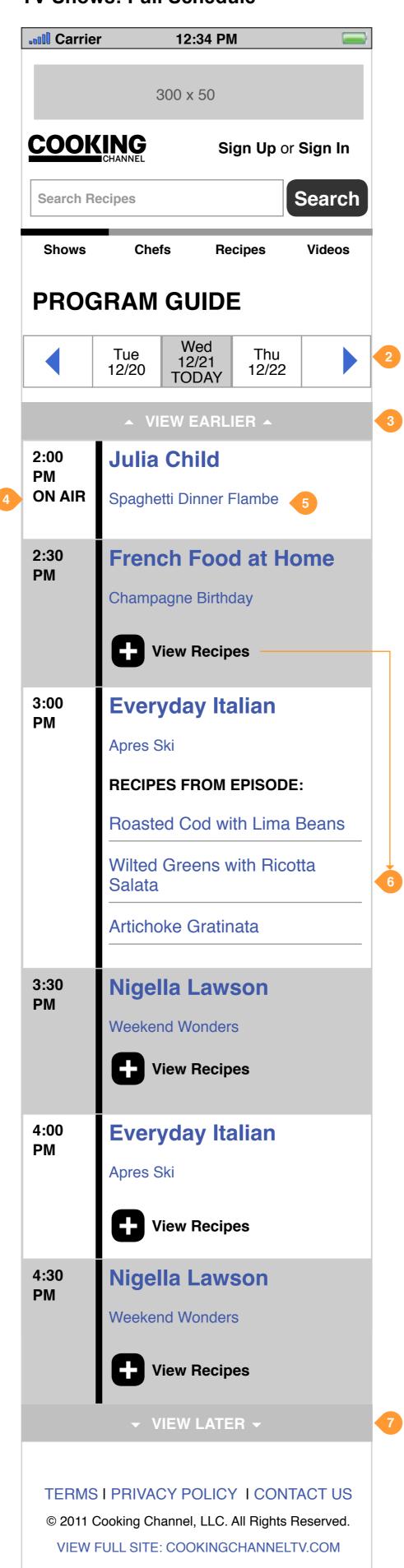
Show lead displays below schedule

TV Shows: Show Detail



NEW SINCE LAST VERSION

TV Shows: Full Schedule

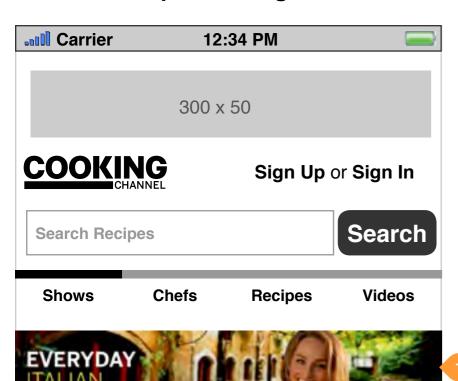


- Replace show banner with show chip artwork. right half of the image coming from the show chip graphics. The creation of this "banner" would involve 1) Pointing to a show chip & resize 2) Crop off/hiding raster title at bottom 3) Adding live text and banner color to left via CSS.
 Swipe Left/Right to advance through days in the
- week, or tap arrows for non-touch based smart phones.
- 3 View Earlier button loads more rows—[3] hours at a time
- 4 Mark on-Air show at top of list
- 5 Links to Episode Page
- 6 View Recipes, expanded
- 7 View Later button loads more rows—[3] hours at a time



crop bottom title portion

TV Shows: Episode Page



Trattoria Cooking

Episode: CCEDI-402FH

Giada prepares meals from her favorite Italian trattorias. These family owned and run restaurants prepare flavors from home and hold the key to Italy's best dishes.

RECIPES IN THIS EPISODE

Mediterranean Farro Salad

Pork Chops with Fennel and Caper Sauce

Ricotta Cappuccino

TUNE IN

- December 22, 2011 7:00 PM
- December 29, 2011 3:00 PM

All times Eastern

MORE EPISODES

Lite and Healthy

Trattoria Cooking

Fast Food That Won't Weigh You Down

Comfort Food

Kids Cooking Class

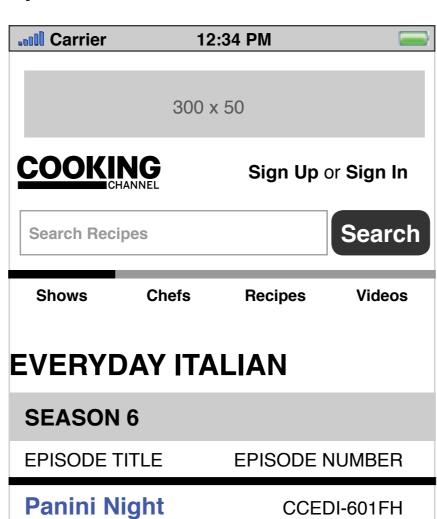


Next Episode

Full Episode List

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Episode Guide



RECIPES FROM THIS EPISODE:

Chocolate-Strawberry Panini

Open Faced PLT

Tuna and Artichoke Panini

Summers in Capri

CCEDI-602FH

RECIPES FROM THIS EPISODE:

Cheese Pizzettes

Corn on the Cob with Parmesan Cheese

Limoncello

Limoncello Cheesecake Squares

Tuna and Green Bean Salad

Healthy Snacks

CCEDI-112FH

RECIPES FROM THIS EPISODE:

Virgin Pomegranate and Cranberry Bellinis

Sweet Couscous with Nuts and Dried Fruit

Parmesan Fish Sticks

Spinach and Cannellini Bean Dip

SEASON 5

1

SEASON 4

SEASON 3

SEASON 2

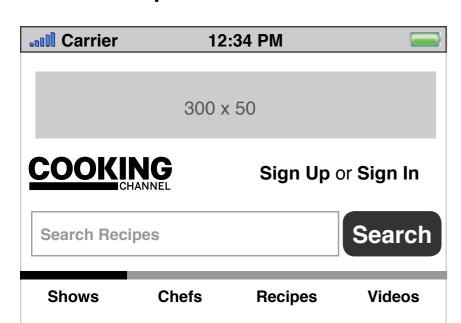
SEASON 1

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- 1 If available, use show graphic header. Image (or text link, if image is not available) should link back to show page "TV Shows: Show Detail" on page 4
- 2 Collapsible menus for show seasons

NEW SINCE LAST VERSION

Article: Simple



Article Title: Italian Essentials

A well-stocked pantry makes whipping up delicious Italian meals a snap. Countless dishes can be made from ingredients on hand, but with a quick dash through the express line for perishables, the options are limitless.

Show: Everyday Italian

266 x 200

Olive Oil: There is an enormous variety of good olive oil available today, even on the shelves of most supermarkets. Olive oil is produced in most Mediterranean countries, including Italy, Greece, Spain, Israel, Portugal, France and Morocco, as well as in California. How to choose? Taste is part of the equation — every oil has a different flavor depending on the variety of olive, where it's grown and handled and how the oil is made. Buy an oil that tastes good to you. There are several different grades of olive oils, but only two you're likely to run into: extra-virgin and pure.

Extra-virgin olive oil is from the first pressing of the olives and is the best quality. It also has the highest price tag. A tasty extra-virgin is best for salads; for drizzling on a finished plate of pasta, risotto or vegetables; or over a bowl of soup or stew as a final touch of seasoning.

Pure olive oil is from the second or third pressing of the olives, done with the aid of heat or chemicals; without the quality or flavor of extra-virgin, it's commensurately less expensive. Since heat destroys the flavor of the oil, it makes sense to use pure or an inexpensive, supermarket-grade, extra-virgin for cooking.

Supermarkets also sell various brands of "light" olive oil to appeal to an American market for which the taste of real olive oil may be too assertive. This oil has very little flavor. Don't be fooled into thinking it has fewer calories.

Canned Tomatoes: Canned tomatoes are

crucial to have on hand for cooking, and it's far better to use canned tomatoes than fresh if the fresh are under-ripe and tasteless. Buy whole, canned plum tomatoes, and when the recipe calls for chopped, chop or crush by hand; tomatoes for sauce may be pureed in a food processor. Plum tomatoes labeled "San Marzano" are a variety grown around Naples and are considered by many Italians to be excellent tomatoes for sauce.

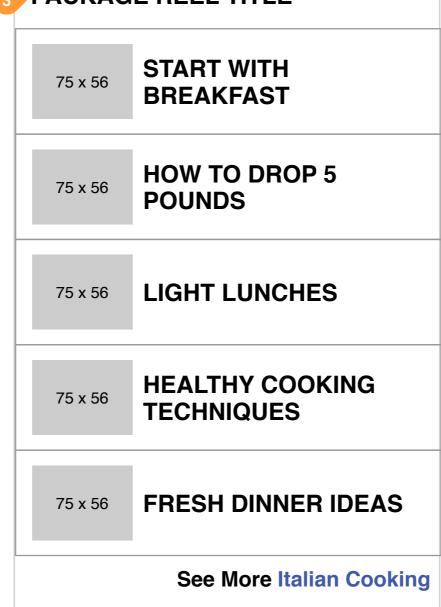
Canned and Dried Beans and Lentils: Lentils and beans are used in soups, pastas, vegetable and meat dishes, antipasti and salads. It's great if you have the time to cook the dried beans yourself (the flavor and texture are superior to canned) but since most of us don't, canned make an excellent, quick substitute. Lentils take only 15 to 30 minutes to cook, so there's no need for canned — buy dried. Italian recipes are likely to call for chickpeas and white beans.

Olives: There are many varieties of goodquality olives to choose from. Look for imported olives in jars or in the deli section of the supermarket, but for best flavor, skip the domestic canned variety. Olives are easily pitted by quickly smashing with a large knife and pulling the pit away from the flesh.

Capers: The best-quality capers are packed in salt, but you're more likely to find them brined and bottled. Before using, rinse under cold water to remove some of the salt (salt-packed must be rinsed very well). Refrigerate both; brined have a much longer shelf life.



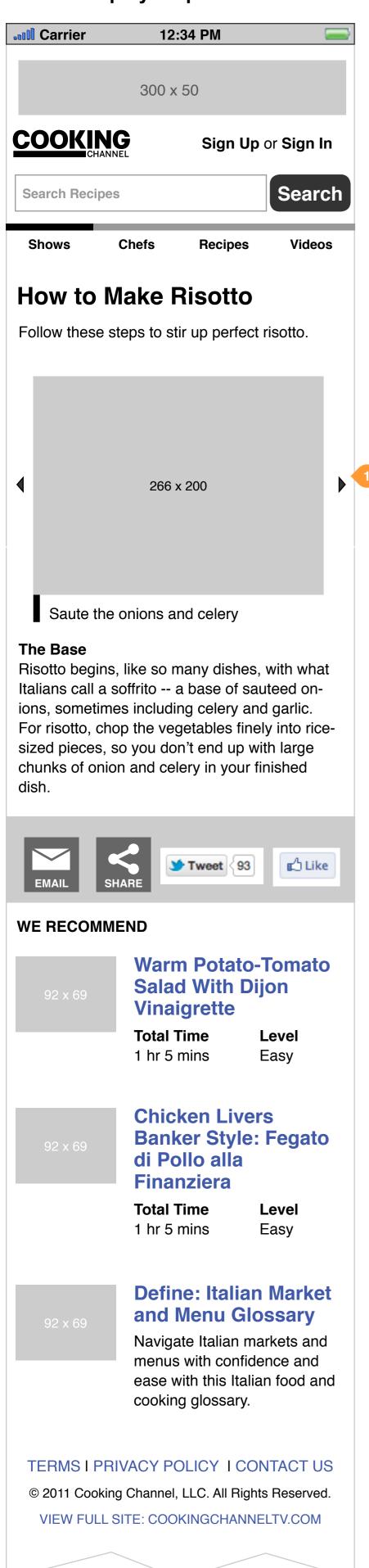
PACKAGE REEL TITLE



- 1 Article Live Example: http://www.cookingchanneltv.com/how-to/pantry-italian-essentials/index.html
- Sharelt available for mobile
- 3 Packages: When a photo gallery, article, recipe, video channel is in a package, display the package reel module.. Here is an example: http://www.cookingchanneltv.com/recipes/ellie-krieger/chicken-parmesan-recipe/index.html.

EXPLORE MORE ON: American Italian European TERMS I PRIVACY POLICY I CONTACT US © 2011 Cooking Channel, LLC. All Rights Reserved. VIEW FULL SITE: COOKINGCHANNELTV.COM

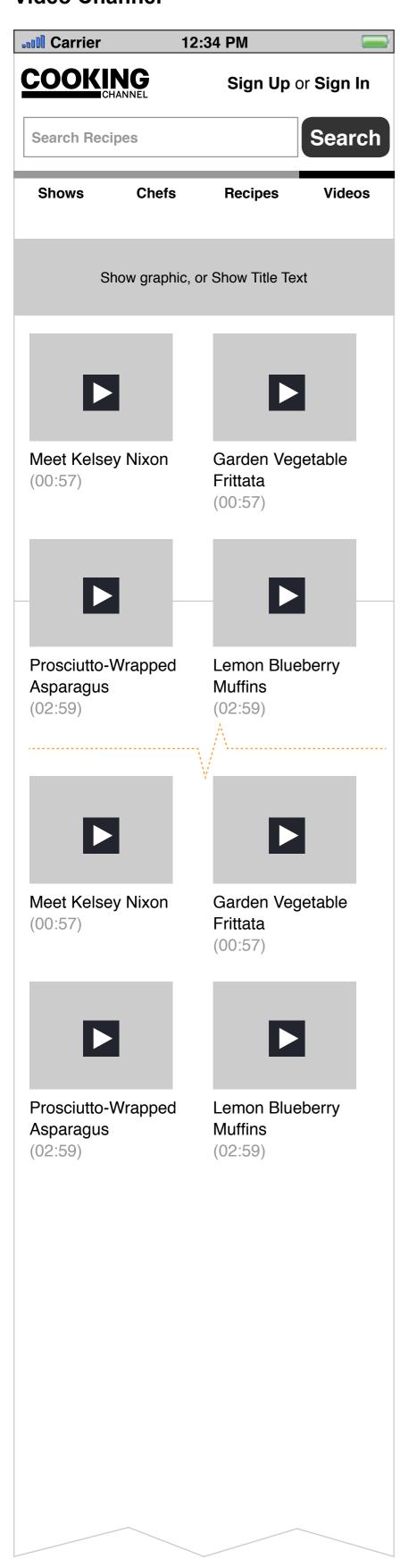
Article: Step by Step



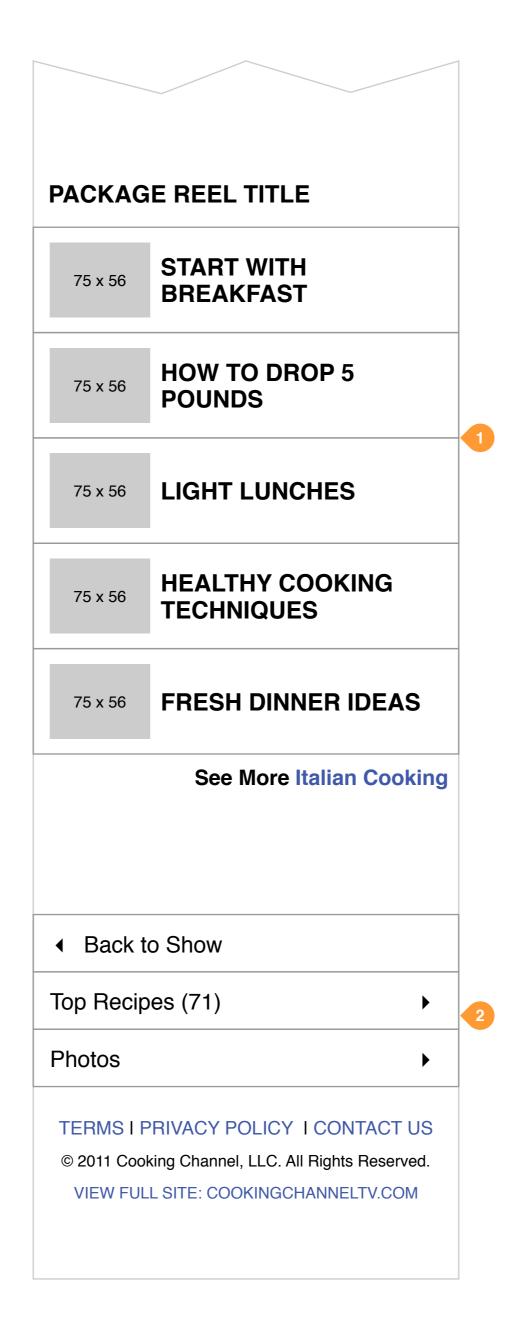
Swipe left/right to advance through steps

NEW SINCE LAST VERSION

Video Channel



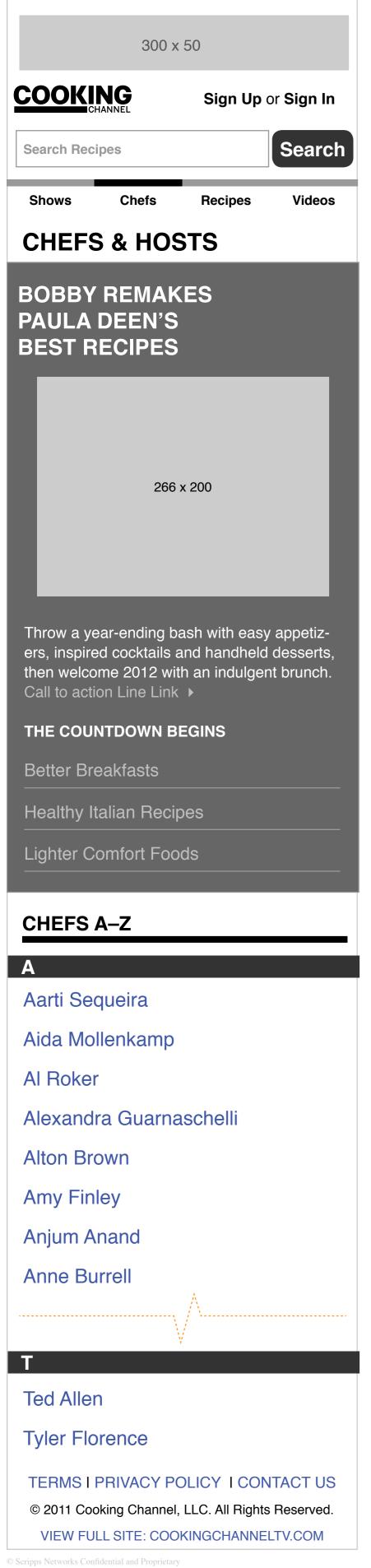
- 1 Packages: When a photo gallery, article, recipe, video channel is in a package, display the package reel module.
- 2 Show- or Chef-level navigation below videos, if video channel is part of a hub



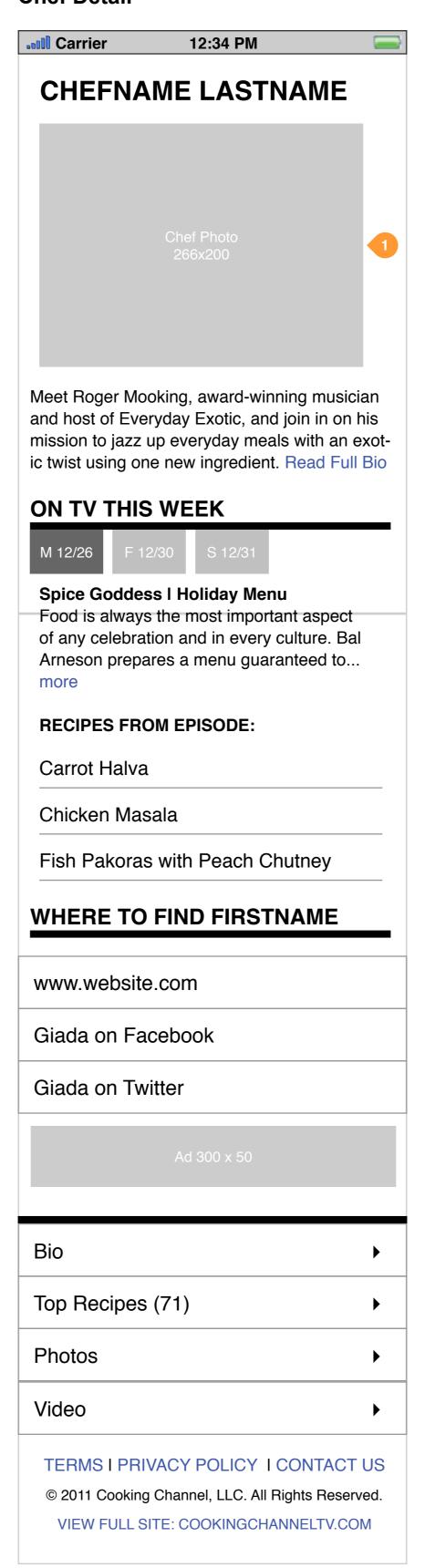
12:34 PM

Chefs & Hosts

••• Carrier

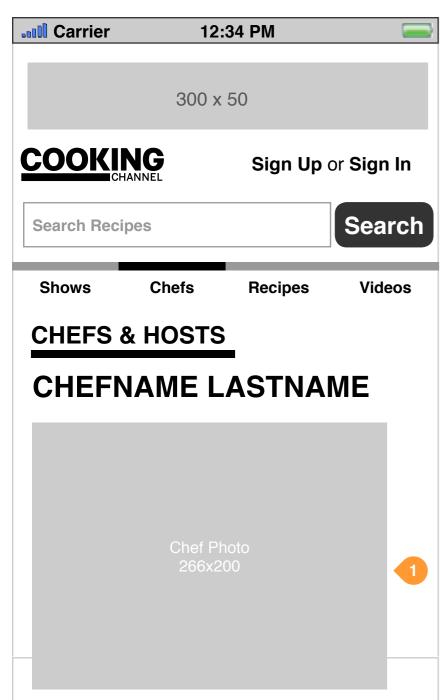


Chef Detail



Use the 'IMAGE' on the talent record for the mobile display of the Talent Page, Talent Top recipes page, and Bio page. EXAMPLE: http://cooktv.sndimg.com/COOK/2011/07/01/FN_Alex-G-01_s4x3. jpg

Chef Bio



Nigella Lawson is the British best-selling author of Nigella Express: Good Food Fast, Feast: Food to Celebrate Life, Forever Summer, Nigella Bites, How to Be a Domestic Goddess and How to Eat, which have sold in excess of 5 million copies worldwide. Her 2005 book Feast: Food to Celebrate Life inspired Nigella Feasts, which debuted on Food Network in the fall of 2006. Her second Food Network series, Nigella Express, launched in the fall of 2007 in conjunction with the release of her book Nigella Express. American audiences also know Nigella as host of Forever Summer with Nigella, her popular cooking/ lifestyle series, and Nigella Bites.

In July 2003, Nigella launched Nigella Lawson's Living Kitchen, a range of kitchen items designed in collaboration with Sebastian Conran, to widespread acclaim in the U.S. Nigella was deputy literary editor of The Sunday Times before pursuing a successful freelance career. She has written for a variety of magazines and newspapers, including The Sunday Times, Evening Standard, Guardian, Daily Telegraph, Observer, Times Magazine, Gourmet and Bon Appétit magazines. She originated the restaurant column in The Spectator and wrote the food column for British Vogue for several years. Nigella also wrote a bi-monthly food column for The New York Times' Dining In, Dining Out section.

Hailed as Author of the Year by the 2001 British Book Awards, Nigella was also named Bon Appétit magazine's 2002 Tastemaker of the Year. How to Eat was honored as the 1998 British Book Awards Illustrated Book of the Year, while How to Be a Domestic Goddess was named Cookery Book of the Year by the Guild of Food Writers in 2001. Nigella Bites received the WH

Smith Book Awards 2002 Lifestyle Book of the Year, with the cooking series based on the book winning the Gold Ladle for Best Television Food Show from the World Food Media Awards in 2001.

In 1992, Nigella married the journalist and broadcaster John Diamond. John was diagnosed with throat cancer in 1997 and died in 2001. They had two children together, Cosima and Bruno. Nigella remarried in 2003 and lives in London with her husband, Charles Saatchi, and her children.

TOP RECIPES

Rice and Peas

South Indian Vegetable Curry

Quick Chick Caesar

Boiled Egg and Toast

Korean Calamari

◆ Back to Chef

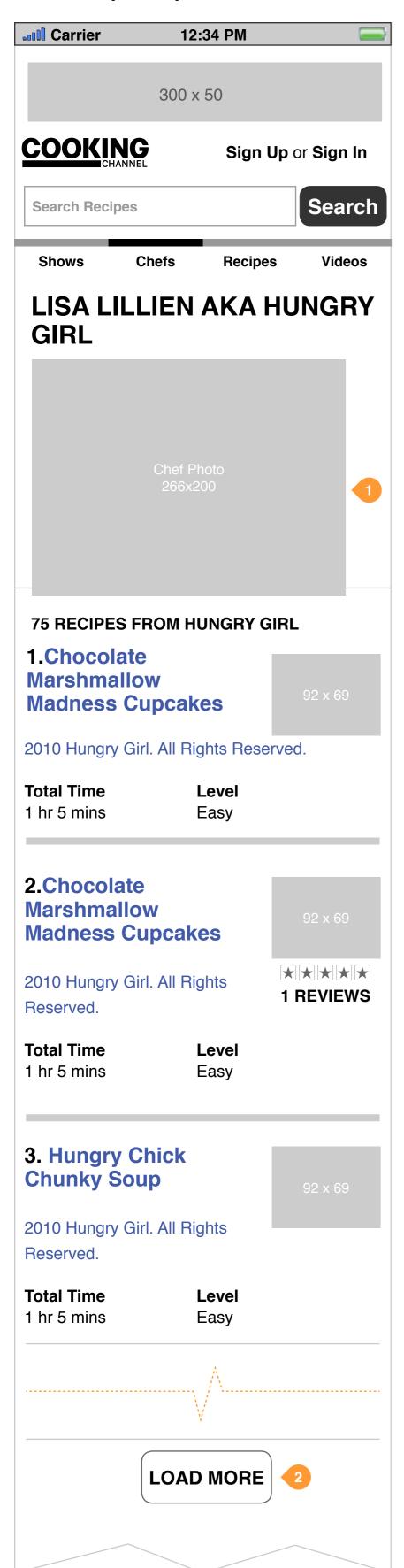
Top Recipes (71)

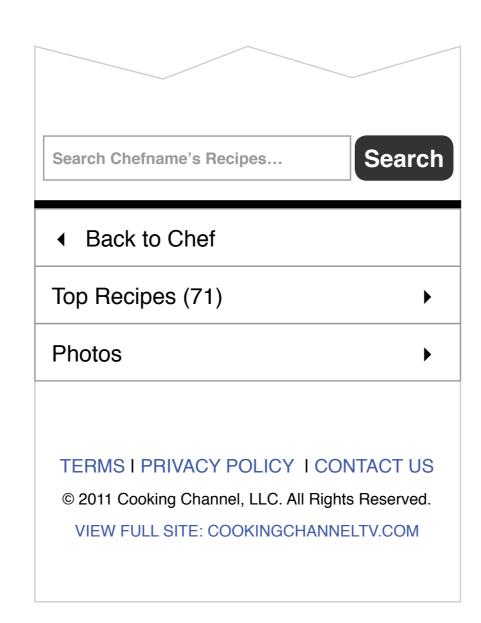
Photos

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Use the 'IMAGE' on the talent record for the mobile display of the Talent Page, Talent Top recipes page, and Bio page. EXAMPLE: http://cooktv.sn-dimg.com/COOK/2011/07/01/FN_Alex-G-01_s4x3.jpg

Chefs: Top Recipes

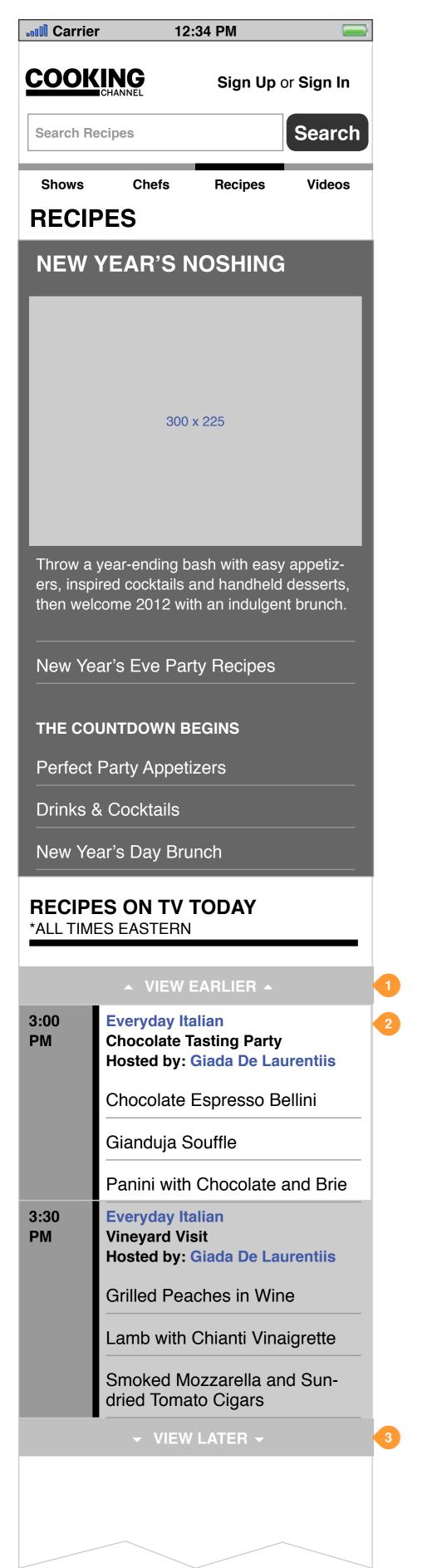


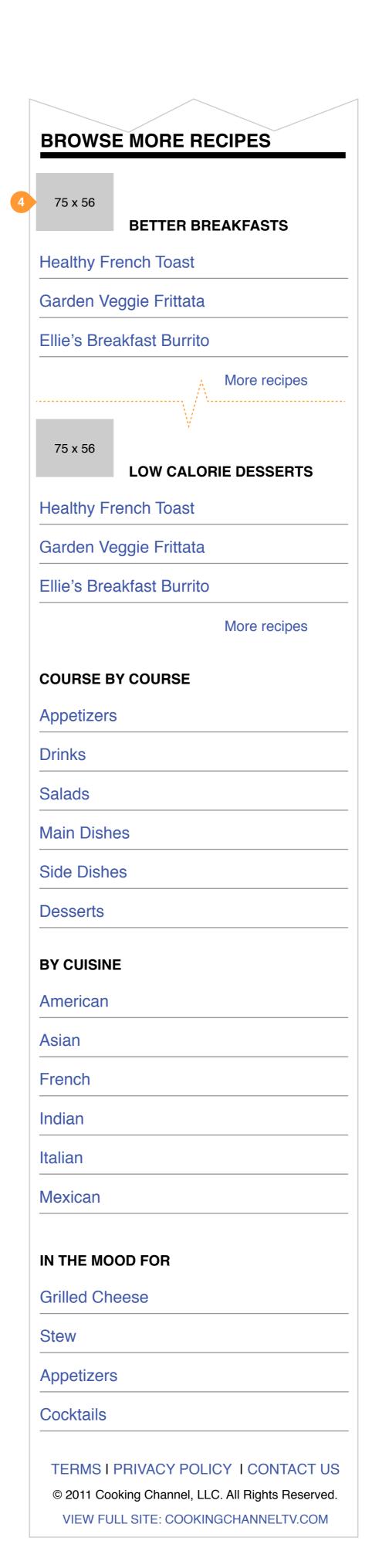


- Use the 'IMAGE' on the talent record for the mobile display of the Talent Page, Talent Top recipes page, and Bio page. EXAMPLE: http://cooktv.sn-dimg.com/COOK/2011/07/01/FN_Alex-G-01_s4x3.jpg
- Display 10 Recipes at a time, Load More Button Loads 10 More Underneath Previous List



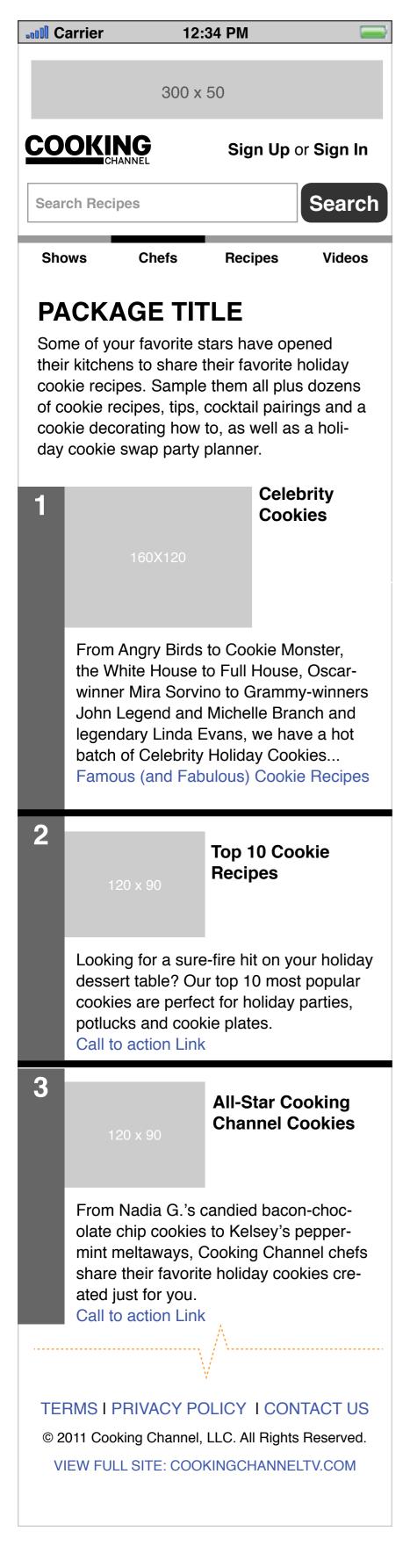
Recipes Section Hed





- Expands Panel to show 1 more hour of programming
- 2 Show current hour of programming
- 3 Expands Panel to show 1 more hour of programming after current hour
- 4 Image thumbnail link to recipe of that photo

Package Template 1

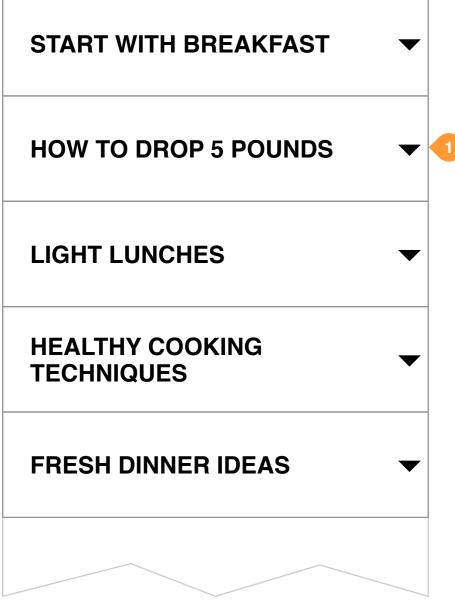


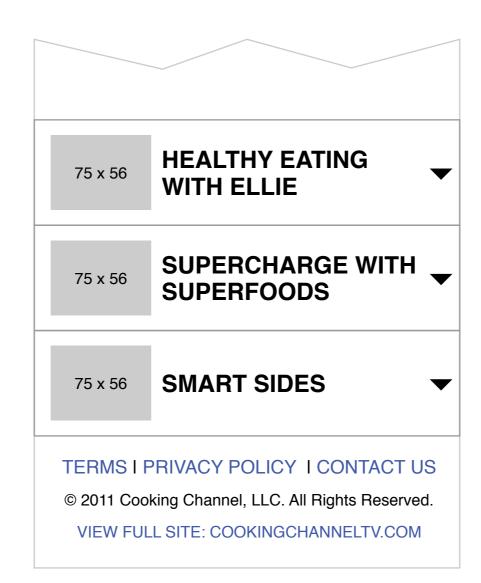
12:34 PM

Package Template 2

••• Carrier







1a. THUMBNAIL FORMAT

START	WITH BREAKFAST
75 x 56	Pomegranate-Berry Smoothie
75 x 56	Garden Vegetable Frittata
75 x 56	Nigella's Easy Fruit Salad
75 x 56	Szechuan Peppercorn Salm- on With Toast
75 x 56	Grapefruit Salad With Honey Mint Dressing
75 x 56	Ellie's Breakfast Burrito

1b. LEAD IN WITH RECIPE FORMAT

HOW TO D	PROP 5 POUNDS
120 x 90	On Drop 5 lbs with Good Housekeeping, Melissa d'Arabian shares tips and recipes for weight loss—and staying satisfied. Tune In and Get the Recipes
RECIPES FRO	OM THE SHOW:
RECIPES FRO	
Mediterranear	

1 Expand package reel headers with drawer opening to a) thumbnail format or b) Recipe format. Tap to open, tap again to close.

Note to Visual:

See Example page: http://www.cookingchanneltv.com/comfort-food-recipes/package/index.html

NEW SINCE LAST VERSION

1c. QUADRANT FORMAT

MORE COMFORT FOODS

INTERNATIONAL FAVORITES

75 x 56

Every culture has its own comfort food. Travel the world, one bowl at a time, with these delicious global dishes.

Pork Rib Broth With Rice Noodles

South-Indian Chicken Curry

GUILT-FREE COMFORT

75 x 56

Want to indulge without any of the guilt? Hungry Girl's guilt-free recipes are high on taste and low on calories.

Mississipi "Mug" Pie

"Bake-tastic" Butternut Squash Fries

DINER CLASSICS

75 x 56

Every culture has its own comfort food. Travel the world, one bowl at a time, with these delicious global dishes.

Aida's Big Bacon Burger

Rachael's Brisket Reuben

DINER CLASSICS

75 x 56

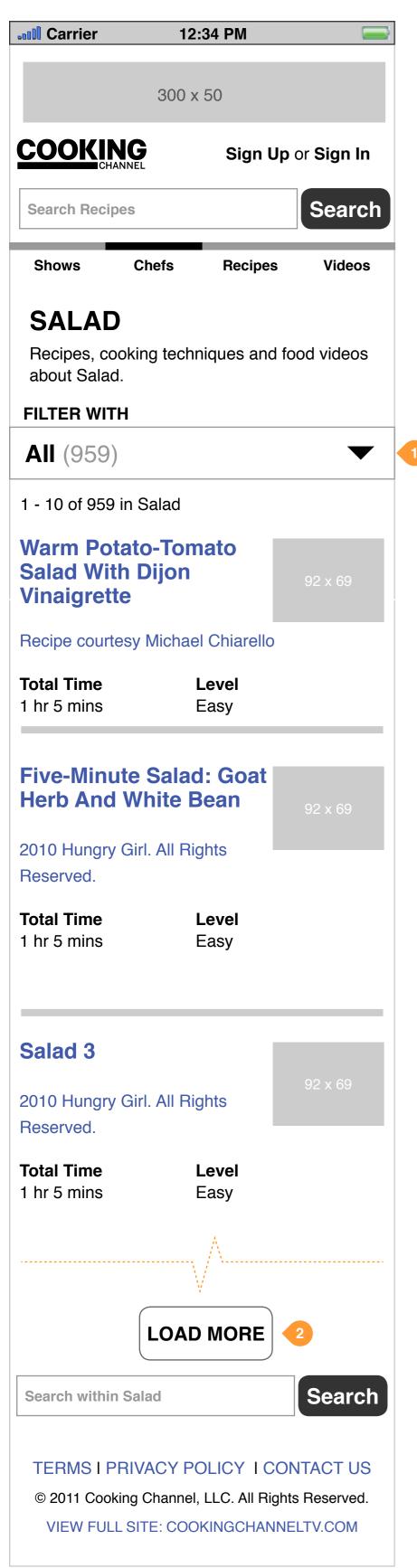
Every culture has its own comfort food. Travel the world, one bowl at a time, with these delicious global dishes.

Aida's Big Bacon Burger

Rachael's Brisket Reuben

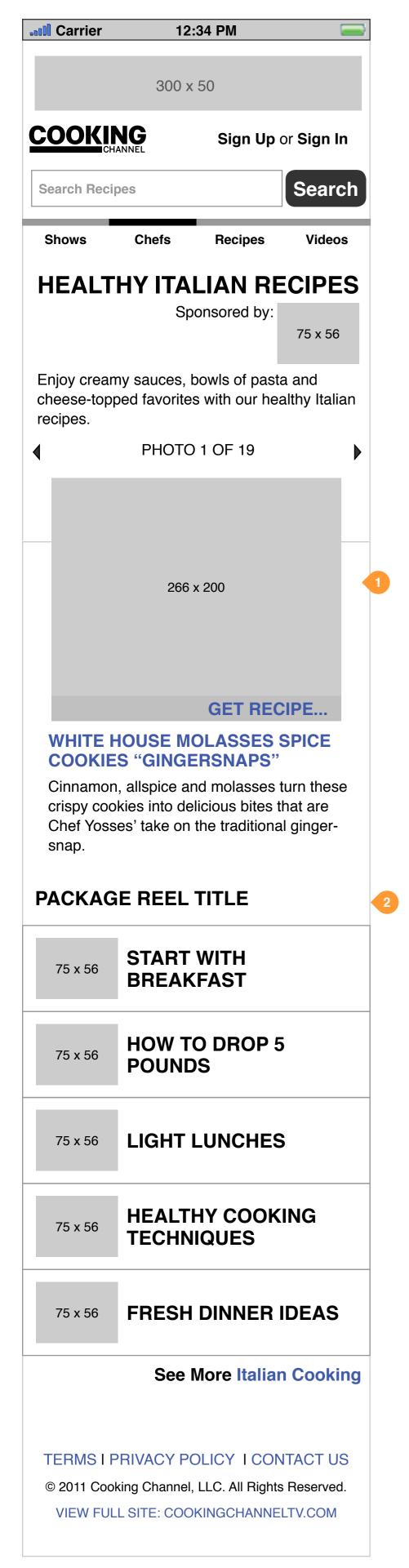


Topic Page



- 1 Picker filters. Lock the placement of this picker so the recipes scroll beneath it. Picker can be scrolled to align to the top of the page.
- Display [10] Recipes At a Time, Load More Button Loads [10] More Underneath Previous List

Photo Gallery

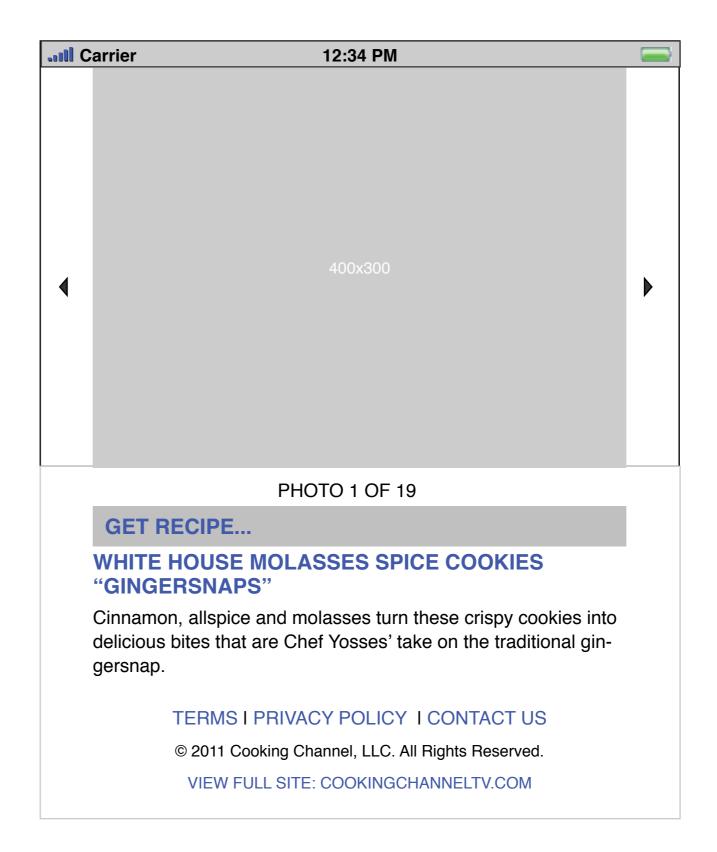


- 1 Swipe Left/Right functionality in addition to buttons to advance through images in gallery
- 2 If gallery is part of a package, show package reel subheads in list

NOTE

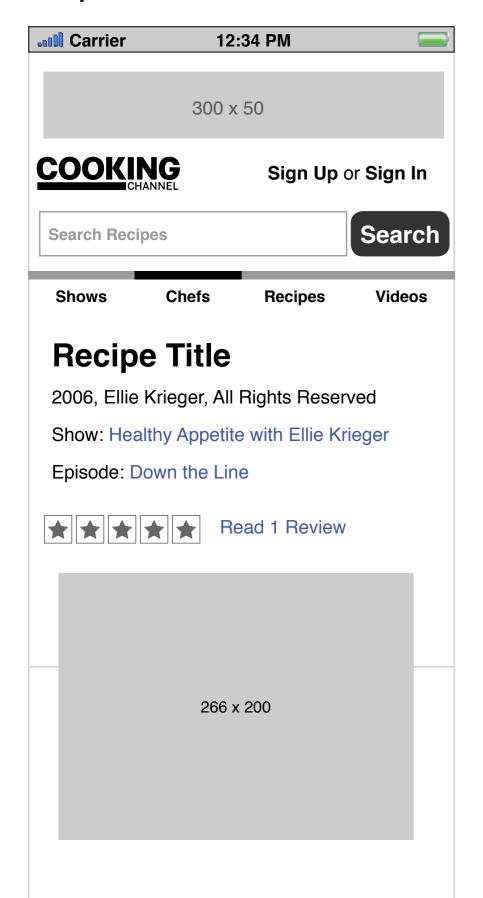
See example at:

http://www.cookingchanneltv.com/recipes/antipastiitalian-appetizer-recipes/pictures/index.html



NEW SINCE LAST VERSION

Recipe Detail



TOTAL TIME: 30 MIN Prep: 15 min Inactive Prep: 15 min 10 min Cook: YIELD: 8 servings **LEVEL:** Easy

INGREDIENTS

CAKE 1



- 2 lbs boneless chicken breasts, cut into bite-size pieces
- 1-2 tablespoons olive oil
- 1 garlic clove, crushed

GLAZE

- 1/4 teaspoon ginger
- 3/4 teaspoon red pepper flakes

DIRECTIONS

Preheat the oven to 350 degrees F. Butter and flour a 9-inch springform pan.

To make the cake, beat the eggs preferably in an electric mixer for 5 minutes. Add the sugar and grated

citrus peel and continue to beat until the beater leaves a ribbon-like trail, about 15 minutes. Fold in the flour by hand, one-third at a time. Pour the batter into the prepared

springform pan and bake until a toothpick inserted into the center of the cake comes out clean, 25 to 30 minutes. Allow the cake to cool for about 10 minutes then unmold and cool completely.

To make the syrup: In a small bowl, combine 3/4 cup of warm water with the sugar and the liqueur. Stir the syrup until the sugar dissolves.

To form the cassata: Slice the cake into 2 (1/2-inch-thick) slices. Trim the crusts from the cake then return one of the layers to the springform pan. Spoon half the syrup over the cake then spread a layer of ricotta crema on top. Repeat, carefully placing another layer of cake, drizzling with syrup then spreading with ricotta.

RECIPE TOOLS









SIMILAR RECIPES

Big Blue Buffalo Jala' Poppers

Hot Buffalo Wings

Spicy Chicken Wings

Oven-Roasted Chicken Wings

Shredded Buffalo Chicken Sandwiches with Blue Cheese Aioli

EXPLORE MORE ON

Baking

Chocolate

Cookie

Dessert

All Topics

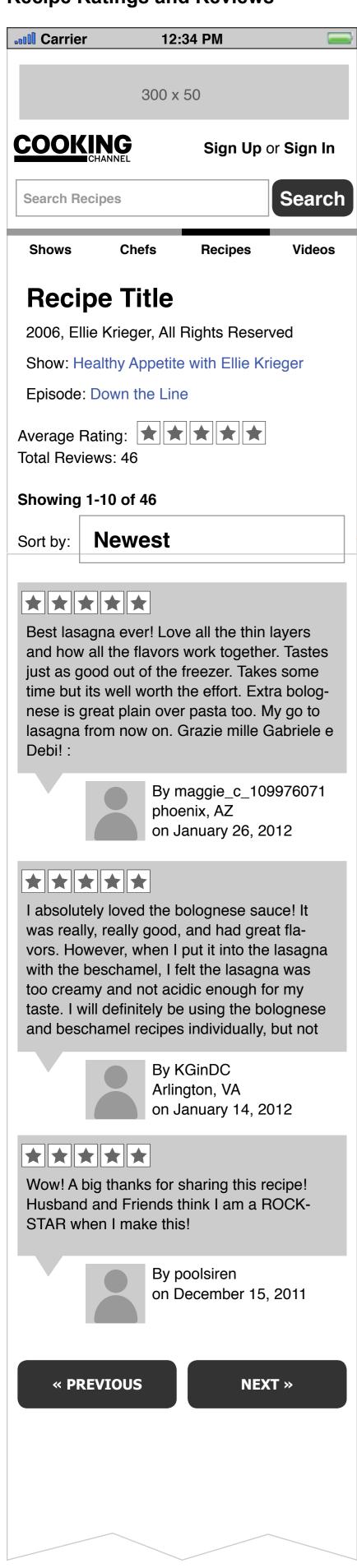
PACKAGE REEL TITLE START WITH 75 x 56 **BREAKFAST HOW TO DROP 5** 75 x 56 **POUNDS LIGHT LUNCHES** 75 x 56 **HEALTHY COOKING** 75 x 56 **TECHNIQUES** FRESH DINNER IDEAS 75 x 56 **See More Italian Cooking** Ratings & Reviews (1) Videos (1) **Nutrition** TERMS I PRIVACY POLICY I CONTACT US © 2011 Cooking Channel, LLC. All Rights Reserved.

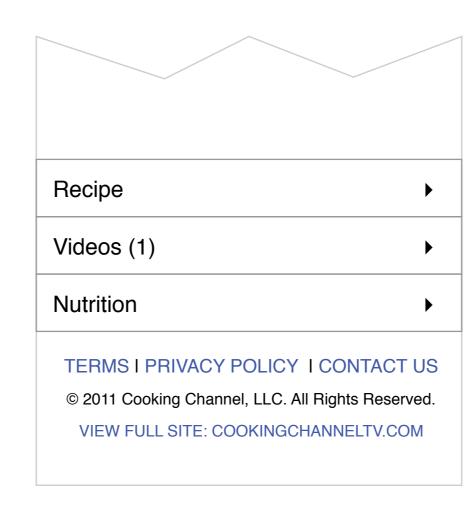
- Style for in-line subheads
- Add Pinterest to recipe tools
- If there are no reviews for this recipe, do not display

VIEW FULL SITE: COOKINGCHANNELTV.COM

- If recipe does not have a video, do not display
- If recipe does not have available nutrition information, do not display
- Packages: When a photo gallery, article, recipe, video channel is in a package, display the package reel module.

Recipe Ratings and Reviews

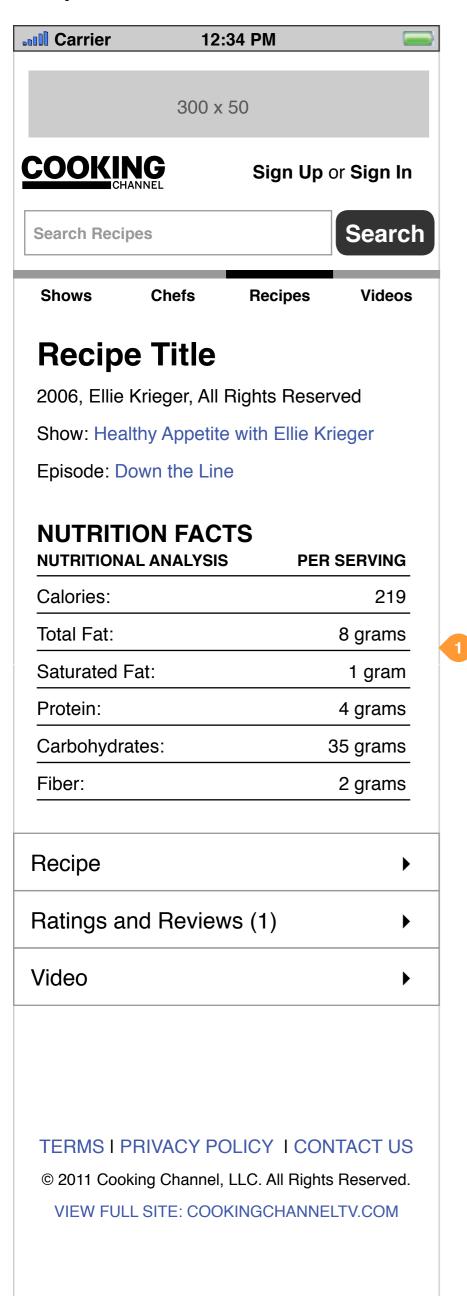




iOS picker with filters: Newest, Rating, Most Helpful

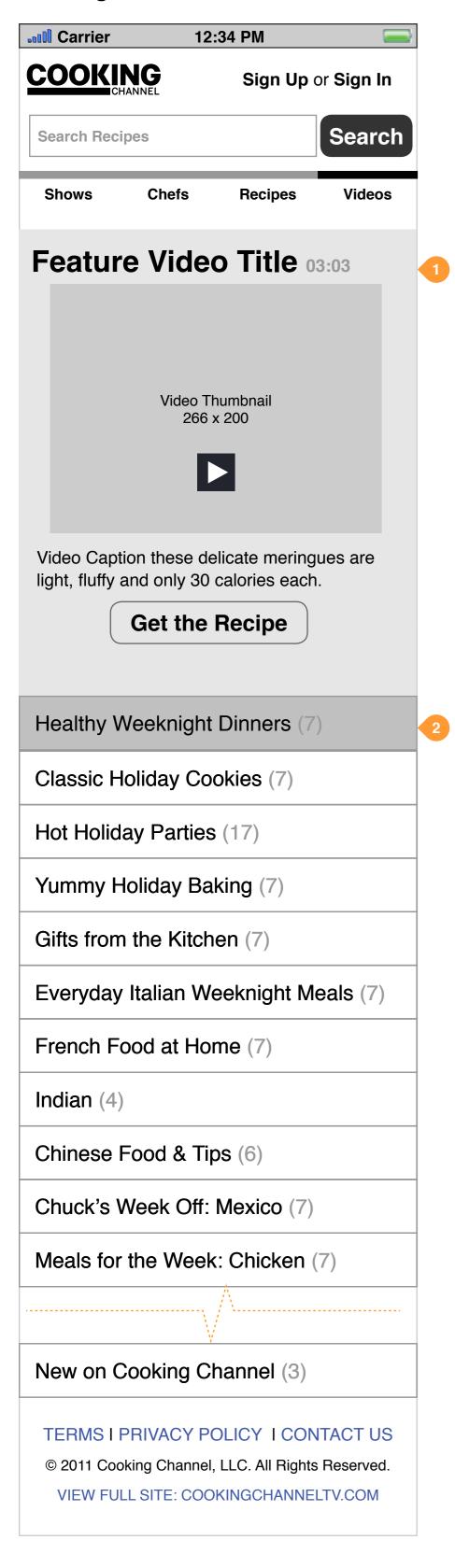


Recipe Nutrition

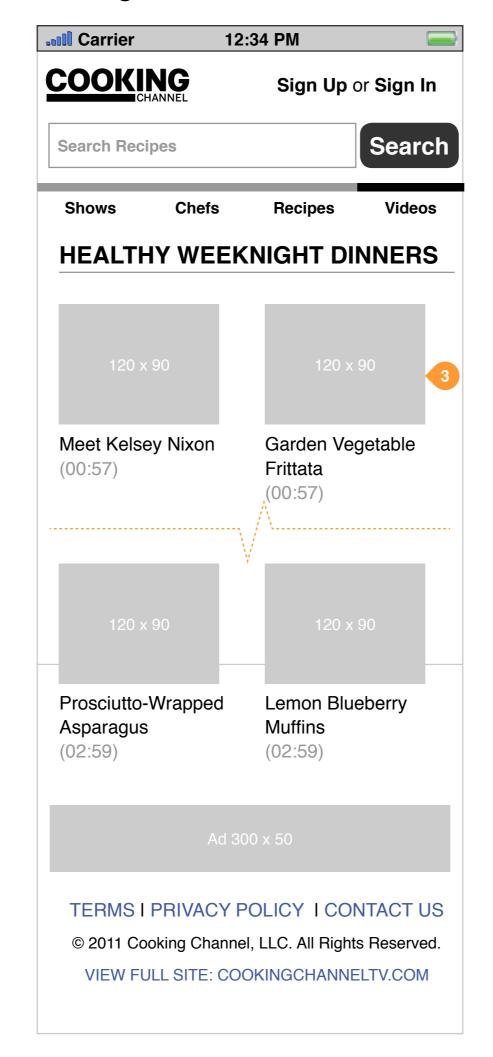


- iOS picker with filters: Newest, Rating, Most Helpful
- 2 If there are no reviews for this recipe show count (0) and disable link.

Cooking Videos Section Hed



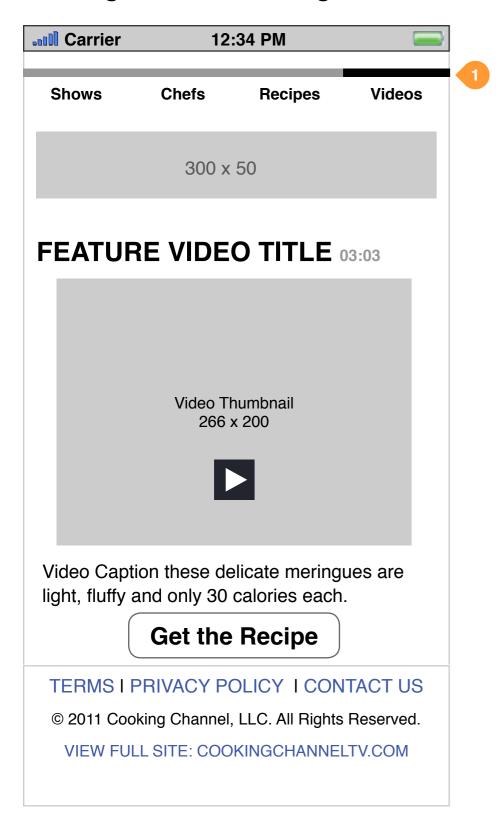
Cooking Video Collection



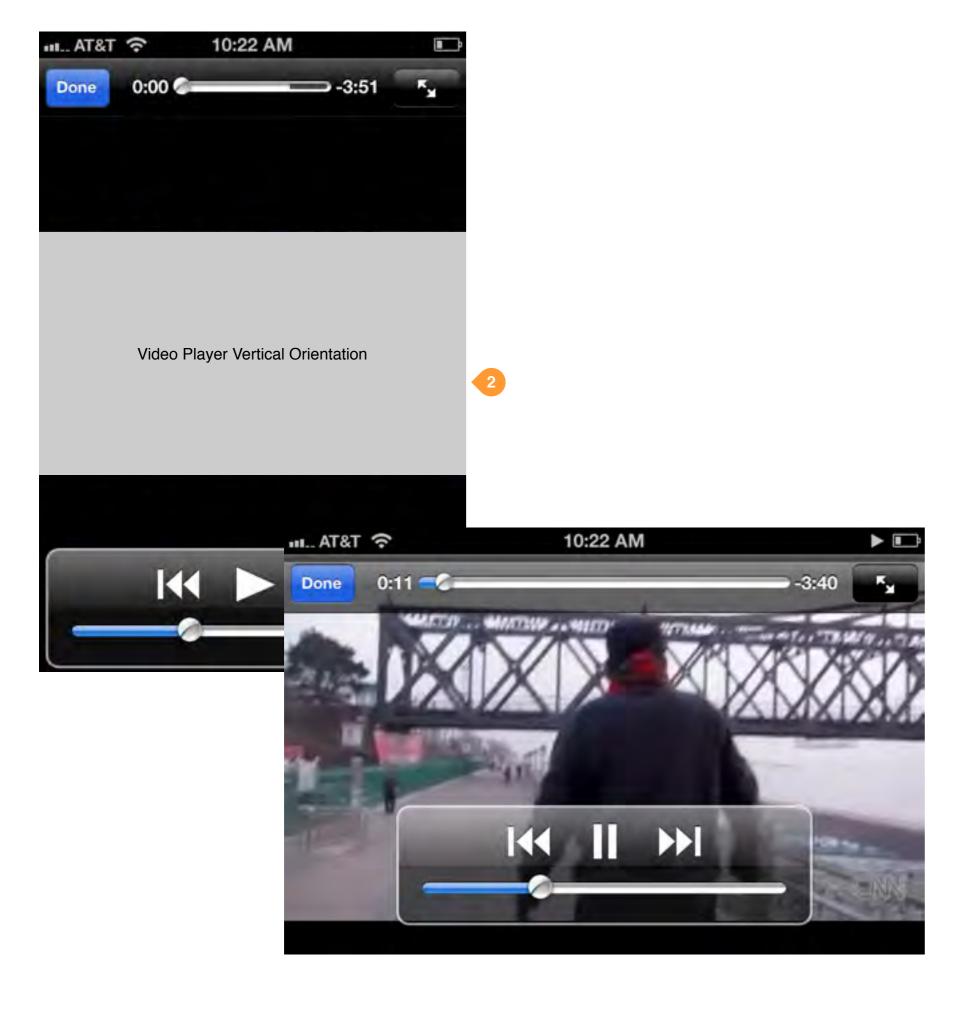
- 1 Feature video is first video in selected channels
- 2 Tap to go to new page with Cooking Video Collection
- Tap video thumbnail or title to go to "Cooking Video—Detail Page" on page 21



Cooking Video—Detail Page

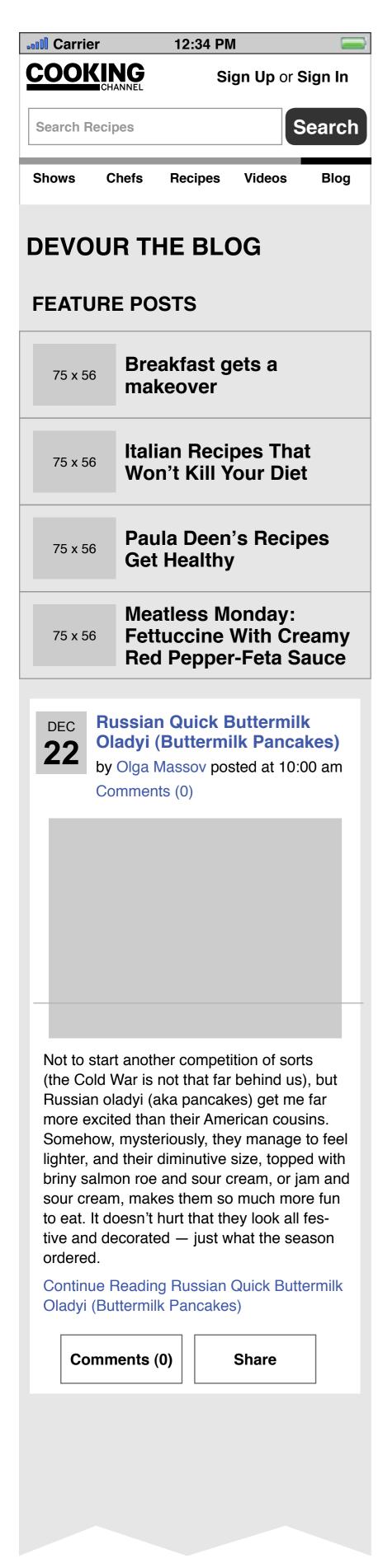


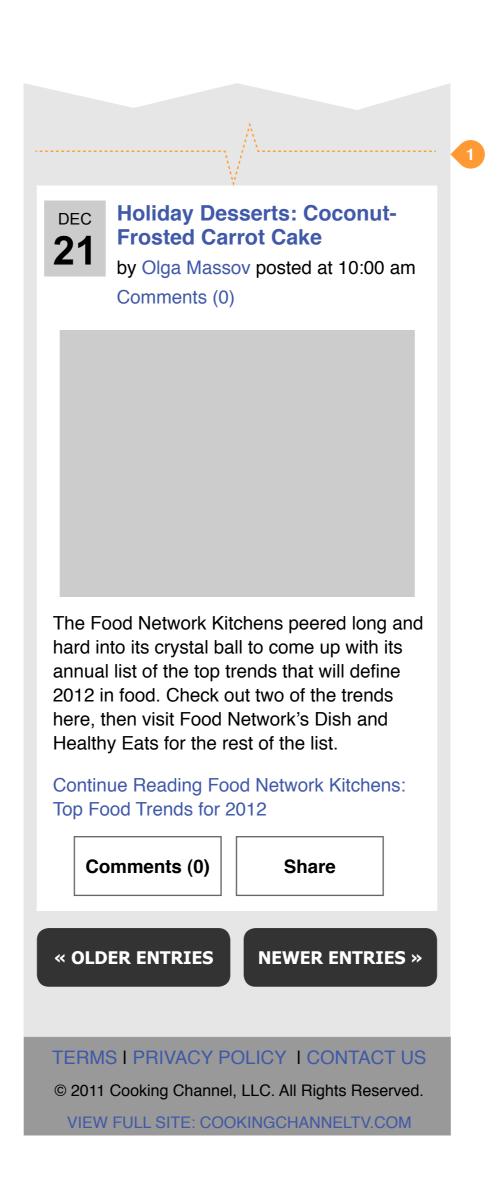
Cooking Video—Players



- 1 Cooking Channel Header and Search Bar shifts up
- Play video in both Vertical and Horizontal Orientations

Blog Section Hed (Future Phase)





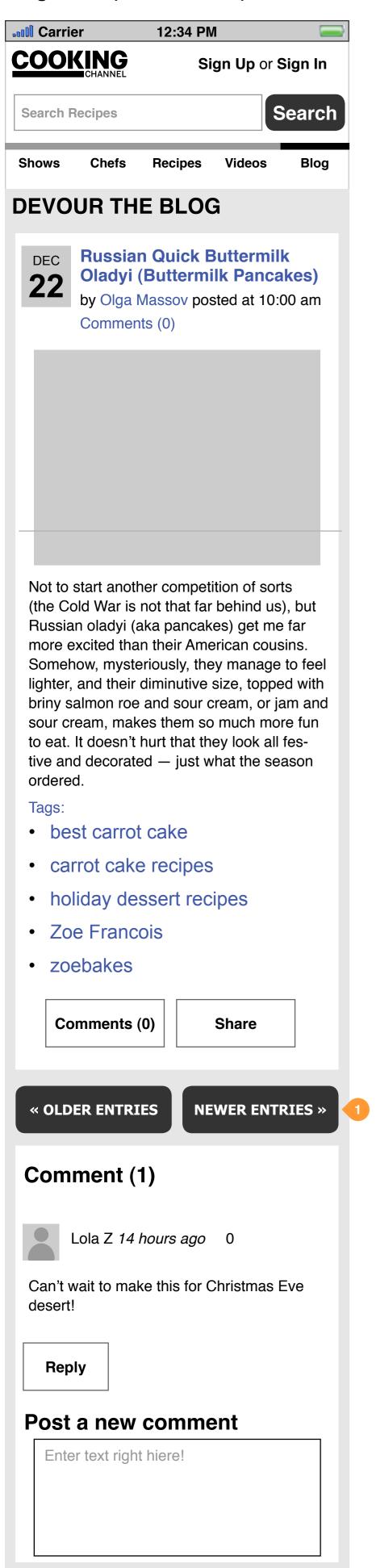
1 Display [3] posts per page

Note for design/dev:

This page is out of scope for initial launch. Do not include in visual design.



Blog Detail (Future Phase)

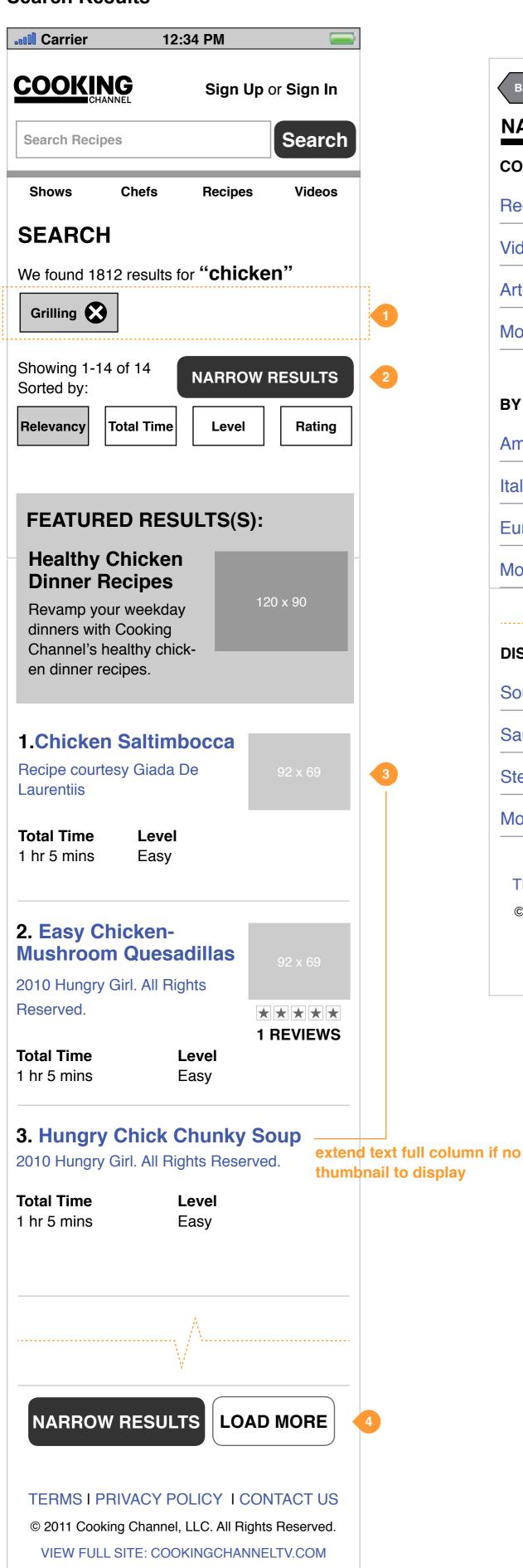


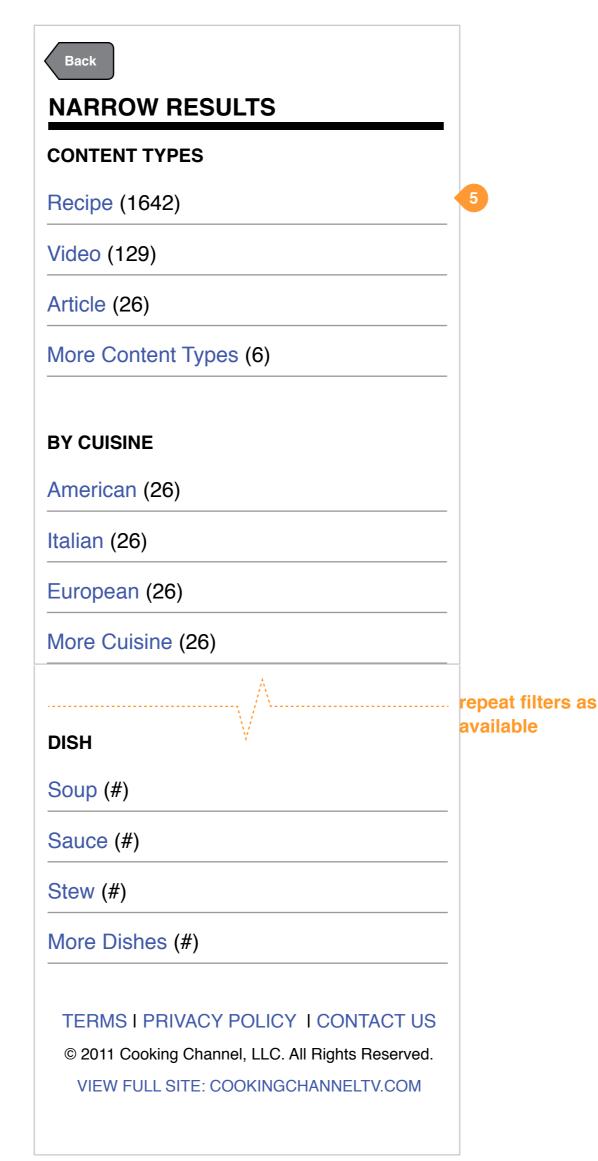
At article level, swipe left/right to move through next/previous posts.

Note for design/dev:

This page is out of scope for initial launch. Do not include in visual design.

Search Results





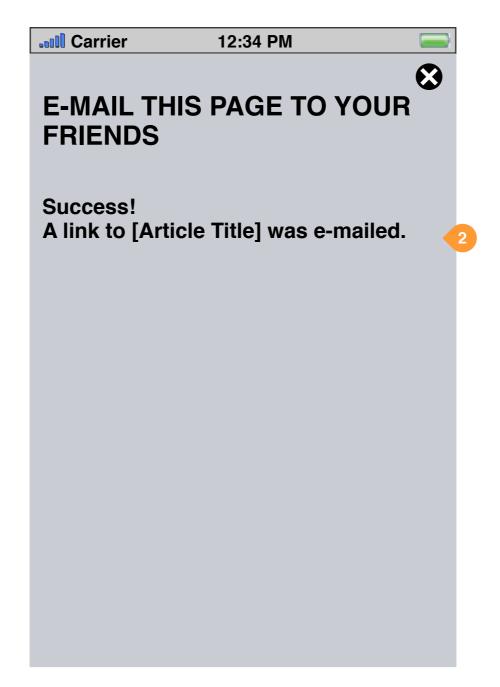
- 1 Only displays if a "Narrow Results" filter has been chosen
- 2 Tap Narrow Results button to slide-left animate content view to Narrow Results filters.
- Wrap text around photo with padding. If no photo, extend text to full width of column.
- 4 Expands Panel
- Tap a filter to regenerate search results. See Note #1.



E-mail Article or Recipe



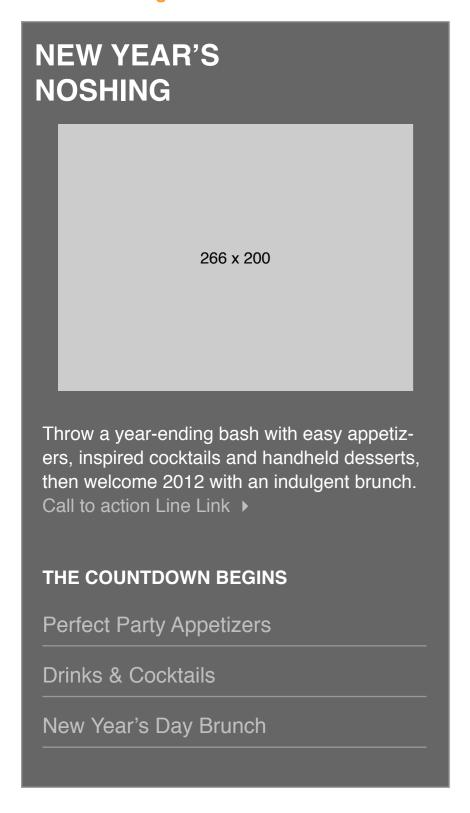
E-mail Confirmation



- 1 Sends email [without Capcha] and pops up E-Mail confirmation page.
- Confirmation page disappears after 5 seconds if user does not close it manually. Original article/ recipe page below.

Page Lead Formats

Static Lead Single—With Bullet Links



Static Lead – TV Promo



Static Lead - TIL Triad

NOT MY MAMA'S MEALS Bobby Deen takes mother Paula Deen's classic comforts and makes them leaner – skimping on calories, but not on flavor. New Show: Not My Mama's Meals **DROP 5 LBS WITH GOOD HOUSEKEEPING** Whether you want to trim your waist or shave off a few sizes, Drop 5 Lbs offers easy and satisfying ways to lose weight. Premieres Jan. 21, at 11am ET **RACHAEL RAY'S WEEK IN** A DAY Need a better way to get dinner on the table? Tune in to Rachael Ray's Week in a Day for easy weekday meal solutions. Rachael's Make-Ahead Meals

weekday meal solutions.

SWEET SPRING DESSERTS

Perfect Party Appetizers

New Year's Day Brunch

Drinks & Cocktails

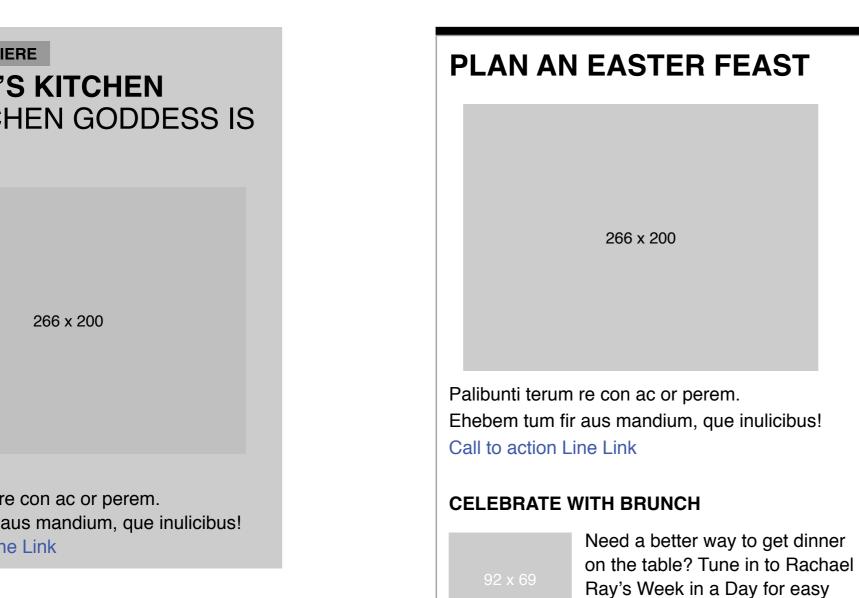
Fourth Link

Fifth Link Recipe

Rachael's Make-Ahead Meals

NEW SINCE LAST VERSION

Static Lead - TIL LIST



NEW SINCE LAST VERSION

Static Lead—Triple Promo



SPICE IT UP

CHILI AND PEPPER MIX

Craving for spicy food? Make the most out of your craving by exploring differnet cuisines and spicy ingredients.

Perfect Party Appetizers

Drinks & Cocktails

New Year's Day Brunch

SLOW FOOD MOVEMENT

SLOW FOOD

Craving for spicy food? Make the most out of your craving by exploring differnet cuisines and spicy ingredients.

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Fourth Link