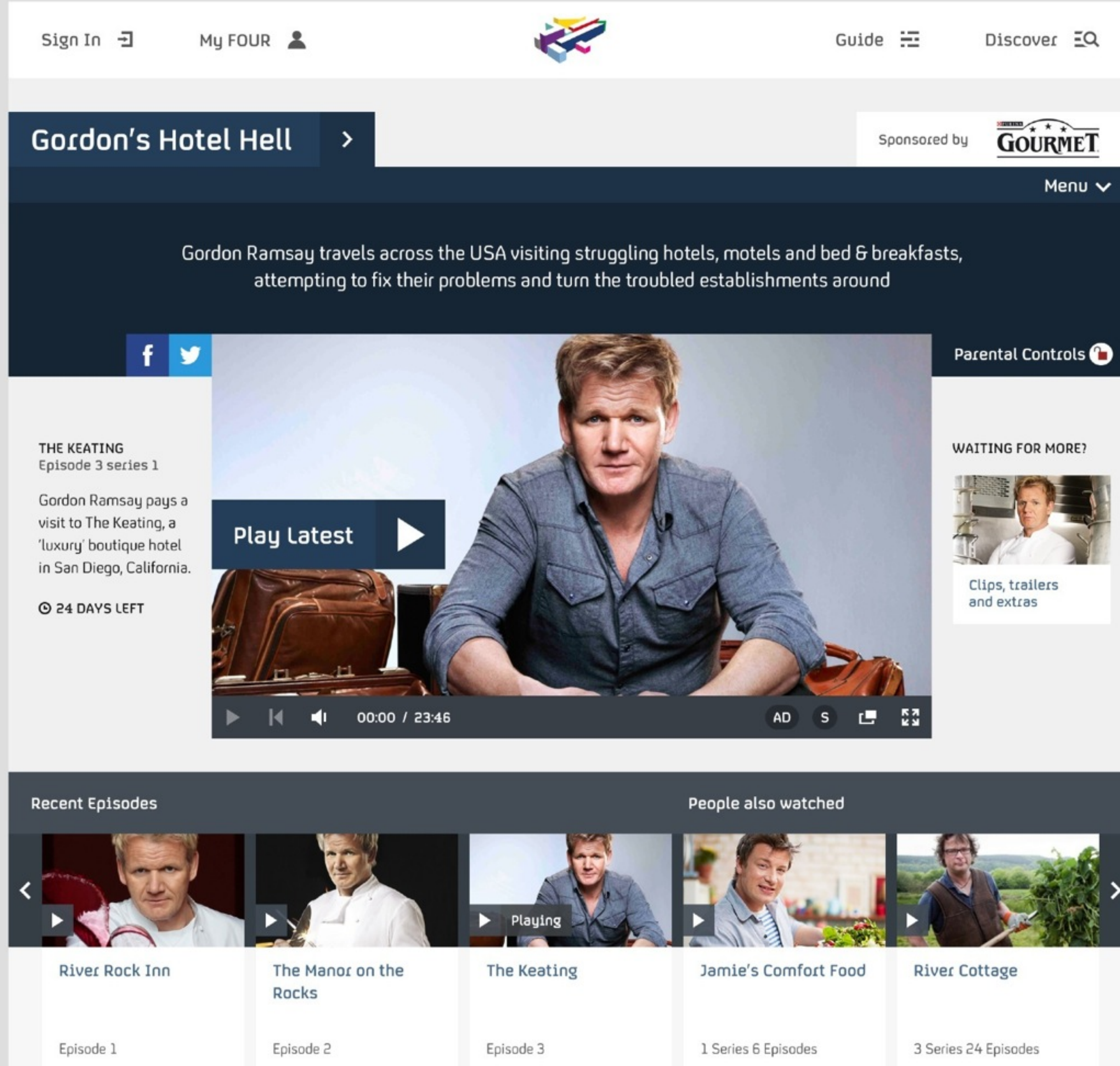


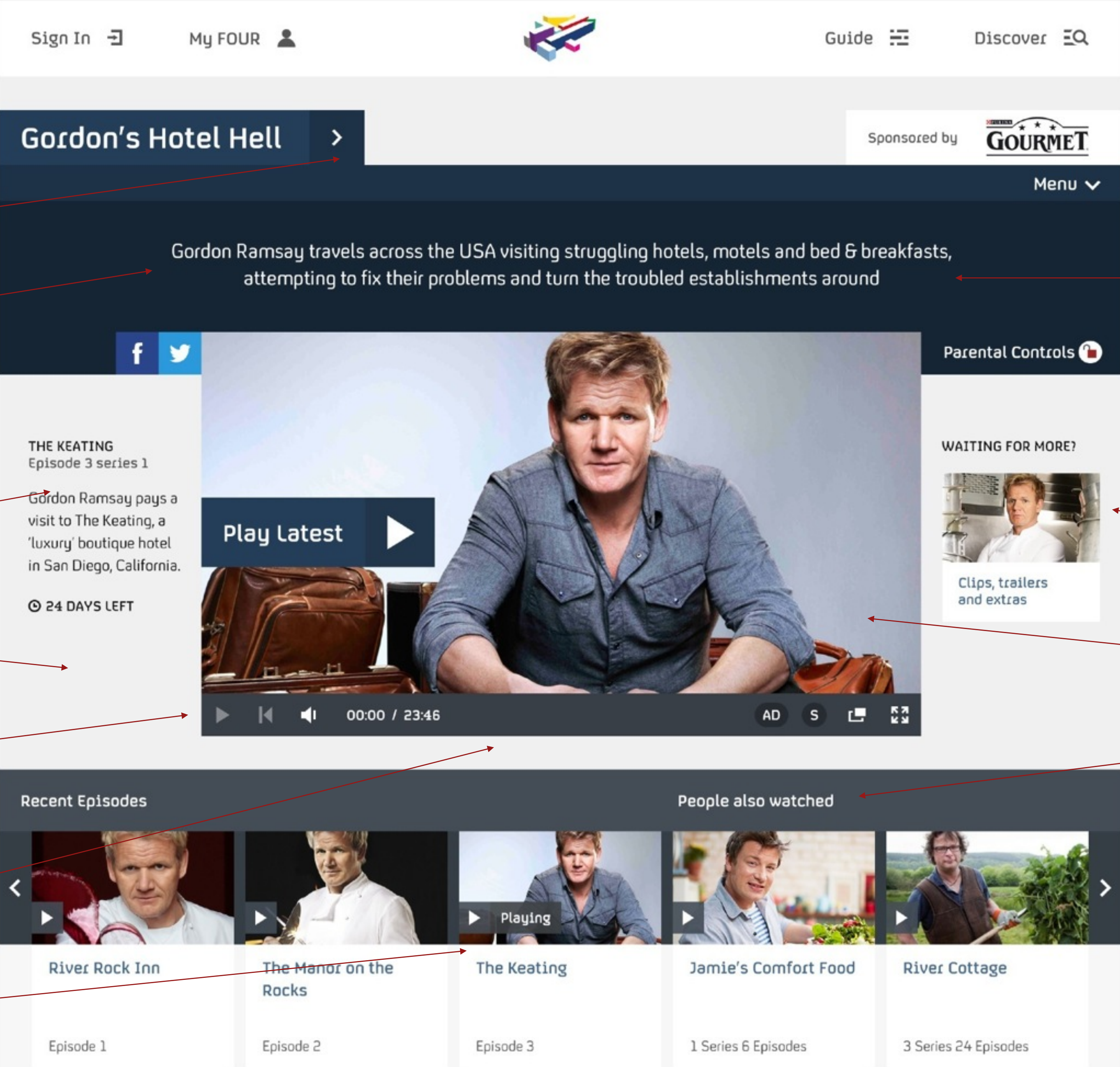
Main Concept

Brand Hub Landing

When the user lands on the page, they are met with the title and brand synopsis using the brand / channel colours. They then have a single, centre aligned player and large play button that pulls their focus. The synopsis and meta data will sit to the left, and further (clips etc) content sits to the right.

Below the player, the user has a carousel that allows them to see two previous episodes (and cycle back further) as well as related content on the right.





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Gordon Ramsay travels across the USA visiting struggling hotels, motels and bed & breakfasts, attempting to fix their problems and turn the troubled establishments around



Parental Controls

THE KEATING
Episode 3 series 1

Gordon Ramsay pays a visit to The Keating, a 'luxury' boutique hotel in San Diego, California.

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Clips, trailers and extras

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The Manor on the Rocks

The Keating

Jamie's Comfort Food

River Cottage

Episode 1

Episode 2

Episode 3

1 Series 6 Episodes

3 Series 24 Episodes

Change to reminder and favourite

Try option using episode synopsis here so content is more relevant. Could potentially use the space for 'previous episode'?

Add date of release in and design for no synopsis and 200 character synopsis)

Potential position for quick links to episodes etc?

Use brand image as placeholder, and therefore can remove the controls for initial landing (move AD + S into synopsis)

How to see 'all episodes / series'. Pip nav bar?

How does this look when joining midway through an old series?

Concerns of readability being centre aligned. Explore left aligned options

Needs more emphasis on visual styling as well as 'Next On'

If using brand image, potentially good try alternative aspect ratios?

Labels good but what happens on situations with 3 or more labels? e.g. On Now, next episodes etc

Define happens when scrolling

Brand Hub - Extras

When the user clicks on the ‘Clips, Trailers and Extras’ tile, the mock flash player transitions to the left, and the area is populated with new content.

The user has the option to return to the latest episode by clicking anywhere on the portrait thumbnail that remains.

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Clips, trailers and extras

CLIP

3:29

Exclusive: Gordon out of the kitchen

Lorem ipsum dolor sit amet, tritani inermis volutpat ad...

CLIP

3:29

Exclusive: Gordon out of the kitchen

Lorem ipsum dolor sit amet, tritani inermis volutpat ad...

CLIP

3:29

Exclusive: Gordon out of the kitchen

Lorem ipsum dolor sit amet, tritani inermis volutpat ad...

CLIP

3:29

Exclusive: Gordon out of the kitchen

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Recent Episodes

People also watched

River Rock Inn

Episode 1

The Manor on the Rocks

Episode 2

The Keating

Episode 3

Jamie's Comfort Food

1 Series 6 Episodes

River Cottage

3 Series 24 Episodes

Other Early Ideas

(exploration rather than concepts...)

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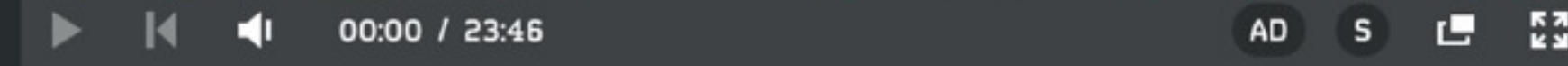
LATEST EPISODE

Gordon Ramsay pays a visit to The Keating, a 'luxury' boutique hotel in San Diego, California.

PREVIOUS EPISODES

ABOUT THIS SHOW

MORE CLIPS AND EXTRAS



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Coming Soon

NEXT EPISODES: 10PM MON 28 APR 2014



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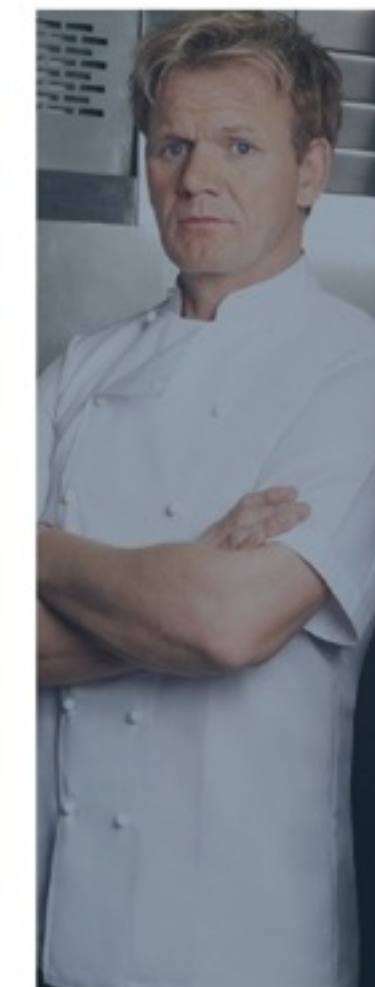
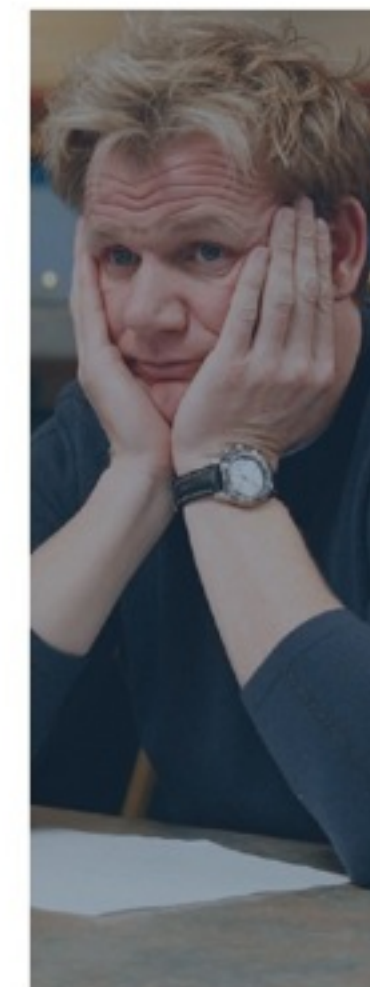
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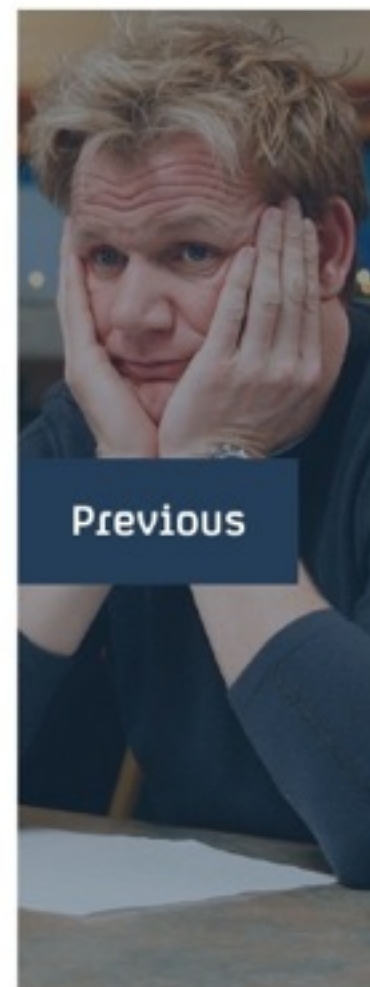
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FIRST BROADCAST: 10PM MON 21 APR 2014



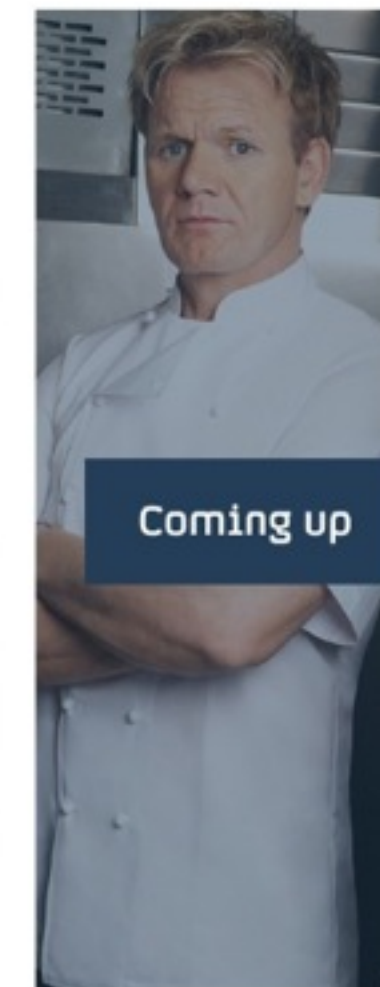
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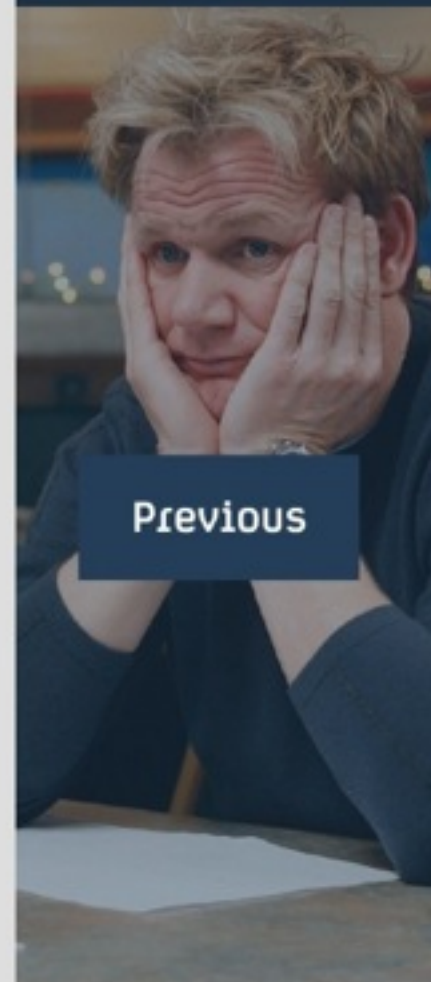


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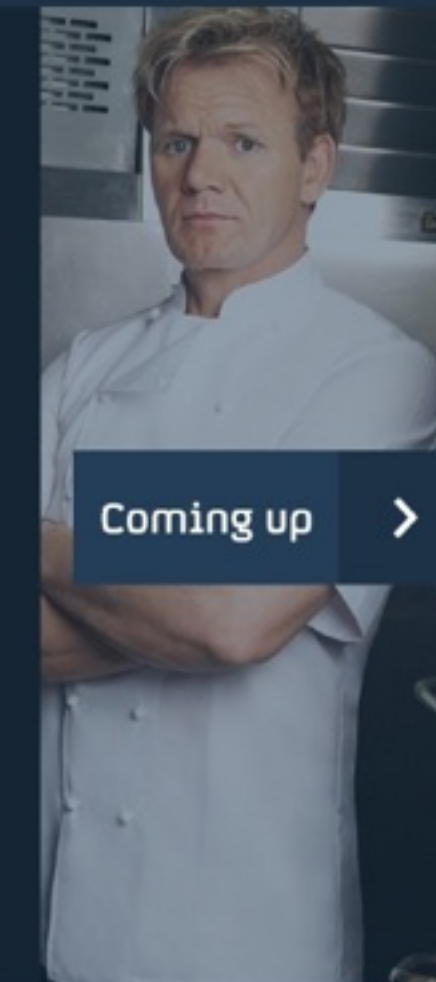
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