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BBC Blog is a Dozen Flop!

BBC Sport Editor's Blog becomes Top of the Flops on innovative online sports index DozenSports.com

Being a major global broadcaster, you would expect the BBC Sport Editor's blog to be of a high standard. But DozenSports.com, the ultimate online sports index, researched and ranked the world of sports blogs, placing the BBC Sport blog in its Flops. Yet, in the same category, CNN's World Sports Blog moved up three Dozen points this month to become one of Dozensports.com's Tops.

So, how did this happen? Well, the Dozensports.com team trawl the internet on a mission to separate the champs from the chumps in the online sports world. Dozensports.com graded a wide range of sports blogs by evaluating the rate of posts, content, multimedia and social options. The BBC blog fell down on almost all parameters and over the past year it has gone days and weeks without a single new post! At the same time, CNN's World Sports Blog has posted quality opinion and left-field analysis from correspondents and journalists on a variety of sports on a daily basis. The results mean that the CNN blog was graded at 7.8, while the BBC blog received just 3.6 out of 10.

"Ranking the BBC Sport Editor's blog as one of our Flops this month shows that we at Dozen are not afraid to say what we think. At Dozen Media, our goal is to separate the good from the bad and the downright ugly in the online industries. Unfortunately, the BBC blog fell far short of what sports fans would expect from a big sports blog and they could learn a lot by looking at fellow broadcaster CNN's World Sport Blog."
– Daniel Raz, Editor at DozenSports.com

In other news this month, online sports shop Nike.Store.com held onto the top spot in the Shops category, largely thanks to its spectacular global event, the Human Race, at the end October. However, rival sports stores online like Adidas are not far behind. In the sports betting category, Sportsbook.com climbed to the top narrowly beating other sports betting sites such as TheGreek.com and innovative Sportsinteraction.com. Competition is hot, so watch this space next month for more updates from the world of online sports.

What is DozenSports.com?
DozenSports.com is the latest in a line of **revolutionary review portals** from parent website DozenMedia.com. This unique online sports index is **jam-packed** with the very latest sports news, reviews, events, pictures, videos and stats from the online sports world. From, online

sports betting and fanzines to sports blogs and online tickets, DozenSports.com has it covered. Brutally honest and completely **independent**, Dozen Sports separates the Tops from the Flops, with the use of Dozen Media's cutting-edge **ARS**© ranking system.

Stop Searching, Start Finding!

Lost in search engines? Need a map through the maze?
Let Dozen Media guide you through the online world.

Using algorithmic ranking and editorial reviews, Dozen Media picks 12 websites for each category, helping you to make the right decision for the right reasons!

With so many sites under the Dozen Media umbrella, from gaming and entertainment, to travel and finance, you can stay abreast of what's hot and what's not in the online industries.

Links:

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