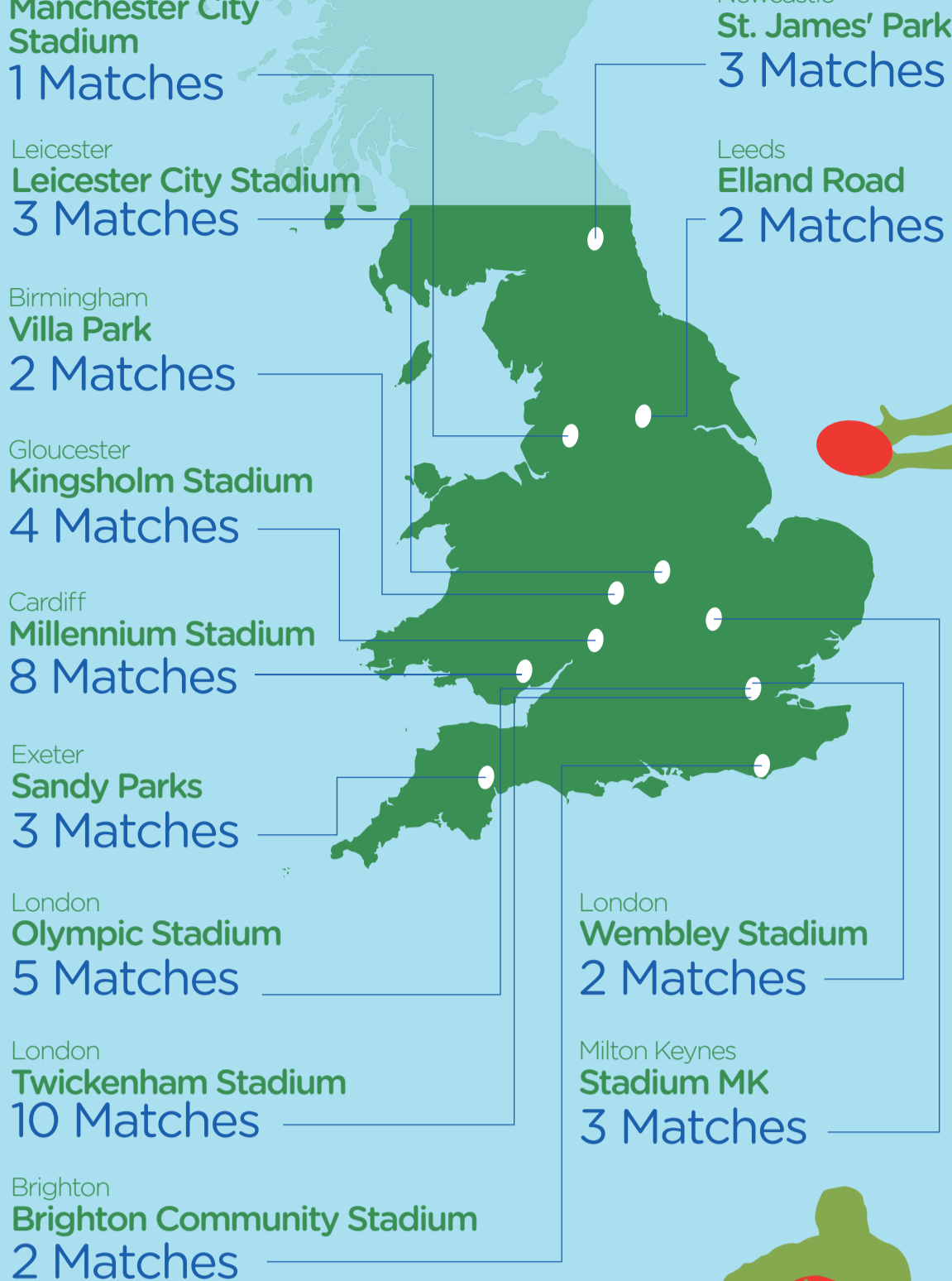


## Research Period

18<sup>th</sup> Sept to 31<sup>st</sup> Oct 2015



### Stadium-wise Trends

Twickenham and Millennium stadiums saw higher audience via mobile compared to other stadiums.

### Qualifiers

Cardiff Millennium Stadium  
London Twickenham Stadium

### Quarter & Semi-finals

London Twickenham Stadium  
Cardiff Millennium Stadium

### Finals

London Twickenham Stadium  
London Olympic Stadium

Twickenham and Olympic stadiums saw higher number of international audience compared to other stadiums.

London Olympic Stadium  
London Wembley Stadium

Cardiff Millennium Stadium  
London Twickenham Stadium

London Twickenham Stadium  
London Olympic Stadium

The Rugby WC 2015 saw higher number of tourists from US and Ireland.

- US
- Ireland
- Uruguay

- Ireland
- Argentina
- Australia

- US
- Australia
- New Zealand

Twickenham Stadium - London  
Millennium Stadium - Cardiff  
Olympic Stadium - London  
St. James' Park - Newcastle

Audience seen in Twickenham and Millennium stadiums had higher propensity of being seen at other stadiums.

### Demographic Trends / Age group Split

The age group 26 to 50 years was the most prominent across stadiums. A jump in the younger age segment, 16 to 25 years was seen during the Finals.

16-25 yrs  
26-50 yrs  
51 years & above

28%  
67%  
5%

33%  
64%  
3%

42%  
54%  
4%

### Demographic Trends / Gender Split

Higher number of Females was seen during Finals compared to other matches.

Male  
Female

89%  
11%

90%  
10%

83%  
17%

### Mobile Trends / Peak Time & OS Split

Audiences were more active during the first half of the match. Compared to the Quarters & Semi-finals, higher number of iOS users were seen during the Finals.

1st Half Peak Time

61%  
Android

39%  
iOS

1st Half Peak Time

67%  
Android

33%  
iOS

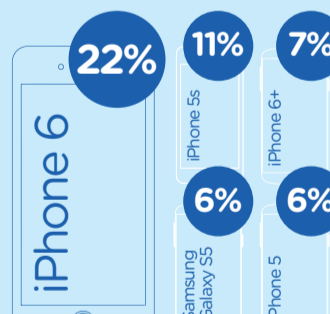
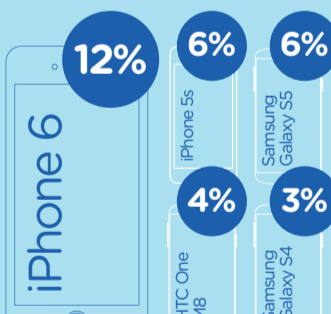
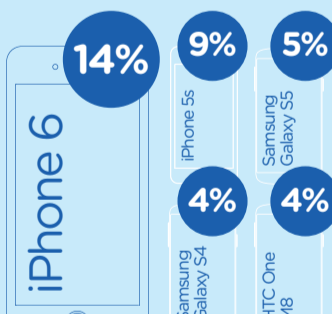
1st Half Peak Time

58%  
iOS

42%  
Android

### Mobile Trends / Top 5 Mobile Models

Most of the audience were seen using iPhone6 across stadiums.



### Mobile Trends / App Categories

The Rugby audience were seen spending higher time on Arts & Entertainment and Social apps.

Games 20%  
Arts & Entertainment 18%  
Social 10%  
Music 6%  
Photography 6%  
Utilities 5%  
Others 35%

Art & Entertainment 19%  
Social 17%  
Music 12%  
Games 11%  
Photography 8%  
Utilities 6%  
Others 27%

Art & Entertainment 26%  
Social 15%  
Music 9%  
Games 9%  
Photography 5%  
Utilities 5%  
Others 31%

### Location Trends

Top three locations where the Rugby audience were found

Leytonstone, London  
Veronstone Road  
Hackney, London  
Claire Street  
Cardiff city centre  
Pentyrch Street

Cardiff city centre  
Pentyrch Street  
Newport  
Wilkinson  
Finchley, London  
Lincoln Road

Richmond, London  
Kingston Road  
Putney, London  
Oakhill Road  
Wimbledon, London  
Havelock Road

### Location Trends

Top three locations where the international audience were found

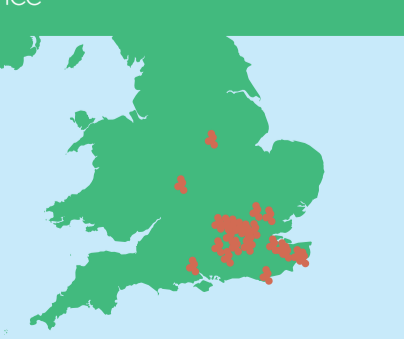
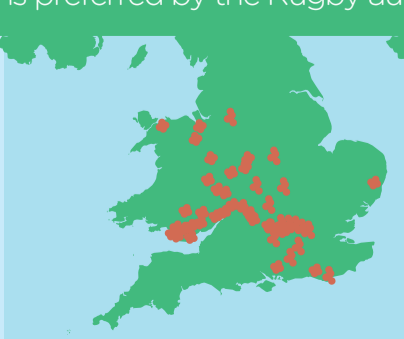
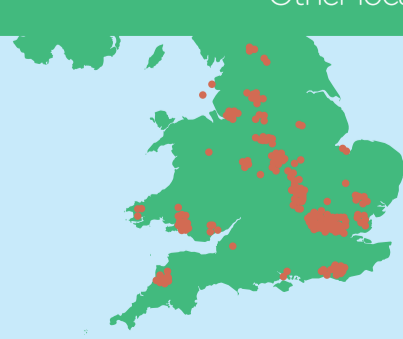
Hackney, London  
Rothbury Road  
Newcastle city centre  
St. James' Blvd  
Cardiff city centre  
St Mary Street

Hounslow, London  
Whitton Road  
Twickenham, London  
Glen Walk  
Cardiff city centre  
Coopers Field

Dalston, London  
Barrett's Grove  
Islington, London  
Holloway Road  
Hackney, London  
Hackney Wick

### Location Trends / Heat Map

Other locations preferred by the Rugby audience



Places visited by the audience going to the Rugby Qualifiers

Places visited by the audience going to the Rugby Quarter and Semi-finals

Places visited by the audience going to the Rugby Finals