

MEDIA RELEASE**DECEMBER, 2011****IRB WINS ULTIMATE DIGITAL SPORTS AWARD FOR RUGBYWORLD CUP.COM**

Contact: Hamish Maingay, deltatré Media on +44 208 545 1500 or email hamish.maingay@deltatre.com
Website: www.deltatre.com

In a collaborative effort by the International Rugby Board; Rugby New Zealand 2011, **deltatre** and IMG, **rugbyworldcup.com** has been honoured as the Best Event website in the *SportBusiness Ultimate Digital Sports Awards, 2011*.

Sports digital media company, **deltatre**, have been integral in supporting the IRB and helping materialise their vision of producing a fully integrated and immersive digital experience for fans worldwide, across mobile and web. The Rugby World Cup 2011 website came on top in four out of seven of the award categories including Multimedia content; Style; Monetisation and Partner Activation.

Since 2007 **deltatre** have developed a strong relationship with the IRB while managing their digital media platforms. For Rugby World Cup 2011 they once again worked closely with all tournament and commercial partners to provide a truly immersive user-experience including integration of tournament social platforms; live game results; an innovative match tracker, as well as producing half time and full time extended video highlights for all 48 games. Deltatre then ensured all solutions and content were available online and across a wide range of mobile applications.

“We are extremely proud to have worked with the IRB on a website that has been formally heralded as the best sports event website of 2011. Also, for a third consecutive year one of our clients winning such a prestigious award is an honour and a target we will continue aiming to achieve. The website was extremely popular, but what struck us most was that consumers from more than 200 countries and territories used the mobile applications from the 4 major mobile platforms, which may be a first in the history of mobile sports ” says Paul Bristow, Managing Director - **deltatre** media.

Rachael Church-Sanders, author of SportBusiness Digital Sports Review 2011 report, shortlisted a pool of eighty sports properties down to twenty-five, that were then judged by a panel of digital sports experts according to their website, mobile and social media offerings, in addition to the general strategy.

Church-Sanders said of the website “Rugby World Cup 2011’s comprehensive digital strategy and delivery was given a big thumbs up by fans from around the globe, hungry to immerse themselves in tournament content across multiple platforms.”

IRB Head of Communications Dominic Rumbles said “This prestigious award is a great honour. The success of the Rugby World Cup 2011 digital offering is certainly a reflection of the collaborative vision and approach between the IRB as event owner, Rugby New Zealand 2011, IMG and deltatré in delivering a comprehensive and free platform for fans to engage with the tournament.”

IRB Web Operations Manager, Dominic Kelly added “It has been a pleasure working with deltatré on rugbyworldcup.com and the Official Mobile App for the tournament. We are thrilled that our combined effort has resulted in both formal praise from SportsBusiness, and great feedback from rugby fans.”

“The RWC 2011 official mobile application, available for BlackBerry® smartphones, iPhone, Android and Windows Phone 7 devices, was downloaded more than three million times and garnered more than 350 million page views, while videos, including match highlights, daily news and best moments from the previous week were viewed more than 17 million times through the official mobile App.”

deltatre has supported clients that have won the Best Event website in the *Ultimate Sports Website Award* since the award’s inception, including FIFA for the 2010 FIFA World Cup website and UEFA for the UEFA Euro 2008 website.



Deltatre also worked closely with two leading technology sponsors of the Rugby World Cup: Microsoft, which provided great help with its Smooth Streaming and other services, and Research In Motion (RIM) which provided technical support for apps for BlackBerry smartphones. The support of these sponsors was instrumental in delivering high quality services to consumers, demonstrating the value of their technologies.

About deltatré

deltatre is a sport media services company that provides operational, technology and consulting services for digital media, broadcast, results, TV graphics and sport business processes. It works with leading sports federations and broadcasters. **deltatre** has staff in Torino, London, Manchester, Lausanne, Paris, New York and Portland and with over 25 years' experience at the highest level of international sport, **deltatre's** digital media technologies drive some of the most prominent, high profile websites in the sports world including Rugbyworldcup.com, IRB.com, FIFA.com, UEFA.com, Europeantour.com, NBCOlympics.com, CTVOlympics.ca, BBC.co.uk/Olympics and many others. For more information, visit www.deltatre.com or contact sales@deltatre.com.

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