

Rugby World Cup 2011

Mobile Trumps Web

the MOBILE APPS
generated more than



350 million

PAGE VIEWS

the official website
generated



120 million

PAGE VIEWS

the MOBILE APPS
downloaded more than

3 million

TIMES



the video clips viewed
more than

17 million

TIMES on the
MOBILE APPS



videos viewed on the
YouTube Channel



4 million

TIMES