



MOMENTS THAT MATTER

Women's Rugby World
Cup 2025

22nd August –

27th September 2025

England

POWERED BY

D·R·E·A·M



MOMENTS THAT MATTER: WOMEN'S RUGBY WORLD 2025 EDITION



MOMENTS THAT MATTER

Moments that Matter is an event-based insight series which builds on the success of our famous insight calendar! Powered by **D·R·E·A·M**, it aims to provide timely, actionable and thought-provoking insights to help generate ideas for event-specific campaigns.

WOMENS RUGBY WORLD CUP 2025

Within this research we explore our readers level of interest in the Women's Rugby World Cup tournament which takes place in England. We explore how they **plan to follow** the event, **what content they want to see** and **how brands can get involved**. This report also covers attitudes towards women's sport.



MOMENTS THAT MATTER: AGENDA



SPOTLIGHT ON WOMEN'S SPORT

WHO PLANS TO FOLLOW THE TOURNAMENT?

HOW DO THEY PLAN TO FOLLOW IT?

WHAT CONTENT DO THEY WANT TO SEE?



HOW TO CONNECT TO KEY WOMEN'S RUGBY WORLD CUP '25 AUDIENCES ACROSS OUR PRINT, DIGITAL AND SOCIAL PORTFOLIO



WHY NEWSBRANDS ARE A PERFECT PLACE FOR WOMEN'S RUGBY WORLD CUP '25 ADVERTISING



HOW OUR PARTNERSHIPS HAVE DELIVERED IN KEY CONSUMER CATEGORIES



DOING MORE WITH OUR DATA AT THE WOMEN'S RUGBY WORLD CUP '25 BY MAKING THE MOST OF OUR POWERFUL DMG::ID



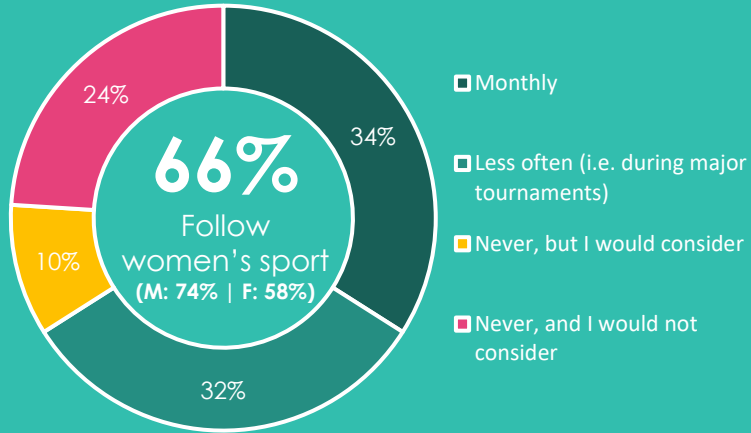
THEMES THAT MATTER

SPOTLIGHT ON WOMEN'S SPORT

SPOTLIGHT ON WOMEN'S SPORT

MORE MEN THAN WOMEN FOLLOW WOMEN'S SPORT BUT WOMEN HAVE A CLOSER CONNECTION WITH THE ATHLETES AND ADVERTISING, MAJOR TOURNAMENTS ARE OFTEN MANY PEOPLE'S GATEWAYS INTO WOMEN'S SPORT (32%)

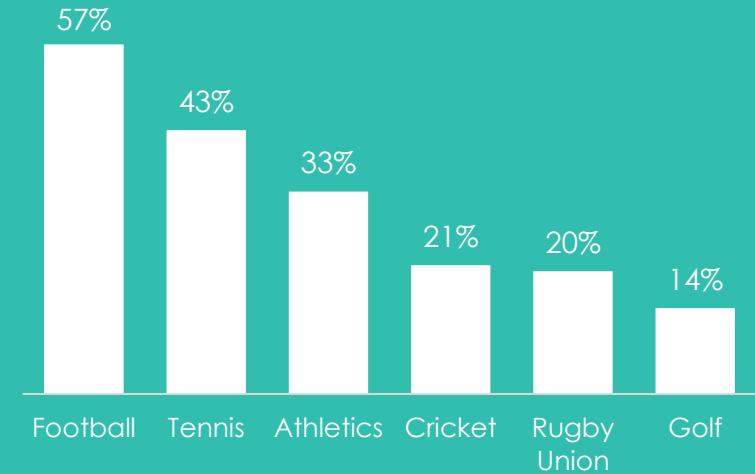
Frequency of following women's sport



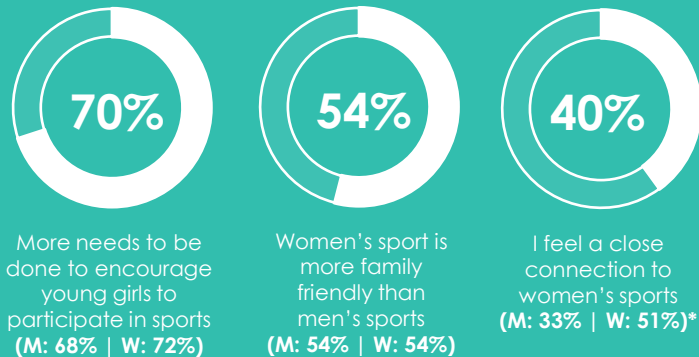
Key reasons for watching women's sport



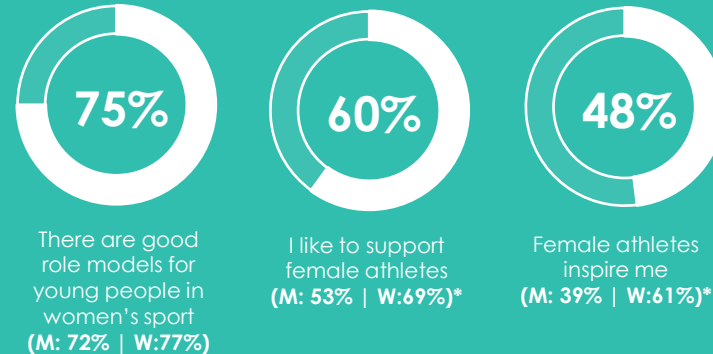
The most popular women's sports



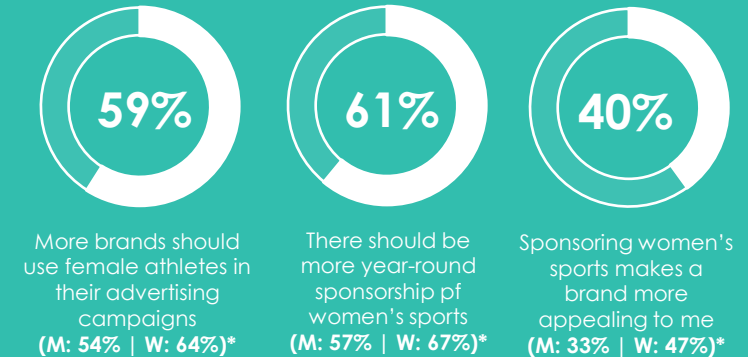
Attitudes towards women's sport



Attitudes towards women's sporting personalities



Advertising and women's sports



WOMEN'S RUGBY WORLD CUP

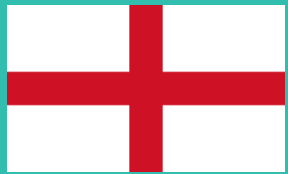
22ND AUGUST – 27TH SEPTEMBER 2025

PREVIEW OF THE WOMEN'S RUGBY WORLD CUP 2025 TOURNAMENT

ENGLAND ARE THE HOSTS AND FAVOURITES BUT NEW ZEALAND ARE THE HOLDERS. FRANCE AND CANADA MAY PUSH BOTH CLOSE.

KEY TOURNAMENT STATS:

HOST



DATES

22nd AUG –
27th SEP
2025

TEAMS

16

VENUES

8

HOLDERS



FAVOURITES



MOST WINS:



HOME NATIONS:



EST ATTENDANCE:

300k

Tickets already sold,
doubling 2022 total

KEY TOURNAMENT DATES AND TIMES:

ENGLAND 1ST GAME



22ND AUG: 7:30PM (FRI)

ENGLAND 2ND GAME



30TH AUG: 5PM (SAT)

ENGLAND 3RD GAME



6TH SEP: 5PM (SAT)

WALES / SCOTLAND 1ST GAME



23RD AUG: 2:45PM (SAT)

IRELAND 1ST GAME



24TH AUG: 12PM (SUN)

NEW ZEALAND 1ST GAME



24TH AUG: 5.30PM (SUN)

QUARTER-FINALS

13TH – 14TH
SEPT 2025

SEMI-FINALS

19TH – 20TH
SEPT 2025

FINAL

27TH SEPT
2025

TOURNAMENT VENUES AND LEGACY

THE TOURNAMENT IS TAKING PLACE RIGHT ACROSS ENGLAND AND IS ALREADY LEAVING A LASTING LEGACY ON THE SPORT

TOURNAMENT VENUES



IMPACT 2025 LEGACY

22,795
girls playing rugby
in 23/24

+9.3%
year on year
increase

£2.7m
Invested in upgrading
club facilities and
making them more
suitable for women

7,800
more girls introduced
to rugby through
grants supporting
U12 activity

300+
sanitary packages
delivered to clubs
nationwide.

1,400+
newly qualified female
coaches and match
officials.

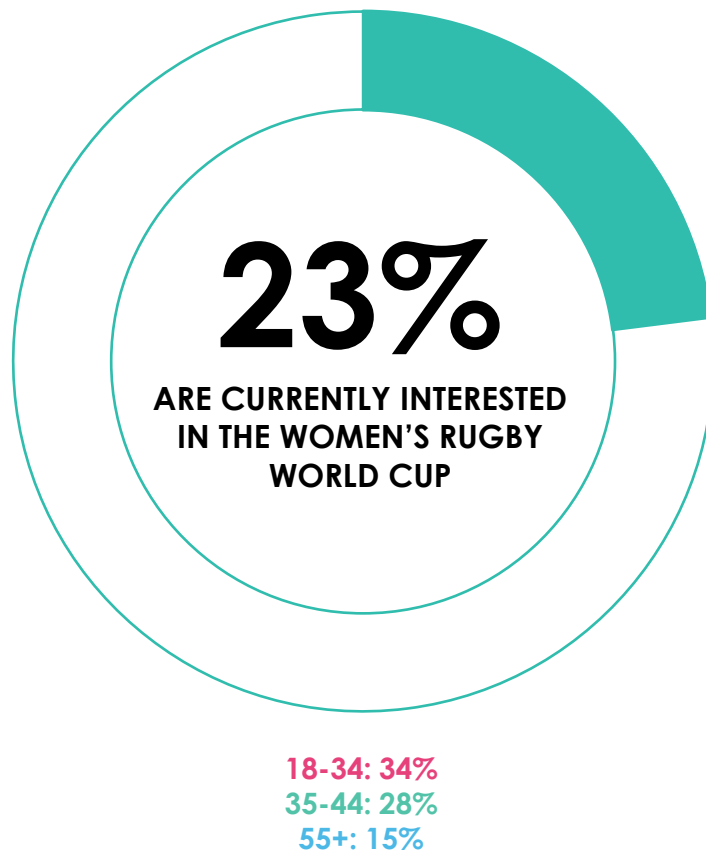


INTEREST IN THE WOMEN'S RUGBY WORLD CUP

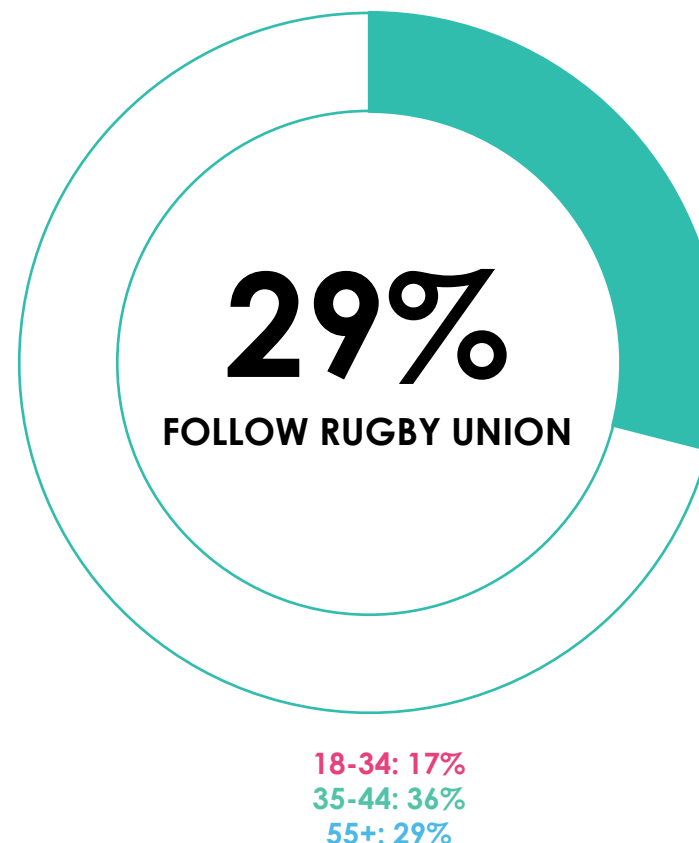
NEARLY 1 IN 4 OF OUR READERS ARE INTERESTED IN WATCHING THE WOMEN'S RUGBY WORLD CUP, SLIGHTLY LESS THAN THE WOMEN'S EUROS (36%). INTEREST IS EXPECTED TO GROW AS THE TOURNAMENT IS HOSTED IN ENGLAND AND ENGLAND ARE THE FAVOURITES



Current Interest



Interest in Rugby Events



"Elite teams competing in the UK for the most celebrated prize in international sport for women's rugby."

"To see if England can actually win it this time as they should have won the previous World Cup in New Zealand."

"Chance to support Wales again."

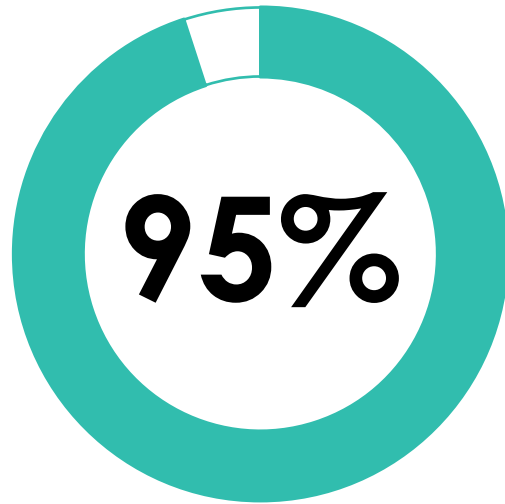


"World-class level of competition."



ATTITUDES TOWARDS THE WOMEN'S RUGBY WORLD CUP

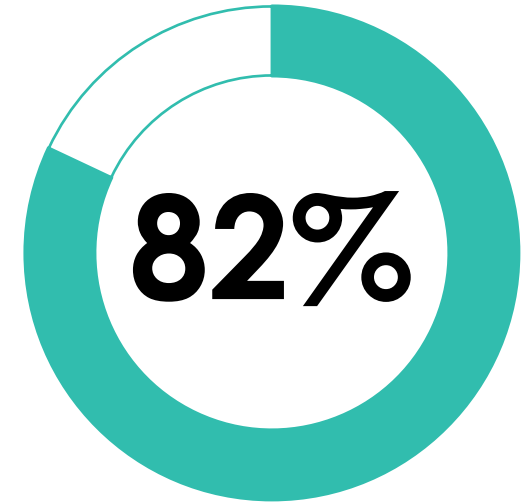
95% OF FOLLOWERS THINK THE EVENT 'INSPIRES PEOPLE TO GET INVOLVED IN SPORT'. WOMEN ARE SIGNIFICANTLY MORE LIKELY TO STRONGLY AGREE THAT IT 'INSPIRES PEOPLE TO GET INVOLVED IN SPORT' AND 'FOSTERS A SENSE OF COMMUNITY'



Inspires people to get involved in sport*

(Female: Strongly agree 52%)

(Male: Strongly agree 46%)



Fosters a sense of community*

(Female: Strongly agree 48%)

(Male: Strongly agree 30%)

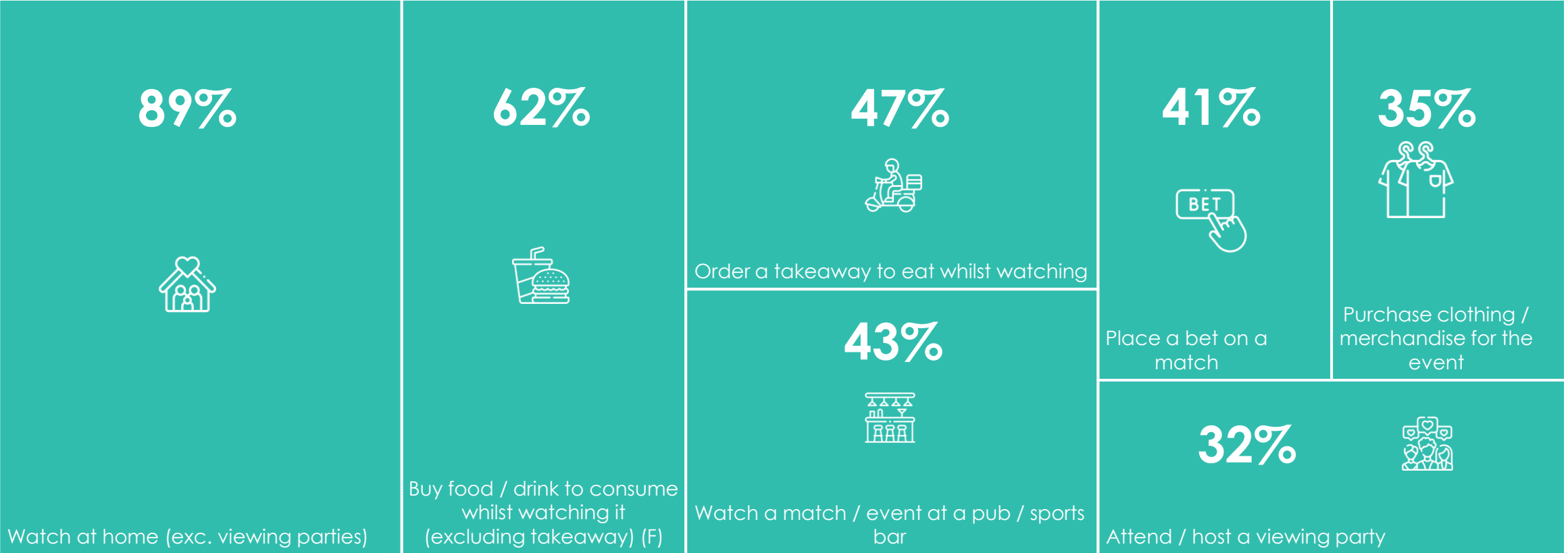


WHAT DO THEY PLAN TO DO DURING EVENT?

3 IN 5 (62%) OF THOSE WITH AN INTEREST IN THE TOURNAMEN PLAN TO BUY FOOD OR DRINK TO CONSUME WHILST WATCHING IT WITH 32% PLANNING TO EITHER HOST OR ATTEND A VIEWING PARTY. 2 IN 5 (41%) SAY THEY ARE LIKELY TO PLACE A BET



What do they plan to do (Base: interest in tournament)*

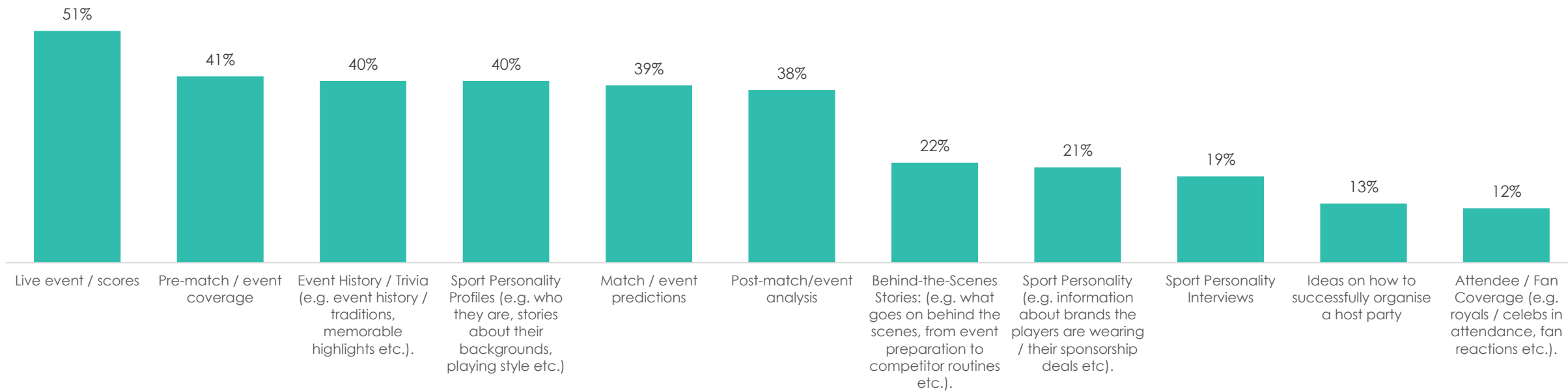


Q - How likely or unlikely are you to do each of the following during this year's Women's Rugby World Cup (August – September 2025, England)? – Sport – February 2025. *Low sample size N=35



WHAT WOMEN'S RUGBY CONTENT APPEALS?

LIVE SCORES (51%), PRE-MATCH COVERAGE (41%) AND EVENT TRIVIA (40%) ARE MOST POPULAR WITH OUR READERS. 2 IN 5 WILL USE NEWSRANDS TO FOLLOW THE WOMEN'S RUGBY WORLD CUP.



HOW DO THEY PLAN TO FOLLOW?



Q - How, if at all, do you plan on following the Women's Rugby World Cup (August – September 2025, England)? – Sport – February 2025
Q - What type of coverage, if any, will you be interested in watching / reading about when it comes to the Women's Rugby World Cup (August – September 2025, England)? *Low sample size N=35

WOMEN'S RUGBY WORLD CUP 2025: THEMES THAT MATTER



THE FACT

HOME NATION HEROES



All the home nations (England, Scotland, Wales and Ireland) have qualified to take part in the Women's Rugby World Cup.

THE TRUTH

Rugby fans are generally viewed as more welcoming than their football equivalents, but they are no less passionate! Advertisers need to ensure that their nations and their heroes are represented in the advertising that they see.

IMPLICATIONS

Across print, digital and socials, newsbrands like Mail Metro Media offer unique geo-targeting opportunities to ensure that the fans of each nation (and even locality) feel seen! This can be achieved through regional wraps, copy splits, postcode district targeting and national / international executions.

A TACTICAL MASTERCLASS



The peak viewing figures for Women's Rugby Six Nations was (8.1m) so we can expect to see a huge growth in viewership for the World Cup this year, especially if a home nation gets to the final!

Progress through the tournament is not linear and not always guaranteed. Advertisers need flexible media partners who can react quickly to results (good or bad) through and offer tactical advertising opportunities.

Newsbrands offer advertisers one of the most responsive and impactful platforms to engage female rugby fans across print, digital, audio and social. Tactics such as alternate / reactive creatives can ensure brands can remain relevant & supportive, whatever the result!

TACKLE THE STEREOTYPES



3 in 5 women's sports fans think there should be more year-round sponsorship of women's sports and 70% think more should be done to encourage young girls to take up sport. 95% think the tournament 'inspires people to get involved in sport'.

Although great progress has been made in encouraging more women into rugby, female rugby players often face greater challenges than their football counterparts in overcoming the outdated stigmas that are associated with the sport.

Brands can help tackle the stereotypes and showcase how they are providing ongoing support for women's rugby. Helping to raise the visibility of the sport and continuing to shift the outdated perceptions. Use authentic female talent that connects with young women and use scenarios that are familiar with them.

FUELLING FAMILY FUN



62% of fans plan to buy food and drink to consume during the Women's Rugby World Cup, whilst nearly 1 in 3 (32%) plan to host or attend a viewing party.

The Women's Rugby World Cup is a home tournament which offers a rare moment to put aside our differences and unite behind our team. With family members, clubs and communities often organising events not seen at other times of the year!

Families are looking for brands to provide 'last minute winners'. To enhance their enjoyment of the event without breaking the bank. This can include food and drink as well as games and merchandise. Don't forget to showcase your speedy deliveries!

WOMEN'S RUGBY WORLD CUP AND MAIL METRO MEDIA

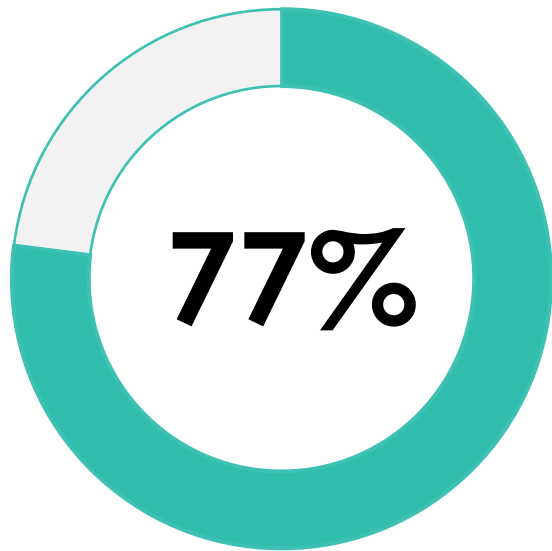


REACHING KEY WOMEN'S RUGBY AUDIENCES

MAIL METRO MEDIA REACHES 3 IN 4 WOMEN WHO FOLLOW RUGBY (1.8M) AND 4 IN 5 (4.9M) ADULTS WHO WATCH INTERNATIONAL RUGBY. OUR READERS POSSESS HUGE PURCHASING POWER IN CATEGORIES RELEVANT TO THE TOURNAMENT

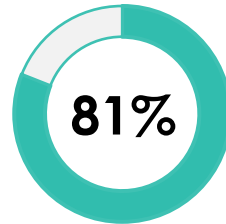


MAIL METRO MEDIA REACHES

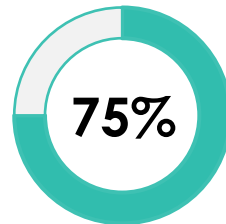


OF PEOPLE LIKELY TO WATCH
THE WOMENS RUGBY WORLD
CUP 2025

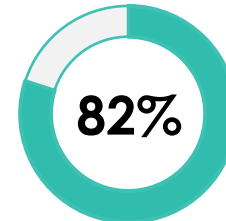
KEY TARGET AUDIENCES



MAIL METRO MEDIA
REACHES 77% OF PEOPLE
WHO **WATCH**
INTERNATIONAL RUGBY
(4.9M)



MAIL METRO MEDIA
REACHES 75% OF **WOMEN**
WHO FOLLOW RUGBY
(1.8M)



MAIL METRO MEDIA
REACHES 82% OF **PEOPLE**
WHO BET ON RUGBY
(1.1M)

PURCHASING POWER – MAIL METRO READERS RESPONSIBLE FOR

76p in every £1
spent on sports betting.

74p in every £1
spent on sports clothing in the UK.

74p in every £1
spent grocery shopping

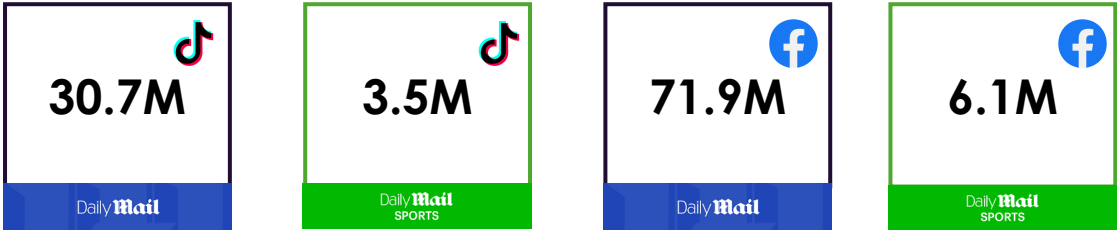


WHAT CONTENT IS POPULAR ABOUT WOMEN'S RUGBY?

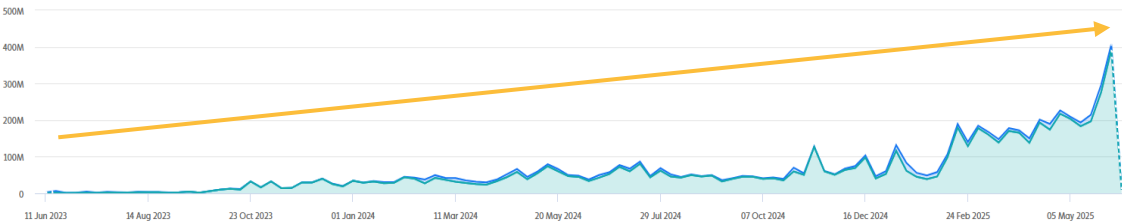
2 IN 5 WILL TURN TO NEWSBRANDS FOR COVERAGE OF THE WOMEN'S RUGBY WORLD CUP. DAILY MAIL SPORT VIEWS HAVE INCREASED FROM 2M VIEWS TO 95M PER WEEK IN THE LAST 2 YEARS. DAILY MAIL CURRENTLY HOLDS THE BIGGEST FOLLOWING OF ALL NEWS CHANNELS ON TIKTOK GOLBALLY MAKING IT THE PERFECT PLATFORM FOR WOMEN'S RUGBY WORLD CUP VIDEO COVERAGE AND UPDATES.



SOCIAL MEDIA GLOBAL FOLLOWING



GROWTH OF DAILY MAIL SPORTS VIEWS IN THE LAST 2 YEARS



901

ARTICLES
ON RUGBY UNION
IN THE PAST YEAR

153K

WOMENS WORLD
CUP 2022 ARTICLE
VIEWS

TOP THEMES

- THE FINAL
- RESULTS
- ROYAL/CELEB
ATTENDEES



OPPORTUNITIES

Daily Mail
SPORTS

Big year for women's
sports!

62k

VIEWS

3.3k

ENGAGEMENTS

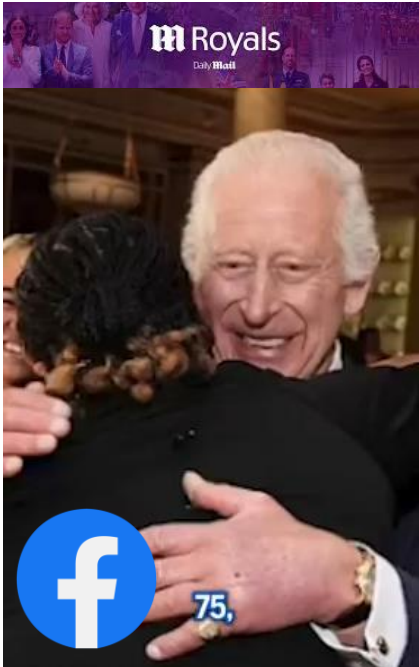
New Zealand women's rugby
team hug king Charles

148k

VIEWS

20.6k

ENGAGEMENTS

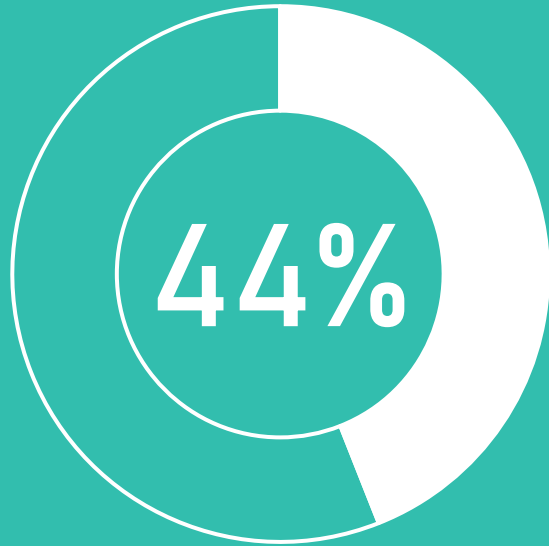


Source: Tubular – June 2023 – June 2025 – Women's Rugby Content, Google Analytics 2024, Lotus - 2024-2025, Ipsos Iris – Nov 2022



OUR PARTNERSHIPS DELIVER RESULTS FOR CLIENTS

WHETHER IT'S CLOTHING, GROCERIES OR SPORTS BETTING, OUR PARTNERSHIPS ARE PROVEN TO DELIVER CUT-THROUGH, CONSIDERATION AND DRIVE ACTION FOR CLIENTS



AVERAGE PARTNERSHIP RECALL
SUPERMARKETS / FOOD: 44%
BETTING / LOTTERIES: 55%
CLOTHING / ACCESSORIES: 45%



AVERAGE CONSIDERATION UPLIFT
SUPERMARKETS / FOOD: +42%
BETTING / LOTTERIES: +85%
CLOTHING / ACCESSORIES : +72%



AVERAGE ACTION SCORE
SUPERMARKETS / FOOD: 61%
BETTING / LOTTERIES: 56%
CLOTHING / ACCESSORIES : 77%

WOMEN'S RUGBY WORLD CUP DATA STRATEGY

Capitalise on the momentum of the Women's Rugby World Cup to engage passionate women's sports fans



FEMALES	WOMENS RUGBY PLAYERS	POSTCODE AFFINITIES	WOMEN'S RUGBY FANS	SPORTING EVENTS	OUTCOMES
<p>Women's Rugby World Cup 2025 has beaten records as the fastest-selling edition of the tournament ever.</p> <p>76% of people who are likely to follow Women's Rugby World Cup 2025 read our titles.</p> <p>We reach 301K women who specially choose to watch international rugby.</p>	<p>We reach 4 in 5 people who are likely to watch the women's rugby world cup 2025 (2.8M).</p> <p>4 in 5 of our readers are customers of the sponsors of the rugby world cup which include companies such as Mastercard, O2, HSBC, Volvic, Ashai and Ticketmaster. 557K of our female readers take part/play in rugby union or league.</p>	<p>Using our relationship with CACI we can target postcodes which over index for this audience: Luxury Lifestyles or Established Affluence.</p> <p>We can also target areas within 30 minutes drive from the events locations such as Manchester, Exeter, London, Northampton, Brighton, York, Sunderland and Bristol.</p>	<p>The Rugby Football Union's Impact '25 programme is changing women's rugby, aiming to grow participation from 40k to 100k by 2027. With £12 million invested in better facilities and training, the sport is becoming more popular than ever - a prime opportunity for brands to connect with this growing audience.</p>	<p>The primary motivation for UK adults to prioritize their health is achieving physical fitness.</p> <p>1 in 2 of our readers are more likely to be willing to try new ideas to improve their wellbeing.</p> <p>Did you know?</p> <p>Food & Drink category advertisement tends to perform 2.5x better when placed against rugby content.</p>	<p>High value users who have engaged with [INSERT BRAND] editorial/commercial content, engaged with direct/programmatic [INSERT BRAND] advertising or visited [INSERT BRAND] discount codes.</p>