



New Zealand beats England in Rugby World Cup (social media) final

New Zealand is the most socially active team competing in the tournament

USA are tournament's dark horses

LONDON, 14 September 2015 – The world's premier rugby event would see New Zealand beat England in the final if the competition was based on social media audiences, according to programmatic and social sharing experts, RadiumOne.

RadiumOne's "Social Score" calculates each team's total audience across leading global social networks Facebook, Twitter, YouTube, Instagram and Google+ (as of 10 September 2015).

New Zealand's 4.51 million followers is nearly double that of England's 2.26 million. South Africa (1.38 million) and Ireland (0.89 million) would be the losing semi-finalists.

"Former England coach, Sir Clive Woodward recently said social media was the teams' "new enemy" in terms of squad harmony, but engaging the fan community socially is a hugely powerful 'sixteenth man' for any team and the brands supporting them," says Rupert Staines, RadiumOne's European MD. "The Social Score shows the relative reach of each nation's team and reflects the potential audience it can unlock for the official bodies, teams, sponsors and commercial partners."

The team punching most above its weight in social media compared to its world ranking is the USA – ranked 16th in the world on the pitch but 7th in social media – followed by Italy (world ranking 14th, social media 9th with 0.42 million followers).

Staines says: *"Every tournament has a dark horse and this time it's the USA – the home of social media – who've been making strong use of social platforms to engage with fans."*

The full table for all 20 competing countries is available via [this infographic](#).

In terms of social platforms, Japan is the most reliant on Facebook (accounting for 92% of its social media followers), Uruguay is most reliant on Twitter (42% - just ahead of England), the USA on Google+ (63%), Canada on Instagram (22%) and Georgia on YouTube (6%).

Social media followers per head of population

New Zealand would also win the tournament if it was decided by the number of social media followers in relation to the size of the country – for every head of population it has 1 social media follower.



Samoa (2.9 people per social media follower) and Fiji (3.9) follow next. Wales (4.1) would be the other semi-finalist.

England would only make the last quarter-final spot – ranking 8th with 24.1 head of population per social media follower. Japan fare worst with a huge 2,018 people for every social media follower.

The full results of the tournament, based on RadiumOne’s Social Score would be as follows:

Stage	By total social media followers	By social media followers per head of population
Winner	New Zealand	New Zealand
Runner-up	England	Samoa
Semi-final	South Africa	Fiji
Semi-final	Ireland	Wales
Quarter-final	Australia	Ireland
Quarter-final	Wales	Tonga
Quarter-final	USA	Scotland
Quarter-final	France	England
Group – 3rd	Italy	Australia
Group – 3rd	Scotland	South Africa
Group – 3rd	Argentina	Georgia
Group – 3rd	Fiji	France
Group – 4th	Canada	Italy
Group – 4th	Samoa	Argentina
Group – 4th	Japan	Uruguay
Group – 4th	Georgia	Canada
Group – last	Romania	Namibia
Group – last	Uruguay	Romania
Group – last	Tonga	USA
Group – last	Namibia	Japan

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About RadiumOne

RadiumOne is a global, programmatic marketing technology company that serves the world's top brands.

We unlock the value of sharing connecting brands with consumers based on their ‘right now’ emotions and passions. By harnessing the online audiences engaging with & sharing online content we understand, segment & amplify this audience data enabling brands to reach consumers with paid media, in real-time, cross-device.

Founded in 2009 and based in San Francisco, RadiumOne has offices across the US, Canada, Europe and Asia/Pacific. To learn more about RadiumOne, please visit <http://www.radiumone.com>.