

# ***RUGBY CLUB TOULONNAIS***

## ***Media Interest***



**Season 2009/2010**

Rouge & Noir Image - Rugby Club Toulonnais, April 2009



LIGUE NATIONALE  
DE RUGBY



## a. Rugby Top 14 Orange Mediatization

### WideTOP14 Orange broadcasting until 2011

- Group Canal + Channels broadcast 185 live matches of RUGBY TOP14 Orange Championship:
  - ✓ The big match of each round on **Canal + Channel**
    - ✓ Saturday at 4:30 pm followed by the magazine “ Jour de Rugby” at 6.15pm
  - ✓ **Canal + Sport** channel broadcasts 2 matches per round
    - ✓ Friday and Saturday 8:30pm
  - ✓ **Rugby +** channel broadcasts 4 matches per round in pay-per-view
    - ✓ Saturday at 2:30pm



### Orange Sport channel since October 2008



- All matches round (in full or summarized version) are broadcasted by Orange channel also by Orange website
- Possibility to follow each match of TOP 14 championship on Orange mobile



**RUGBY CLUB TOULONNAIS**

## a. TOP 14 Mediatization

### Audiences rising

#### 🏆 Rugby TOP 14 Orange

- 800 000 viewers in average in 2008/09
- Best audience during the match RCT / Stade Toulousain with more than 1.1 million viewers

#### 🏆 Jour de Rugby

- 530 000 viewers in average in 2008/09
- + 30% vs 2007/08

#### 🏆 PRO D2

- Sport +: 60 000 to 100 000 viewers per broadcast
- France 3 Regions : 110 000 to 322 000 viewers



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## ***b. European Challenge Cup Mediatization***

### ***Rugby Club Toulonnais will play European Challenge Cup, competition qualifying for the Heineken Cup***



Sky Sports broadcasts live at least one live game of the European Challenge Cup per weekend. Sky's extensive European club rugby coverage includes the Rugby Club on Thursday evening and European Rugby Special on Sunday evenings which features highlights of the weekend's Heineken Cup and European Challenge Cup action.



ERC's French broadcast partners, France Television broadcasts one live game per week end of European Challenge Cup.



Sky Sport Italia broadcast live up to five Heineken Cup matches each Round including the home Italian games...

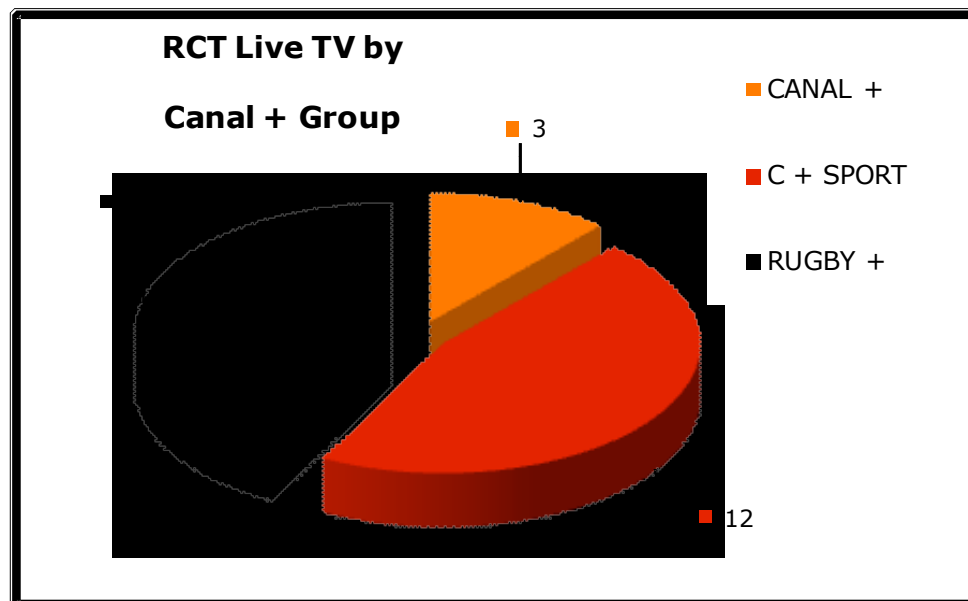


Eurosport France are partners to the European Challenge Cup and broadcast at least one match live each week.



## c. RCT on TV

**During the 2008-2009 season, Rugby Club Toulonnais was broadcast 3 times on Canal + Premium, 12 times on Canal + Sport and 11 times on Rugby +.**



**HEARINGS ESTIMATED (average) :**

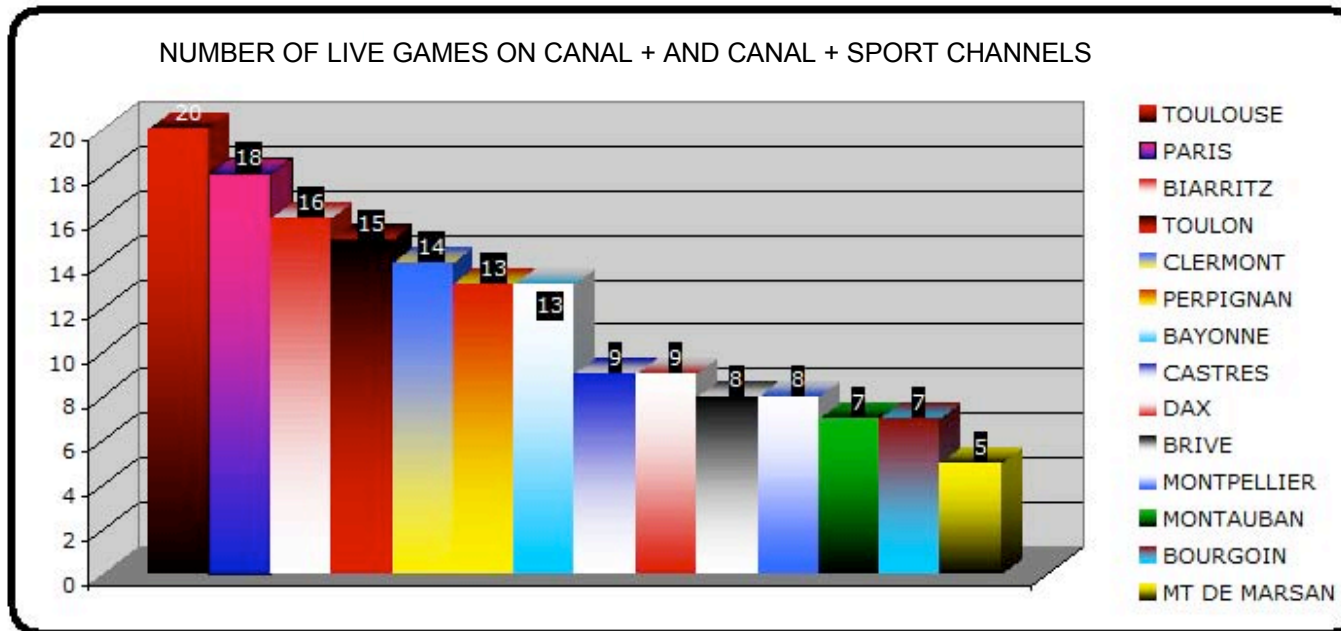
CANAL +	800 000 viewers
CANAL + SPORT	450 000 viewers
RUGBY +	150 000 viewers



**RUGBY CLUB TOULONNAIS**

## c. RCT on TV

**Despite ranking 9th position in the Top 14, RCT is the 4th club French club most broadcast on Canal + and Canal + Sport.**



### ***AUDIMAT RECORD!***

Canal + made its best audience for a rugby game during the match :  
Rugby Club Toulon - Stade Toulousain followed by more than 1.1 million viewers.

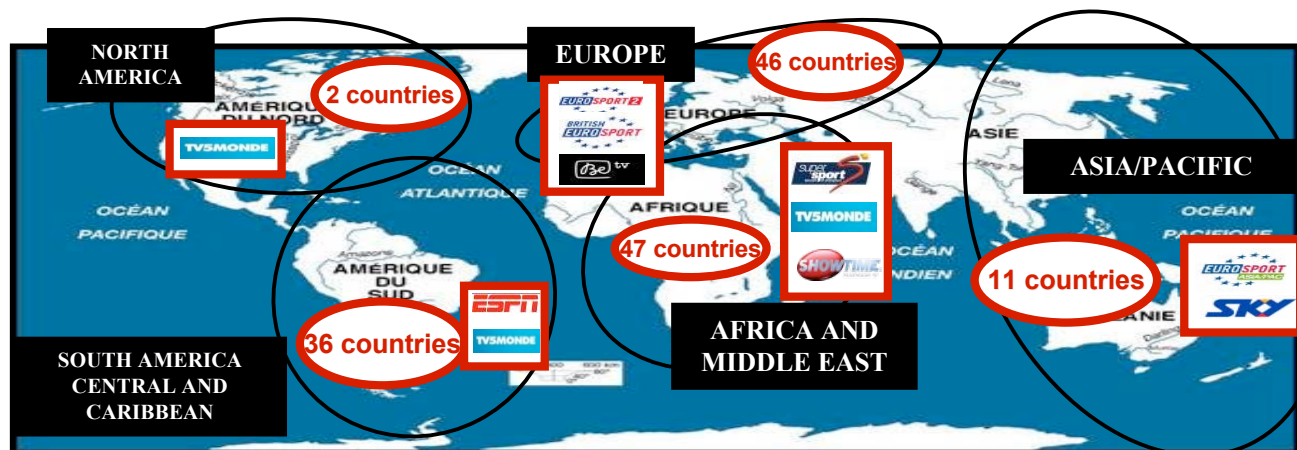


**RUGBY CLUB TOULONNAIS**

Source : National Rugby League

## c. RCT on TV

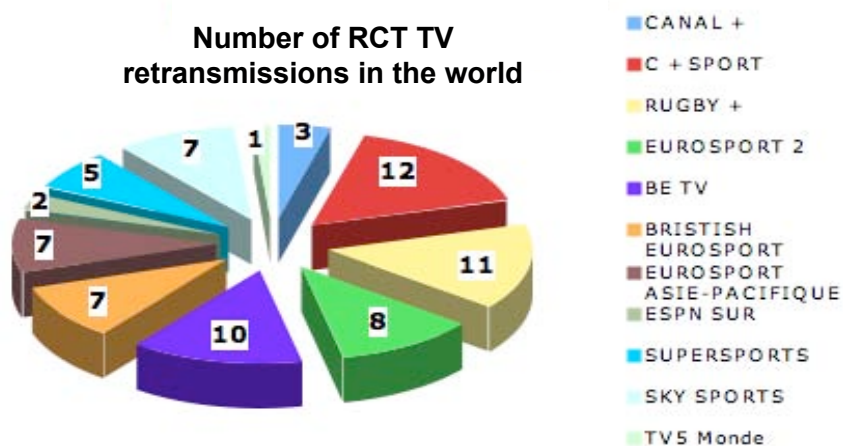
**In addition to be televised by Canal +, most of RCT matches are broadcast around the world.**



### The 2008/09 season in few numbers:

- 54 million households in 142 countries have access to each championship round
- 60 games available to broadcasters throughout the season
- A total of 1.460 hours broadcast in the world - outside France (Live & delayed + repeats)
- A total of 400 hours of LIVE broadcast

**Number of RCT TV retransmissions in the world**



**Eurosport 2:** Germany, Austria, United Kingdom, Ireland, Finland, Sweden, Norway, Iceland, Denmark, Netherlands, Switzerland, Luxembourg, Russia, Poland, Romania, Belarus, Montenegro, Kazakhstan, Moldova, Czech Republic, Slovak Republic, Hungary, Bulgaria, Armenia, Georgia, Estonia, Lithuania, Latvia, Serbia, Croatia, Bosnia, Macedonia, Albania, Ukraine, Spain, Portugal, Italy, Turkey, Greece, Malta, Cyprus, Israel. **42 countries**

**British Eurosport:** UK & Ireland **2 countries**

**Eurosport (Asia / Pacific):** Hong Kong, Malaysia, Indonesia, Philippines, Maldives, Myanmar, Australia, Fiji, Tonga, Singapore. **10 countries**

**BE TV :** Belgium **1 country**

**ESPN:** Argentina, Colombia, Ecuador, Venezuela, Peru, Bolivia, Uruguay, Paraguay, Chile. **9 countries**

**Supersport:** South Africa, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Congo, Côte d'Ivoire, Djibouti, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, Sao Tome, Somalia, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

**Sky Sports:** New Zealand **1 country**

**TV5 Monde**

**TV5 East:** Algeria, Egypt, Libya, Morocco, Tunisia, Sudan, Saudi Arabia, Bahrain, United Arab Emirates, Iraq, Iran, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Syria, Yemen. **19 countries.**

**TV5 Latin America-Caribbean West (Large and Small with the exception of the French West Indies) Caribbean:** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Falkland (Islands), Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, El Salvador, Uruguay, Venezuela. **36 countries.**

**TV5 Etats-USA1. TV5 Canada1**

## *c. RCT on TV*

***Rugby Club Toulonnais also received wide exposure on television during matches played in European Challenge.***

9 October 2008: Rugby Club Toulon - Northampton Saints broadcast on France 4



17 October 2008: Bristol Shoguns - Rugby Club Toulonnais broadcast on Sky Sports



4 December 2008: Montpellier Hérault RC - Rugby Club Toulonnais broadcast on France 4



13 December 2008: Rugby Club Toulon - Montpellier Hérault RC broadcast on Eurosport



17 January 2009: Rugby Club Toulon - Bristol Rugby broadcast on Sky Sports



24 January 2009: Northampton Saints - Rugby Club Toulon broadcast on Sky Sports



***RUGBY CLUB TOULONNAIS***







# d.TV spin of RCT sponsoring

## Key Numbers\*

139 subjects who generated a visibility of  
13 hours 38 minutes and 50 seconds

And a club value of 3 662 K €

## Income by channel\*

	Duration	%	Recovery in k€	%
	10:30:00	76,9%	1480	40,4%
	02:41:06	19,7%	1710	46,7%
	00:17:30	2,1%	211	5,8%
	00:08:38	1,1%	186	5,1%
	00:01:20	0,2%	61	1,7%
	00:00:16	0,0%	14	0,4%
TOTAL	13:38:50	100,0%	3662	100,0%

## Income by emission \*

EMISSIONS	NB of subjects	Duration	Recovery in k€
Direct Top 14	7	12:15:00	
Jour de Rugby	65	00:53:47	310
Stade 2*	22	00:11:16	93
Tout le Sport	7	00:05:37	163
JT Prime Time	11	00:05:06	137
Rencontres à XV	7	00:02:54	5
JT mi-journées	9	00:02:37	32
Sport 6	5	00:01:06	49
JT Matin	3	00:00:56	2
Les Règles du Jeu	2	00:00:30	5
Le Joueur du Mois	1	00:00:01	0,2
<b>Total</b>	<b>139</b>	<b>13:38:50</b>	<b>3662</b>

\* Repeats included

## e. RCT in the press

**Rugby Club Toulon is widely mediatized in the regional daily press, the specialized press, the national and international press**

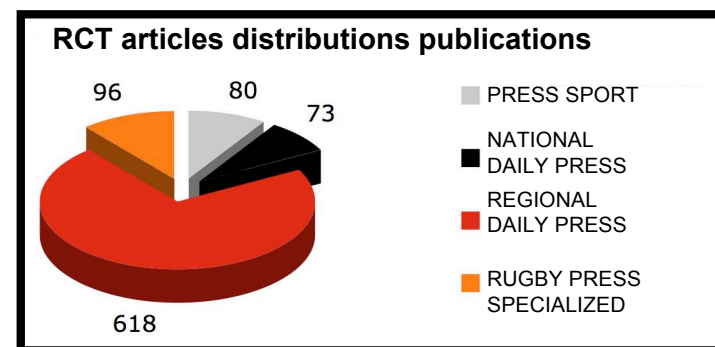
Number of articles about the news of RCT between August 2008 and March 2009

Regional Daily Press	Number of Publications
VAR MATIN/NICE MATIN	288
LA PROVENCE	198

PRESS SPORT	Number of Publications
L'EQUIPE	62
LE 10 SPORT	8
AUJOURD'HUI SPORT	10
TOTAL	80

Press specialized rugby	Number of Publications
MIDI-OLYMPIQUE	96
TOTAL	96

National and International Press	Number of Publications
AUJOURD'HUI EN France	16
LE PARISIEN	15
LIBERATION	12
France SOIR	12
LE FIGARO	8
LA TRIBUNE	3
LE JDD	2
THE TIMES	5
TOTAL	73



**RUGBY CLUB TOULONNAIS**

## e. RCT in the press

The wide exposure of RCT in the national media allows to get a good return image for partners who have an advertising on the jersey or on the short of 1<sup>st</sup> team and youth teams.

**L'EQUIPE**

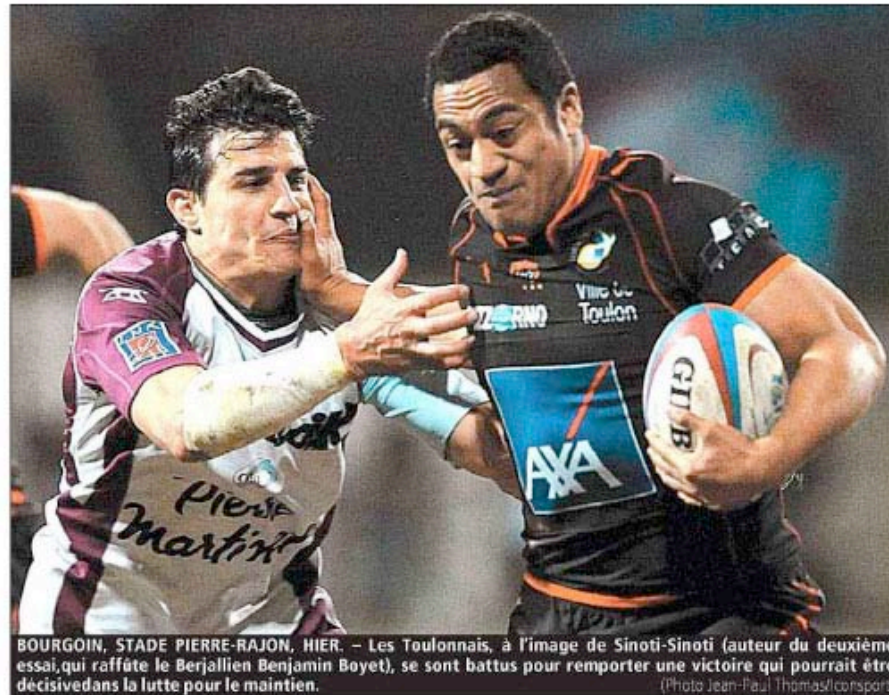
25 AVENUE MICHELET  
95408 SAINT-OUEN CEDEX 01 40 19 30 36

**RUGBY**

TOP 14 (18<sup>e</sup> journée) - BOURGOIN

# Toulon respire

En remportant à Bourgoin leur première victoire à l'extérieur de la saison, les Toulonnais sortent de la zone de relégation.



BOURGOIN, STADE PIERRE-RAJON, Hier. - Les Toulonnais, à l'image de Sinoti-Sinoti (auteur du deuxième essai, qui raffûte le Berjallien Benjamin Boyet), se sont battus pour remporter une victoire qui pourrait être décisive dans la lutte pour le maintien. (Photo Jean-Paul Thomas/consport)

62 publications in the first French newspaper

L'Equipe (28/02/09)

## f. RCT on Internet

**In the Top 3 of the most visited rugby websites !**

Rugby Club Toulonnais has a new website in 2008 offering innovative features.

Today, [www.rctoulon.com](http://www.rctoulon.com) is the 3<sup>rd</sup> rugby club website the most visited in France



### Attendance of the site in April 2009:

Source : Google Analytics



### ranking of the most visited sites

1	TOULOUSE
2	PERPIGNAN
<b>3</b>	<b>TOULON</b>
4	PARIS
5	CLERMONT
6	LA ROCHELLE
7	BIARRITZ
8	BRIVE
9	BAYONNE
10	BOURGOIN
11	AGEN
12	ALBI
13	LYON
14	MONTPELLIER
15	AUCH
16	RACING METRO
17	DAX
18	BEZIERS
19	CASTRES
20	MONTAUBAN

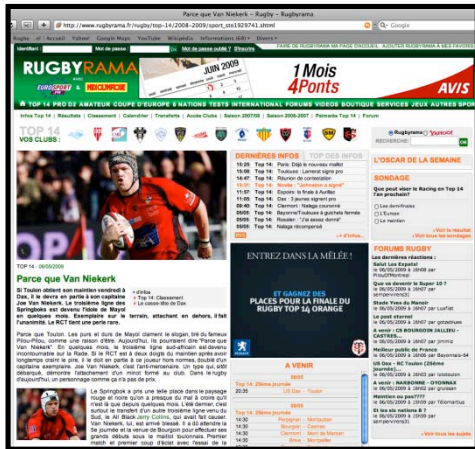
Source : www.alexa.com



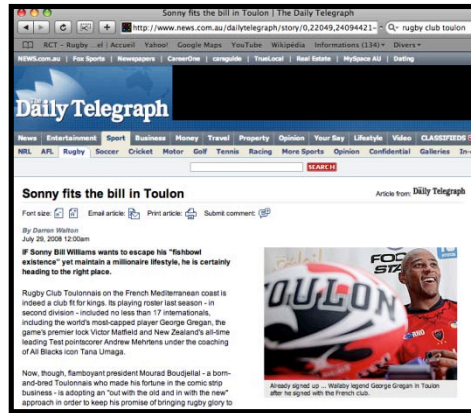
**RUGBY CLUB TOULONNAIS**

# f. RCT on Internet

Outside the club's official website, a lot of national and international website deal with the news of Rugby Club Toulonnais



[www.rugbyrama.fr](http://www.rugbyrama.fr) (France - 06/05/09)



[www.news.com.au/dailytelegraph](http://www.news.com.au/dailytelegraph) (Australia - 29/06/09)



[www.guardian.co.uk](http://www.guardian.co.uk) (UK - 09/10/08)



[www.bbc.co.uk](http://www.bbc.co.uk) (UK - 27/05/09)



[www.lequipe.fr](http://www.lequipe.fr) (France - 18/04/09)



**RUGBY CLUB TOULONNAIS**

# ***RUGBY CLUB TOULONNAIS***

## ***Médiatisation***



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