



# Rugby7Stars

World Rugby is launching an exciting online trading game for the HSBC World Rugby Sevens Series to help promote Sevens Rugby and to create new rugby heroes ahead of the Rio 2016 Olympic Games.

At Rio 2016, one of the criteria that the IOC will be using to evaluate the success of sports is fan-engagement and we believe that this innovative game will reach and excite a new generation of sevens fans.

We would appreciate your support in promoting the game to your fan base and assisting with reaching your star players and encouraging them to participate wherever possible.

Please contact us if you have any questions around the game: [Dom.Rumbles@worldrugby.org](mailto:Dom.Rumbles@worldrugby.org)

**Name:** Rugby7Stars or Rugby7Stars Game

**Strapline:** Official fantasy game of the HSBC World Rugby Sevens Series

**Launch:** Tuesday January 26, 2016

**Objective:** To maximise the promotion of rugby sevens and its star players ahead of the Rio 2016 Olympic Games by reaching and creating a new and engaged audience.

**Language:** The game is presently only available in English but will also be accessible from the French and Spanish pages of the HSBC World Rugby Sevens Series website by the start of the Wellington event.

**How to Play:** The game comprises two elements. Trading card game (similar to Top Trumps) and the Fantasy Game. Fans are able to build their squad by trading cards with other virtual fans to win a round and 'take' a card from the opponent. Around a live event fans will earn fantasy points through the submission of their Active 7 and can make live substitutes during the Round to maximise points.

**Accessing the game:** The game is a web based product best played on mobile and will be accessible from links on the World Rugby and HSBC World Rugby Sevens websites and via the following [URL: http://www.worldrugby/rugby7stars](http://www.worldrugby/rugby7stars)

## Player attribute ratings

All of the attributes on a Players' card have a value between 0 and 100. The attributes have been carefully reviewed and assigned by the creators of Rugby7Stars, World Rugby and the statistical partner of the HSBC World Rugby Sevens Series. These attributes are based on data from this year's Sevens Series and updated at the end of each Round.

*Rio Rating* is the percentage chance the player has of achieving success in the 2016 Olympic Games in Rio. The figure is based on a range of factors including, but not limited to: the number of appearances a player has made for his team in previous and present HSBC World Rugby Sevens Series events; the quality of his performances in those games; and the predicted success of his team at the Olympics.

*Scoring* is based on the number of points the player scores during each Round taking into consideration past scoring performance and present tournament games - tries, conversions, penalties and drop goals.



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*Attack* is based on but not limited to points scored, passes, offloads, runs and clean breaks.

*Defense* is based on but not limited to the number of successful tackles

*Speed* is a value based on height, weight and age with adjustments made based on past performance. Going forward if the data is available from teams it will be included in the ratings.

*Social Buzz* is based on a range of factors including, but not limited to the number of Twitter and Facebook followers the player has; the number of tweets and posts relating to the player during the 2015/16 series; the number of tweets and posts the player's team receives during the series.

## Key Messages around the online game:

- Play the new Fantasy game for 7s fans
- Trade cards 24/7 with other fans before, during and after events
- Win their players and build your ultimate team
- Play live fantasy with in-game substitutions
- Work your way up the leaderboard
- Share your achievements - win great prizes
- Play now at [worldrugby.org/rugby7stars](http://worldrugby.org/rugby7stars)
- Win a trip to Dubai to watch the Olympic Heroes

## Promotion

World Rugby will be promoting the game across digital and social platforms and would appreciate you and your colleagues sharing these details where applicable

Promotional Assets are available to download here <http://we.tl/xcPfhJ47li> and include:

### Promotional video in English .MOV file 148mb for use on social and online

### Promotional Ad banners in English:

- 964 x 65 - Desktop
- 720 x 50 - Tablet
- 320 x 40 – Mobile

### Twitter Image

- 1024 x 512

### Additional Facebook promo images

If you would like any additional information or have any questions please get back to us:

[dominic.rumbles@worldrugby.org](mailto:dominic.rumbles@worldrugby.org)

Hope you enjoy playing Rugby7Stars