



MEDIA RELEASE
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RWC a record-breaker for TAB

Wagering on the Rugby World Cup 2011 tournament has smashed records for the TAB, with total turnover exceeding \$30 million.

Punters spent \$30.2 million during the tournament, making RWC 2011 the TAB's biggest ever betting event – outstripping the previous best of \$25.6 million bet on last year's Football World Cup.

The New Zealand-France final, won 8-7 by the All Blacks in a nailbiter, was the TAB's biggest single sports betting fixture. Turnover on the final was \$3.5 million – \$1.3 million more than the previous best when punters spent \$2.2 million on the David Tua-Lennox Lewis heavyweight titlefight in 2000.

The record-breaking results for the TAB will also provide a financial boost for rugby in New Zealand, with a percentage of betting turnover and profit channelled directly back into the game.

While final figures are still being worked through in terms of New Zealand rugby's cut, a comparison can be found in football, with New Zealand Football banking more than \$500,000 courtesy of betting on last year's World Cup in South Africa.

TAB bookmaker Mark Stafford said the tournament had been a huge success.

“Turnover figures surpassed our wildest forecasts and while most think it was due to a lot of big bets, in fact it was the sheer number of people having a go.

“There were thousands of new customers opening accounts and having a flutter on most games.

“As the tournament neared its conclusion wagering records were being smashed at regular intervals. In particular, the final was an amazing event from a bookmaking perspective. At times it felt like every person in New Zealand was putting \$10 on their favourite team or player.”

The TAB's attention now shifts to another huge event – this year's Melbourne Cup.

The “race that stops two nations” on the first Tuesday in November is the biggest racing event on the betting calendar. More than 10% of Kiwis have a bet on the big race and other races during the day at Flemington.

Ends

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