



With AI, World Rugby leaves nothing on the field

See how AI is surfacing new match insights in real time, giving fans a more complete and engaging view of the Rugby World Cup than ever before

Client: World Rugby

Region: Global

Industry: Sports

Client challenge:

Make the Women's Rugby World Cup 2025 the most engaging tournament to date by accessing and activating more of the sport's complex data to elevate the fan and viewing experience with more insights and better commentary.

Solution:

Capgemini worked with Stats Perform, Amazon Web Services (AWS), and World Rugby to develop TryZone IQ, an award-winning Generative AI-driven platform that creates insights in real time for use in broadcasts and commentary while adding a new dimension for fans following the games online.

Benefits:

TryZone IQ played a key role in what was the most successful and watched Women's Rugby World Cup in history; generating 1,521 insights that were used across 147 million viewing hours on live global television broadcasts, World Rugby's online and in-app digital match center, and social media.

Elevating the fan experience with TryZone IQ

Women's rugby is growing rapidly around the world, with record numbers tuning in for the Women's Rugby World Cup 2025. But with greater visibility comes greater expectations – fans want more than just coverage; they want connection, insight and excitement. We answered the call with AI by generating hundreds of real-time, in-game insights for broadcast and social media.

Tackling the opportunity

Women's rugby is experiencing a huge surge in popularity; millions of players now compete worldwide. And as research had shown that around 70% of fans around the world wanted to know player performance metrics and live conditions in real time during matches, World Rugby had a major chance to add a new element to the Rugby World Cup.

Working together, Capgemini and World Rugby enhanced the fan and viewing experience for a globally diverse audience and turned complex data into compelling details shared through hundreds of live insights as part of a record-setting tournament.

As the first use of generative AI in rugby, TryZone IQ was custom-built and deployed for the first time at the Women's Rugby World Cup 2025 as part of our multi-year partnership with World Rugby.

“More and more women and girls are playing rugby around the world. Globally, the interest is only growing. This is such an exciting time for our sport.”

Rachael Burford,

Former England International 2014
Women's Rugby World Cup Winner

The platform processes historical and live Opta match data delivered in real time by Stats Perform and leverages generative AI models hosted on Amazon Bedrock to create insights that summarize player impact, team trends, and standout performances.

The outputs are reviewed and approved by analysts to ensure quality and relevance. Then, the insights are delivered through the live broadcast production workflow for use by commentators and appearing as on-screen broadcast graphics, as well live insight streams on digital platforms and clips on social media.



“TryZone IQ used generative AI to aid the commentators by creating bite-sized insights that end up on broadcast and enhance the fan understanding of the game.”

Graham Taylor,

UK Head of Innovation, Capgemini



TRYZONE IQ
POWERED BY
Capgemini

ESCUADERO'S DEFENSIVE DOMINANCE
Charlotte Escudero led the way for both tackles (16) and turnovers won (4), showing exceptional defensive work rate for France.

"...with Capgemini's help, we've been able to transform across broadcast, digital, social, which helped fans generate a deeper and more meaningful understanding of the game in real time as it unfolds."

Tassilo Hanau,
Director of Partnerships & Business Solutions, World Rugby

A championship team

Early on in the development process, a series of workshops hosted by our Applied Innovation Exchange (AIE) in London brought together leaders from Capgemini, World Rugby, and AWS. The team spoke to commentators, and rugby experts to fully understand what each group wanted from in-game insights, and to create a shared vision for the project.

A three-month developmental process followed, working together with support from AWS and Stats Perform to design and build TryZone IQ.

"We've worked with World Rugby and rugby experts to analyze fan preferences and behavior to create TryZone IQ in time for the Women's World Cup."

Graham Taylor,
UK Head of Innovation, Capgemini



TRYZONE IQ
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HELE'S POWERFUL CARRYING
Aseza Hele beat 10 defenders today, the most by any player in a match at Rugby World Cup 2025.

FRANCE

18 13

(HT 0-13)

IRELAND

Timeline
Match info
Lineups
Statistics
TryZone IQ

TryZone IQ, powered by Capgemini

80'
Irish Set Piece

Ireland have won 15 lineouts with a 94% success rate and maintained a perfect scrum record, winning all 11 of their scrums.

80'
France Comeback

France overturned a 13-0 halftime deficit with 18 unanswered points, including tries from Escudero and Grisez plus two penalties from Bourgeois.

70'
Red Zone Contrast

France have made just two attacking 22 entries, but scored a try both times, while Ireland have averaged just 0.8 points from their 12 entries.

64'
Metre Leaders

Manae Feleu leads all forwards with 44 metres made, while Lina Queyroi leads all backs with 47 metres.

57'
France Tackling

France have made 15 dominant tackles so far, with Gabrielle Vernier having made twice as many as any other player (4).

Ramping up to a defining accomplishment

The Women’s Rugby World Cup 2025 achieved a record-breaking 92% attendance across all matches and saw over 400,000 tickets sold in 133 countries.

TryZone IQ was a major factor in the broadcast experience for fans. Our team continuously developed the platform throughout the event to deliver the best viewing and commentating experience possible, expanding from generating around 10 insights per game in the first round to eventually producing more than 65 per game by the end of the tournament. Of the 1,521 total insights generated, 439 were promoted via World Rugby Match Center, 36 appeared on BBC match broadcasts, and another 32 were used on Instagram posts.

Maintaining momentum

AI has never had a better opportunity to improve the sports experience. Together, World Rugby and Capgemini have responded to a demand for a better viewing experience and demonstrated the power of generative AI to help fans globally—and especially those new to the game—engage with sporting events with data lending a helping hand.

And our efforts did not end with the Women’s Rugby World Cup 2025, TryZone IQ has also been used during the Quilter Nations Series and the Guinness Six Nations Championships of which Capgemini is an Official Partner. Thanks to further development, TryZone IQ can now provide insights in French, Italian and Welsh in addition to English, and the future holds many more opportunities to expand the reach and excitement of rugby around the world.

About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organizations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of over 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2025 global revenues of €22.5 billion.

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