

World Rugby and TF1 Group extend long-standing partnership for Men's Rugby World Cup 2027 in Australia

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This agreement marks a new chapter in a relationship that spans over four decades, dating back to the 1991 edition, and continues the shared ambition of both organisations to bring the very best of international rugby to the widest possible audience in France.

A new era of rugby on TF1

Marking a new era for Men's Rugby World Cup, this 11th edition in Australia will feature 24 teams for the first time, delivering 52 matches across seven iconic host cities from Perth | Boorloo to Sydney | Gadigal. The tournament promises to captivate global audiences with the introduction of a round of 16 after the pool phase in an exciting [new format](#) unveiled last week.

Rugby World Cup 2027 will be the biggest international sporting event staged on Australian soil since the Sydney 2000 Summer Olympics and the most accessible rugby event ever-organised with 2.5m tickets available and 1m priced at AUD\$100 or under.

Building on record-breaking success

The renewal follows a groundbreaking Women's Rugby World Cup 2025 in England, broadcast on TF1, which shattered previous audience records both globally and in France. The semi-final between France and England attracted 3.8 million viewers, peaking at 4.6 million, marking the highest-ever audience for a women's rugby match in the country.

Australia 2027 is anticipated to attract similarly strong audiences, building on the highly successful Men's Rugby World Cup 2023 in France, which generated unprecedented engagement. The France v South Africa quarter-final drew 16.5 million viewers, TF1's largest audience of the year and one of the most-watched rugby matches in French television history.

Making the best of rugby accessible

The deal reinforces TF1 Group's long-term strategy to offer, free-to-air, the most popular sporting events to French viewers. By securing the rights to rugby's pinnacle event once again, TF1 Group strengthens its position as a leading broadcaster of major international sport and deepens its commitment to making top-tier rugby accessible to everyone.

World Rugby Chief Executive, Alan Gilpin, said: "We are thrilled to extend our long-standing partnership with TF1, a broadcaster synonymous with the biggest and most iconic moments in French sport. Their passion for the game and commitment to delivering world-class coverage ensure that millions of fans across France will continue to experience the very best of international rugby, free-to-air. Together, we look forward to celebrating the sport's global growth and welcoming fans to a new era of rugby in 2027."

World Rugby Chief Revenue Officer, Michel Poussau, added: "This renewed agreement with TF1 is a reflection of a partnership that now spans four decades, built on trust, shared ambition, and a genuine love for the game. Together, we aim to make Men's Rugby World Cup 2027 accessible to as many fans as possible, while maintaining the highest standards of promotion and broadcast coverage befitting of rugby's most prestigious tournament. With TF1's proven expertise and reach, we are confident that Australia 2027 will inspire and help us reach new audiences outside of rugby's traditional borders."

François PELLISSIER, , Executive Vice President Business & Sports at the TF1 Group, Groupe TF1:

« We are delighted to continue our long-standing partnership with World Rugby. This agreement demonstrates our ongoing commitment to offering French audiences major sporting events that unite and bring people together. This new and ambitious deal, combined with the broadcast of the Nations Championship, allows us to provide French rugby fans with an exceptional offering. Groupe TF1 has built a first-class sports lineup, and we are determined to support our national teams by giving them the finest showcase on our channels. »

Julien MILLEREUX, Director of Sports, Groupe TF1:

« The unmatched reach of TF1 Group, the pinnacle of a Rugby World Cup associated with a talented generation of French players promise French fans to share a unique moment of sport, emotion, and unity in 2027. »

Note to editors

About Men's Rugby World Cup 2027

Men's Rugby World Cup 2027 is rugby union's pinnacle event contested every four years by the world's best nations.

For six weeks from 1 October-13 November, 2027, Australia will welcome the world to a nationwide festival of rugby, celebrating its rich culture and heritage, and kicking off a new era of rugby that will have a positive impact for Australia, Oceania and the game globally.

With an expanded format contested by the world's top 24 teams, Men's RWC Australia 2027 will inspire an entire generation and break down barriers by making rugby even more accessible, relevant and inclusive, boosting rugby's fanbase and participation globally.

All revenue generated by Men's RWC 2027 will be reinvested in the sport, supporting World Rugby's global growth ambition, its 134 member unions and six regional associations.

Contact

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About TF1 Group

About the TF1 group The TF1 group is a leading French media company, operating television channels, streaming services and content production. The Group builds sustainable business models to deliver quality free-to-air entertainment and news to French-speaking audiences. The TF1 group reaches 58 million monthly viewers through its broadcast channels and serves 35 million users on its TF1+ streaming service. Through Studio TF1 (formerly Newen Studios), the company manages over 50 production companies and labels across France and international markets, making it a key player in content creation and distribution.