Rugby World Cup Limited (RWCL) has announced the appointment of TSN as Canada's television broadcast rights holder for Rugby World Cup 2011 in New Zealand and Rugby World Cup 2015 in England.

In a deal that will deliver unprecedented coverage of Rugby's showcase event to Rugby fans in Canada, TSN will televise all of Canada's Pool matches, other selected Pool matches, the quarter-finals, semi-finals, Bronze Final and Final from both Tournaments in High Definition on its TSN and TSN2 channels.

Extensive television coverage will be enhanced with comprehensive multimedia coverage, ensuring that fans will be able to keep up to date with every try, tackle and pass as they happen via TSN.ca and TSN Mobile TV.

RWCL Managing Director Mike Miller said: "This announcement represents a significant boost for the reach and profile of Rugby in Canada."

"TSN is Canada's leading sports broadcaster and is renowned for its high quality broadcasting of major international sports events. They will bring their unique sound, style and passion for live sport to a Tournament that is firmly established as one of the world's premier sports events."

Rugby World Cup 2011 represents the first time that international Rugby has been broadcast on TSN since 1995 and the announcement underscores the network's commitment to covering a sport that is growing in profile in Canada.

Shawn Redmond, Vice-President of Programming, TSN, said: "Rugby World Cup is a huge, internationally-celebrated event that attracts billions of viewers from across the world and continues to grow in popularity in Canada."

"We are looking forward to showcasing Rugby's marquee event to Canadian sports fans across all TSN platforms as the Canada team takes on some of the finest teams in the world."

Editors notes

Official Travel and Hospitality Programme: Tickets packages are still available through the Official Travel and Hospitality Programme. Visit www.rth2011.com to book your packages now.

About Rugby World Cup: Rugby World Cup has provided the financial platform for investment and growth in the Game. The net RWC 2007 surplus of £122.4 million has underwritten a range of major funding initiatives, including annual national Union grants and Strategic Investments via the £48 million programme between 2009-2012 focusing on increasing competition across the global Game. The total invested by the IRB during the period will be £150 million.