

# The Rise of Spain

## Rugby 7s

Master's in Communications and  
Sports Journalism

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## Executive Summary

After meetings and communication with the Spanish Rugby Federation and their media team, we were granted full access to follow both the men's and women's Rugby 7s teams ahead of their World Championships in Los Angeles, USA. The topic of our final project is, therefore, the Spain Men's and Women's Rugby 7s teams. Our audiovisual content consists of a mix of social media content & short-form documentaries created by the production company formed by our final project group, Triple Dub Sports. The origin of our name as a production group comes from various group projects we worked on throughout the master's school year. In those projects, we used the name Women Worldwide, which later evolved into our current name, Triple Dub Sports, highlighting the 3 W's in our original title.

Our short-form documentaries will include two documentaries ranging in length from 14 minutes. One will follow the men's team, and the other will follow the women's team. The reason for choosing the length of the documentaries to be around 14 minutes each is based on the length of a Rugby 7s game, which consists of two 7-minute halves, totalling 14 minutes. The two documentaries also differ slightly in content and narrative arcs due to the differing successes of the teams, as well as the varying state of media awareness and exposure for the two teams. Our social media initiative and content purpose is to shed light on the teams in different ways than had previously been done for each. Our goal is to make successful and engaging social media content for the women's team and the athletes, as we were informed that the women's national team had received little to no previous media attention. Our goal for the men's team was to showcase their hard work ethic and success, separating them from being sexualised or solely focused on their looks, which seems to be the core theme of their social media engagement. Our two-part documentary series will be discussed in much detail in the project development section of the paper. However, to summarise the context, the men's and women's documentaries feature the following types of clips and scenes: training footage, interview footage, footage following the players in a more casual environment, montages of player introductions, montages of pictures taken with disposable cameras, game footage, and more.

We decided to focus on both Spain 7s rugby teams for multiple reasons. Throughout our time in this master's course, we encountered the topic of the rise of short-form sports and the

growth of short-form media in sports. This topic seems particularly relevant in today's digital age and changing media landscape, given that younger generations, such as Gen Z, are becoming the core audience. Generation Z is transforming the live and on-demand sports landscape, and as a team composed of Gen Z members, we are at the core of this change. Therefore, we provide a unique perspective. It has been noted that "Gen Z is changing the way sports media works. Their love for quick, engaging, and social media-first content has pushed the sports industry to embrace short-form storytelling" (Colab Platforms Limited). Furthermore, short-form sports make it easier to clip highlights from game footage for social media due to the shorter duration of matches and games. Due to the rise and prevalence of short-form content, which has resulted in shorter attention spans, short-form sports are also easier to follow without losing interest. This makes them more accessible on social media after the fact or better suited for mobile viewing rather than traditional television viewing. Many sports are also transitioning to short-form sports content to capture the attention of younger audiences in the digital age and to transform them into a long-term market. (IMG) We are now in an age where the athletes themselves become content creators: "Athletes themselves are becoming digital influencers, sharing locker-room moments, training routines, and personal stories on their social media accounts. This builds deeper connections with fans beyond the game." (Colab Platforms Limited). Based on that, our group had been aware of the significant growth and 'blow-up' on social media platforms for the Spain Rugby 7s Men's team, particularly through the likes of Manu Moreno and other players on the team. This is partly due to the growth of rugby 7s but also to the impact of social media on the game. We saw this as the perfect opportunity to capitalise on that growth, analyse it, and further its success.

Furthermore, as a group of 6 women, we noticed the imbalance of the same kind of media and social media coverage for the Spain Rugby 7s Women's team compared to that of the men's team. Since we gained access to both the men's and women's teams, we found this to be the perfect opportunity to shed light on a team that hasn't received much media attention previously yet nonetheless competes for their country at the highest level of their sport. In a country like Spain, where rugby goes highly under the radar and unnoticed despite the men competing to win the title in the HSBC 7s and where the sport is even less popular for women, we saw a gap in media coverage and general awareness, making our final project the perfect platform and

gateway to utilise our skills to formulate a media plan as well as film a documentary. The storyline and theme of the women's documentary closely follow the hard work that the team has put in after a tough season and how they have been able to turn that around through strong sisterhood and sense of community that have been built among the players, as well as the difficulties of growing the programme in Spain and where the sport seems to be heading in the future. The title of the women's documentary is, therefore, *Unbreakable: Las Leonas 7s*. The men's documentary follows the lives of the players to provide a deeper understanding of those who, for the most part, have only been seen through short-form content on Instagram or TikTok. The men's documentary also highlights the team as they train during a season in which they have achieved great success and fought for the title of world champions. The title of the men's doc is: *The Rise of Los Leones 7*.

We decided to cover both the men's and women's teams to juxtapose their media coverage and varying levels of success in the sport. The men have received higher levels of media attention, so we hope audiences can see for themselves the juxtaposition between the two teams. We also hope that the side-by-side comparison of the two national teams through their respective documentaries highlights the different struggles faced by each team, such as the women fighting to stay in the 1st division and the men fighting for a title.

We conducted many interviews throughout our documentary filming journey. We aimed to acquire varying perspectives to include in our paper and documentary. For an outside perspective on the sport, we interviewed Marcos López, a journalist and presenter with RTVE (Radio y Televisión Española) and a seasoned professional with extensive experience in both the Spanish sports world and sports journalism. We also interviewed the coaches of both the men's and women's teams, as well as 10–12 players on each team. We acquired interviews from a variety of players, including those who were injured during the season. We conducted interviews using a series of questions to explore the players' journeys through their rugby careers, their aspirations for themselves and their team, and their opinions on their season and the media attention their team received.

Our intended impact for this project is to grow the audience and fan base for rugby 7s in Spain, a country where football holds the top spot in terms of popularity. We aim to humanise

and make the players accessible to new audiences. We also want to highlight gender equality in the sport, as rugby is not as popular among women, and to create more exposure so that other women and girls can get involved in a sport that provides a strong community. This document will be an in-depth guide and explanation of our final project.

## Background of Rugby

When researching the origin of the sport of rugby, the earliest known traces date back to 1823 at Rugby School in Warwickshire, England. According to popular legend, a student named William Webb Ellis, during a match of traditional school football, picked up the ball and ran with it to the opposition's goal line, creating a new game (World Rugby, n.d.-a). While the accuracy of the origin is heavily debated amongst people, it has remained an important story in the history of the sport. Over time, this form of football was formalized with different and specific rules, eventually developing into what is now known as rugby union.

Rugby Union, or “15s,” is the most traditional form of the game. It is played between two teams of fifteen players over two 40-minute halves with a 10-minute halftime interval. Players score points through tries (5 points), conversions (2 points), penalty kicks (3 points), and drop goals (3 points) (USA Rugby, n.d.-a). The game is renowned for its physical demands, strategic kicking, and structured phases of play, including scrums, lineouts, and rucks.

The most prestigious event in 15s rugby is the Rugby World Cup, which was first held back in 1987. A competition held every four years, it features 20 of the world’s best national teams and is considered the highest honour in the sport (World Rugby, n.d.-b). Other significant international competitions include the Six Nations Championship, played annually between England, France, Ireland, Italy, Scotland, and Wales, and The Rugby Championship, which features New Zealand, South Africa, Australia, and Argentina (World Rugby, n.d.-c). At the club level, elite competitions such as the English Premiership, France’s Top 14, and the United Rugby Championship attract global talent and a popular following. These tournaments are crucial in developing players and intensifying the sport as countries compete to claim their own rugby titles.

Rugby Union has strong roots in countries with long-standing traditions in the sport. New Zealand, for example, is home to the All Blacks rugby team, one of the most dominant teams in rugby history. Other core rugby nations include England, South Africa, Australia, France, Ireland, Scotland, and Wales. The sport has also grown significantly in Argentina, Japan, Italy, Georgia, and the Pacific Island nations such as Fiji and Samoa (Time, 2015).

Rugby sevens, a faster-paced version of the game, was first introduced in 1883 in Melrose, Scotland. It features seven players on the pitch per team, and matches consist of two seven-minute halves, although finals may be slightly longer (BBC, n.d.). Played on the same-

sized field as 15s, sevens rugby emphasizes speed, space, and agility, making it visually exciting as it is a very fast-paced game and accessible for new fans to engage with fully. The popularity of rugby sevens has grown exponentially in recent years, especially following its inclusion in the 2016 Olympic Games. The short, action-packed format is ideal for digital consumption, aligning with the new generation's short attention span and viewing habits. Short rugby games also enable tournaments to be played over a weekend, creating a festival-like atmosphere that appeals to fans worldwide (World Rugby, 2021). Moreover, sevens rugby is increasingly visible on social media due to its highlight-friendly content, fast tries, dramatic finishes, and emotional celebrations, all of which translate well to platforms like Instagram, TikTok, and YouTube (USA Rugby, n.d.-b). Additionally, the format is played year-round, making it more adaptable to international travel and sponsorship than traditional 15s.

The HSBC World Rugby Sevens Series, launched in 1999, has played a pivotal role in elevating sevens rugby to a professional, global platform. Traditionally, the series included multiple international stops in cities such as Dubai, Hong Kong, Cape Town, and Vancouver, with national teams earning points across the season. In 2023, World Rugby introduced the HSBC SVNS Series, a new model featuring equal participation from 12 men's and 12 women's national teams. The updated format includes a Grand Final event at the end of the season, where the top eight teams compete for the championship. Meanwhile, the bottom four teams face relegation playoffs against the best of the Challenger Series, increasing the stakes and competitiveness of the circuit (World Rugby, 2023). This new format reflects a push toward greater gender equity, a more engaging fan experience, and a more straightforward pathway for emerging rugby nations to participate at the highest level while aligning with the momentum leading up to the Los Angeles 2028 Olympic Games.

The Spanish rugby federation was established in 1923 and later became an official member of the International Rugby Board in 1988. Since France and the United Kingdom heavily influenced Spain in terms of sporting disciplines, most early rugby matches were held in mining areas in southern Spain, as these zones were primarily exploited by the British (Castellar and Pradas 2020). This led to the first-ever known rugby games being played in Spain, featuring two British teams, and bringing more exposure to the game in Spain. As years went on, more men were able to get involved in the sport, becoming well-known international athletes. Regarding a player who has proven the legitimacy of Spanish athletes in rugby, Manuel Moriche,

a player who played for the Arquitectura club from the 1970s to the 1980s, is widely regarded as one of Spain's greatest rugby stars for his exceptional abilities on the pitch. After him, more Spanish athletes began to become household names in Spanish rugby. As the sport gained popularity nationwide, multiple cities began forming their own rugby teams. Soon enough, Spain is now starting to compete against some of the highest-ranked rugby clubs and nations in Europe, placing high in competitions, winning more titles, and growing the number of spectators at each match.

While the national team's progression has been marked by considerable success, that hasn't come without some setbacks. Especially with the men's team, there have been some controversial events involving athletes on the team during their participation in the World Cup. After World Rugby found that Spain had employed an ineligible player during qualification, it led to them being disqualified from the 2023 Rugby World Cup. The rugby player in question has been charged with using a reportedly falsified passport to play for the nation while residing there. Spain had finally confirmed a World Cup spot for the first time in 24 years in March of that year, but got replaced by Romania. This was now the second time Spain had to forfeit its spot at the World Cup due to the same offense. Spain's previous eligibility violation in qualifying for the 2019 World Cup resulted in the federation having to pay a £25,000 fine and a £50,000 suspended fine.

Women's rugby in Spain, however, took longer to develop as a fully established programme. Early Spanish society opposed the idea of women participating in the sport. It wasn't until the 1970s that girls from the Higher School of Architecture in Madrid began to take an interest in playing rugby, starting to practise with their classmates. The women would play matches more like scrimmages due to the lack of women's clubs in Spain. Eventually, Barcelona and Madrid were the only two cities in Spain to create women's rugby teams. By 1991, 27 women's rugby teams were officially recognised by the Federation of Rugby, with clubs now stretching throughout the country. The women's national team, also known as “the Lionesses,” made their international debut at the 1991 Rugby World Cup, held in Wales. They were able to place 5th, with countries such as the United States, England, France, and New Zealand ahead of them. This changed the perspective on how good the programme could become, as they fell behind nations well known for being among the best rugby countries in the world. As they've continued to compete, the women's team has proven its legitimacy in sport, gaining international

recognition and success. In present-day Spain, there are now over 200 women's rugby clubs, showcasing both 15s and 7s rugby, demonstrating the importance and success of this expansion for female rugby athletes.

## Research Methods

We knew this documentary couldn't just be about sport from the beginning. Yes, it's about rugby, specifically the men's and women's national 7s teams in Spain, but what drew us in was everything beneath the surface: the emotion, the perseverance, the systemic challenges, and the unspoken questions of recognition and visibility. We weren't just filming training sessions or capturing on-field action. We were trying to tell the story of people chasing excellence in a sport still on the margins of Spain's athletic identity, especially for women.

To tell that story honestly, we needed more than visuals. We needed voices. We needed context. We needed to ground our narrative in evidence, not just for academic integrity but to ensure the film was connected to the reality we were portraying. Our research became the backbone of the entire project. It informed our interviews, shaped our perspective, and gave depth to our editorial decisions. We adopted a mixed-methods approach to gain a comprehensive, 360-degree understanding of the landscape. This aligns with widely accepted best practices in social research, where combining qualitative and quantitative methods allows for a deeper, more nuanced understanding of complex topics (Creswell & Plano Clark, 2017). On the qualitative side, we conducted in-depth interviews that enabled us to capture emotions, lived experiences, and reflections. On the quantitative side, we designed a digital survey to test the broader patterns we were hearing, particularly around media visibility and public awareness. These tools helped us bridge the gap between individual stories and collective perception.

This section outlines the research methods we used and why they mattered, not just technically but personally. It's not just about how we gathered data; it's about how it transformed our understanding of the story and helped us tell it more effectively.

## Qualitative and Quantitative Research

As a team, we began this project with more than just curiosity and interest; we began with admiration. Admiration for a sport that, despite not being mainstream in Spain, has managed to grow a loyal community, develop elite athletes, and compete at the international

level with resilience and pride. Our documentary set out to capture the rise and evolution of the Spanish men's and women's national rugby 7s teams, understanding how far they've come through grit, determination, and a collective identity.

To do justice to this story, we adopted a mixed-methods research approach, combining both qualitative and quantitative research tools. These methods enabled us to explore the journey of both teams from multiple angles: the human experience, institutional structure, public perception, and the cultural and historical significance of their development. It was never just about comparing media coverage; it was about tracing how these teams have evolved, how they're perceived, and how they've shaped and been shaped by the Spanish sporting landscape.

### **Qualitative Research: Capturing the Growth Through Personal Narratives**

The core of our research was built on in-depth, semi-structured interviews with individuals who have played key roles in both teams' journeys. We aimed to listen, not just to what the teams do on the pitch but to what it has taken to get there. We spoke to current players from both squads, coaching staff, federation representatives, and a sports journalist and television presenter whose reflections helped us understand the long-term trajectory of rugby 7s in Spain.

The qualitative interviews were designed to allow for open dialogue, guided by a few key themes:

- How did the player or coach become involved in rugby 7s?
- What changes have they observed over time in terms of performance, support, infrastructure, or recognition?
- What are the cultural and psychological pillars that hold these teams together?
- How do they define progress, both individually and as a collective?
- What are their future goals for the team?
- How has the team formed a strong community within the federation?

These were not formal interviews with rehearsed answers. The goal was to have them perceived as conversations: honest, at times emotional, and full of insight. Semi-structured interviews are widely used in qualitative research because they offer a balance of structure and flexibility, allowing participants to express complex experiences in their own words (Kvale & Brinkmann, 2009). We heard stories about the early days of the programme when players trained

on rented fields or had to share gear. We heard about the transition to more structured environments, the growing support from FERugby, and the pride of competing against giants like New Zealand or France. We also heard about the internal challenges, including injuries, balancing sports with work or study, and the ongoing fight for visibility, especially from the women's side. But what struck us most wasn't the complaints or gaps. It was the optimism. Nearly everyone we spoke to discussed how much the sport has grown over the last decade, particularly in terms of investment, youth participation, international performance, and professionalization. These interviews didn't just show us the sport's present but how far it's come and why so many people believe in its future. Qualitative research provided the emotional engine for the documentary. It reminded us that the story isn't just about inequality or exposure; it's about progress and the people building it step by step.

### **Quantitative Research: Measuring Perception and Growth**

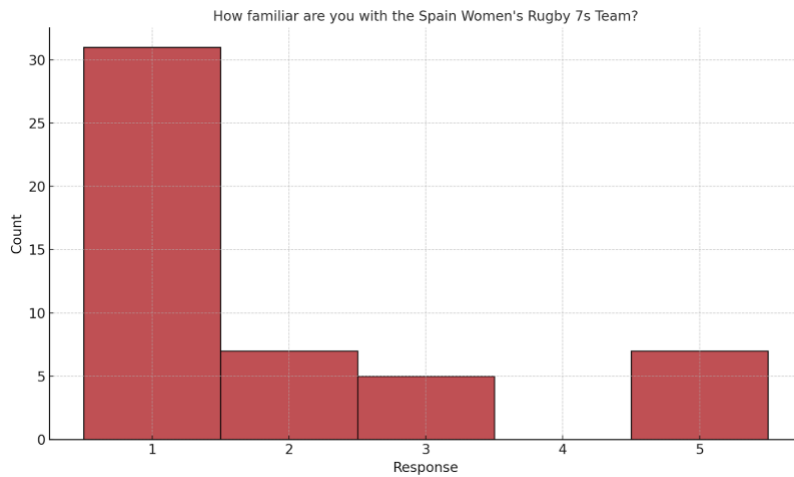
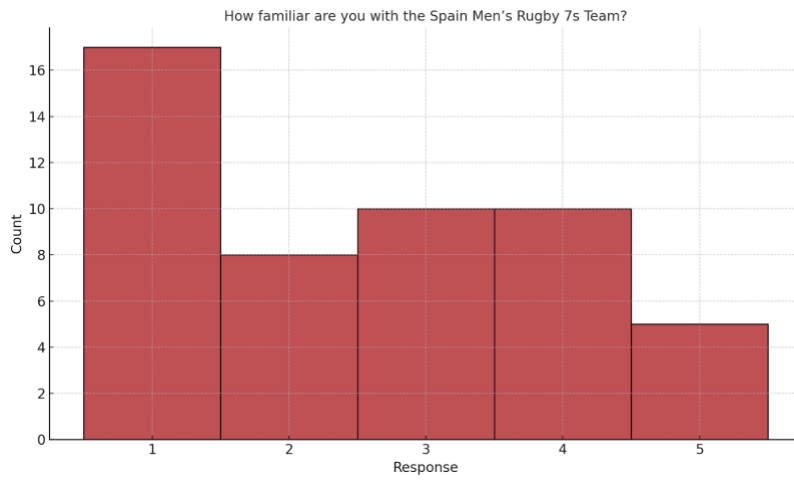
As we spoke to players, coaches, and staff from the men's and women's Spanish national rugby 7s teams, a consistent theme emerged: visibility. Nearly everyone we interviewed, especially from the women's team, mentioned the difficulty of gaining consistent media coverage, even in moments of competitive success. This raised an important question: Is the public even aware of how much both teams have achieved? And if not, is that due to a lack of interest or a lack of exposure?

To explore this more systematically, we designed a short digital survey to gather public perceptions on media coverage, team visibility, and the difference in exposure between the men's and women's national teams. Surveys are a commonly used tool in media and communication research to assess audience perception, engagement, and content visibility (Berger, 2018). Our goal wasn't to collect massive amounts of data but to test whether the experiences shared with us in interviews were also felt, or at least observed, by the public.

We distributed the survey over a two-week period through our project's social media account, WhatsApp groups, university networks, and rugby communities. It included a combination of multiple-choice and scaled questions focused on three main areas:

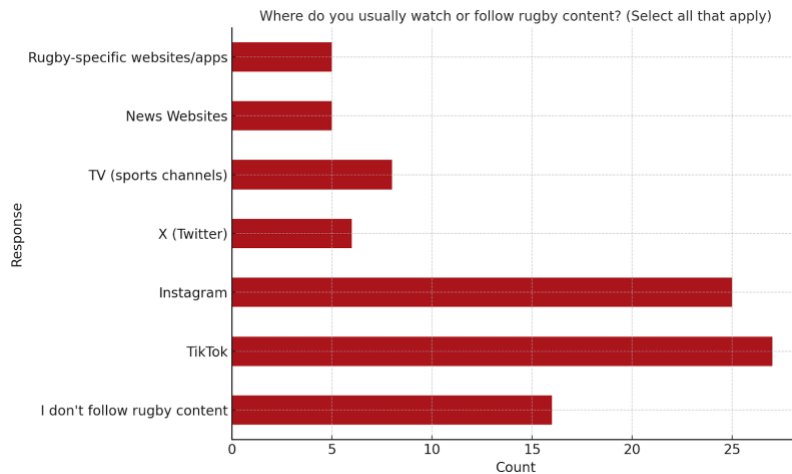
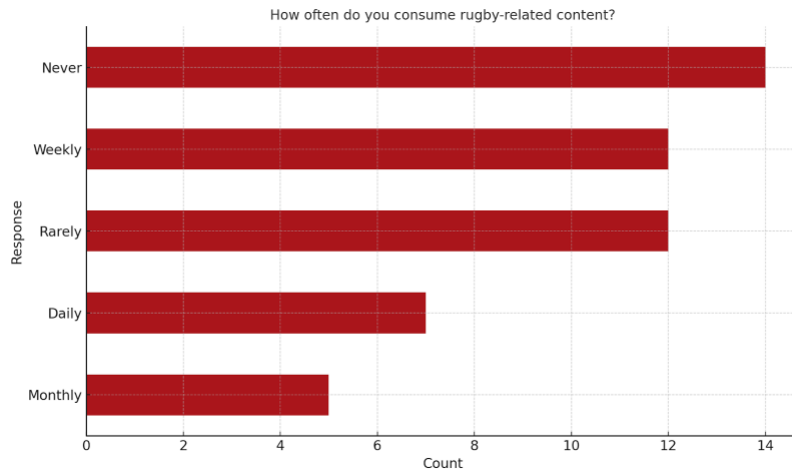
1. How aware are people in Spain of their national 7s teams, both the men's and women's?
2. How often do they encounter rugby 7s coverage in the media, and where?
3. Do they believe both teams are treated equally in terms of visibility?

At the time of writing, the survey had gathered 50 responses. While not a nationally representative sample, it included a diverse mix of students, amateur athletes, sports fans, and casual media consumers, providing a valuable cross-section of engaged yet varied perspectives. One of the first things we noticed was a gap in awareness. Most respondents, 66%, stated that they were aware that Spain had a national men's rugby 7s team. But when asked about the women's team, that number dropped to 38%.

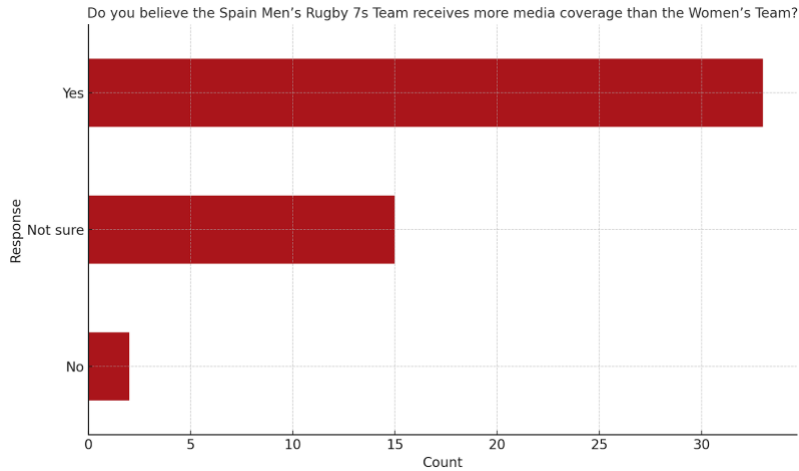


That gap reflected the sentiments expressed in interviews with female players. They described moments of celebration by friends or followers for a significant international result, weeks or months after it happened, simply because it hadn't been covered in Spanish media.

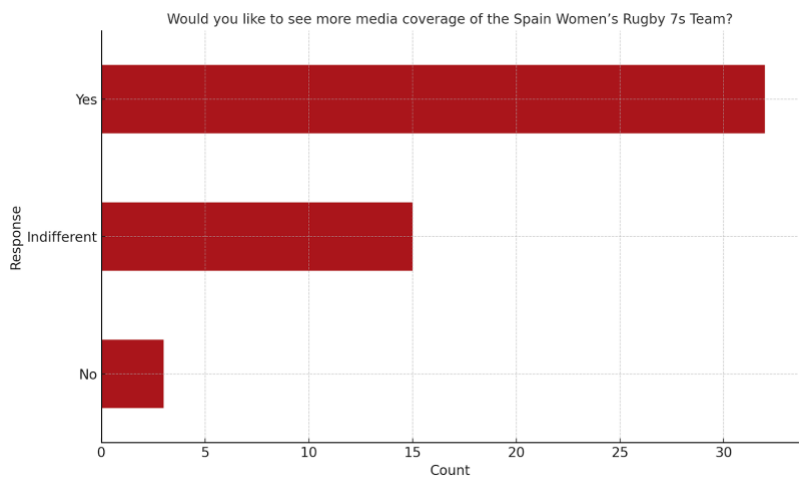
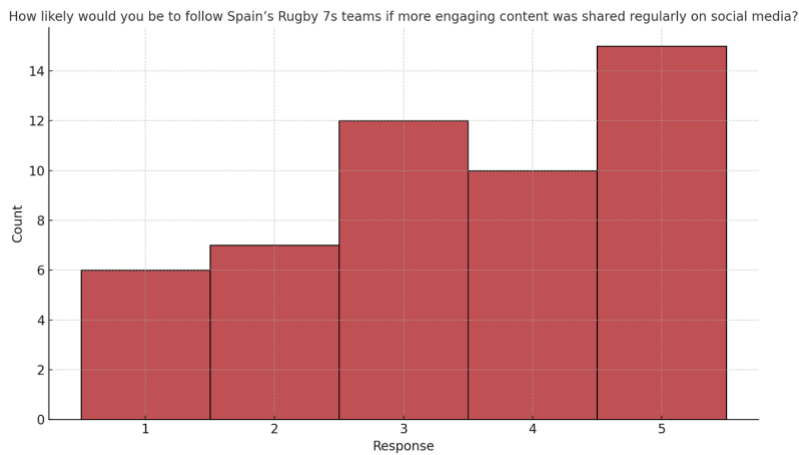
We also asked respondents how often they saw or heard about the teams in the media. When comparing the frequency of coverage, 66% reported having come across content about the men's team either frequently or occasionally. In contrast, only 28% said the same about the women's team. The platforms most commonly cited for rugby content were TikTok, followed by Instagram, YouTube, and a small percentage who mentioned traditional outlets, such as television or sports websites.



The most telling result came from a comparative question: Which team do you believe receives more media attention? The answer was clear: 66% chose the men's team, while only 4% felt that both were represented equally.



Finally, we asked a forward-looking question: Would you follow the women's national rugby 7s team more closely if they had more consistent media coverage and content? An encouraging 64% said yes.



The early results confirmed what our interviewees had been telling us: the visibility gap is real, and it affects how both teams are perceived and supported. However, the results also revealed something more hopeful: that there is interest. The audience isn't disinterested in women's rugby; they're just not being shown enough of it.

These responses helped shape not just the narrative of our documentary but also the way we approached promoting it. Based on the survey's findings, we prioritized sharing more content focused on the women's team through our social media channels, including player profiles, quotes, and behind-the-scenes footage. As expected, those posts consistently received the highest engagement, indicating that people are interested in these stories. They just need more chances to see them. Our survey wasn't perfect; we're the first to admit that. The sample size was limited, the audience was self-selecting, and the format didn't capture every nuance. However, as part of a mixed-methods approach, this small dataset gave us something incredibly valuable: direction, clarity, and validation. It allowed us to go beyond what we heard and felt and to back up those themes with data, even if the numbers were modest. And in a project like ours, where perception and representation are central to the story, that kind of confirmation is not just helpful. It's essential.

### **Why a Mixed Approach Made Sense**

We didn't choose qualitative and quantitative research to meet an academic requirement. We chose them because each method gave us access to something different, something essential. The interviews gave us emotion, complexity, and lived experience. The survey gave us structure, reach, and measurable feedback. Together, they allowed us to understand how the teams have evolved from within and how they are seen from the outside. This approach also helped us maintain a balanced approach to our storytelling. It would have been easy to focus solely on the challenges, especially those related to visibility or resource disparity. However, the research reminded us that there is another side to the story: one of steady progress, community effort, and cultural growth. Spain may not be a traditional rugby powerhouse, but both national teams have carved out a place on the global stage, and they've done it with less attention but no less pride. We built an emotionally grounded and socially relevant research base by combining personal storytelling with broader perception data. This allowed us to capture what rugby 7s in Spain looks like and feels like, ultimately, the story we wanted to tell.

## Criteria for Choosing Interviewees

In documentary research, the people who speak on camera do more than provide information; they bring the story to life. For our project on Spain's national rugby 7s teams, choosing interviewees was not just about access or titles but about connection. From the beginning, we knew that selecting the right voices meant finding people who could speak from experience and the heart. That required more than scheduling; it required trust. We were asking players and staff to let us into their world, to be vulnerable, and to share stories that weren't always visible on the pitch. Because of that, we approached our interviews not as transactional exchanges but as relationships. We prioritized spending time with our interviewees before filming, listening without pressure, and building a sense of familiarity that allowed for deeper, more authentic conversations later on.

This approach shaped how we selected our interviewees, structured the interviews, and ultimately told the story in the documentary. The following section outlines the criteria we used to select participants and explains why these criteria were critical, not only logistically but also ethically and emotionally. It also reflects on how personal connection became a core part of our research process and why we believe it strengthened the final project.

## Direct Team Involvement

We focused on interviewing individuals directly involved in the current national rugby 7s programs. This included players from the men's and women's teams, who could speak firsthand about the training environment, team culture, and their experiences representing Spain. Their perspectives were central to the story, not just as athletes but as individuals living the reality of playing high-level rugby in a sport still fighting for recognition in the country. We also interviewed the head coaches of each team, whose insights provided a broader understanding of how the programs are structured, how they've evolved, and what goals they are working toward, both technically and institutionally. We interviewed the men's team manager from the federation side, who offered a valuable administrative perspective on the support systems and operational realities of managing a national 7s programme. It's worth noting that the women's team does not currently have an equivalent managerial role, reflecting structural differences between the two programs. While this limited our ability to include an institutional voice from the women's side, it also became an essential part of the story, highlighting the similarities between the teams and the gaps that existed.

## **Representation of Both Programs**

Since one of our core goals was to represent both teams equally, we deliberately tried to include balanced voices from each side. We interviewed multiple players from both the men's and women's teams, ensuring that their presence in the documentary was not weighted toward one team over the other. Each team has its unique history, culture, and path; we wanted to reflect that, not flatten it. We also wanted to avoid speaking only to high-profile or "media-ready" individuals. Some of the most compelling stories came from players who are not household names but who spoke with raw honesty about the day-to-day realities of balancing elite sport with personal sacrifice.

## **Depth of Reflection and Storytelling Potential**

We didn't just choose interviewees based on titles or roles. One of our most important criteria was the individual's willingness to reflect, speak candidly, think critically, and share stories beyond what you'd find in a press release or post-match interview. We were looking for people who could articulate what they do, how they feel, what they hope for, and what they believe needs to change or improve. In this sense, some interviews stood out for their emotional depth. Players opened up about frustrations with limited media visibility or the pride of pulling on the Spain jersey after years of effort. Coaches spoke about the teams' evolution, from makeshift beginnings to structured programs, and how that growth has impacted not just performance but culture and identity.

## **Diversity of Roles and Perspectives**

We also made an effort to include perspectives beyond just the athletes. By speaking to coaches and the men's team manager, we gained insight into the broader picture: how programs are built, how athletes are supported (or not), and what challenges exist behind the scenes. This variety of roles helped us reflect the personal and institutional dimensions of rugby 7s in Spain. While we didn't capture every possible angle, including federation leadership and former players we couldn't reach in time, the range of voices we did include provided us with a grounded, multifaceted view of how the teams have evolved and where they still hope to go. Ultimately, our interview choices reflect the heart of this project: a human, balanced, and honest exploration of two teams growing within a system that's still evolving. We're deeply grateful to everyone

who gave us their time, trust, and stories. Their words didn't just inform our documentary; they became its voice.

### **Building Trust and Personal Connection**

One of the most impactful and unexpected aspects of our interview process was the development of personal relationships between our team and the individuals we were filming. From the earliest conversations, we understood that capturing meaningful, honest reflections required more than just showing up with a camera and a list of questions. It required time, sensitivity, and presence. We weren't journalists coming in for a quick quote; we were fellow athletes, students, and people genuinely interested in their journey.

Before filming, we often spent informal time with the players, chatting during breaks in training, helping set up equipment, or simply listening without recording. These moments helped break the barrier between “filmmaker” and “subject.” In some cases, we made multiple return visits before conducting an official interview. This familiarity allowed our conversations to go deeper and feel more natural, and it helped us gain the trust of individuals and the group as a whole. Because of this trust, several interviewees opened up in ways we didn't expect, sharing frustrations, hopes, and deeply personal motivations for being part of the national team. These were not details we could have captured without first building relationships. The emotional depth in the final film is a direct result of those connections, reminding us that good research is often relational, not just technical. This relationship-building also contributed to the documentary's authenticity. When someone feels seen and respected, they speak differently. As researchers and storytellers, we felt a responsibility to preserve that space.

### **Tools and Technical Considerations**

As a student-led team working on a documentary project with limited time and no external funding, we recognised that our choice of tools would play a crucial role in both the research process and the outcome. We weren't operating in a professional newsroom or production studio; instead, we worked from university studios, our apartments, coffee shops, and shared Google Drives. That reality shaped what we used and how we used it creatively, collaboratively, and with the flexibility to adapt as our project evolved. To manage our quantitative research, we used Google Forms to design and distribute our survey. The platform was ideal for our needs: intuitive, free, and easy to share across our networks. Its simple format

made it accessible to a wide range of respondents and allowed us to monitor submissions in real time. It was the perfect tool for a team with no data analysts, as it allowed for the collection of responses without adding unnecessary complexity to the process.

Once the responses started coming in, we turned to Google Sheets to organize and interpret the data. Sheets became more than just a place to store results. We used it to identify trends, sort responses, build pivot tables, and eventually create visualizations to include in our written report. Beyond the survey, Google Sheets also served as our central tracking system for the project, where we logged interview schedules, filming sessions, social media planning, and progress checkpoints. It helped keep everyone on the same page, especially when working across different cities or balancing university work alongside the project.

For all of our writing, from interview question drafts to the structure of our research report, we used Google Docs. Its collaborative nature allowed multiple team members to work on sections simultaneously, leave comments, suggest edits, and track changes easily. Whether we were writing our research plan, outlining scenes for the documentary, or reviewing interview quotes, Docs allowed us to stay connected and aligned as a team, even when we weren't physically in the same place. One of our most significant technical challenges was handling a large amount of audio from our interviews, especially transcribing them accurately and efficiently. For this, we used Clipto.ai, a tool that quickly became one of our most valuable resources. With Clipto.ai, we could generate fast and surprisingly accurate transcripts of our recorded interviews, saving us dozens of hours of manual transcription. It also allowed us to search for key quotes, organize content thematically, and work more effectively during the editing phase of the documentary. While we manually reviewed and corrected the transcripts for clarity and context, having a working draft generated automatically made the process much more manageable.

In many ways, our choice of tools reflects the reality of student production: working smart with what's available. We didn't have access to high-end analytics software or expensive editing suites. However, we had functional and reliable tools that allowed us to build something meaningful and do it together. These platforms made our workflow more efficient, collaboration more dynamic, and research more organised. Moreover, these tools enabled us to stay agile. When an interview needed to be rescheduled, we updated the sheet. When a quote came through that we wanted to include in the script, we pasted it into the shared doc. When a new survey

response came in, it appeared instantly in our system. The technology didn't just support the process; it enabled it to happen.

Looking back, our toolkit wasn't fancy, but it was effective. And in a project like this, where passion, coordination, and storytelling carry more weight than budgets or gear, that was all we needed.

### **Limitations and Challenges**

Every project carries its own set of limitations, some expected, others surprising. In our case, the process of researching and producing a documentary about the Spanish men's and women's national rugby 7s teams was marked by numerous learning curves, logistical hurdles, and moments of adaptation. From gaining institutional access to managing time, budget, and travel, each step brought challenges that tested our flexibility and resourcefulness. This section outlines those challenges not as shortcomings but as an honest reflection of the conditions under which we worked, which mirrored the themes of underrepresentation and perseverance that our documentary sought to explore.

### **Gaining Access to the Federation and Teams**

Our journey began with the simple idea of telling a balanced story that gave equal attention to the men's and women's teams. But turning that idea into reality required more than enthusiasm. It required time, patience, and persistence. Gaining access to the Federación Española de Rugby was a slow and formal process. We submitted proposals, followed up multiple times, and waited for internal approvals before we could start connecting directly with players and staff. Once granted access, coordinating with both national teams became a logistical puzzle. Unlike in some sports, the men's and women's 7s squads are not based in the exact training location. The women's team trained in Madrid, where we live and study, which made our interactions with them more fluid and manageable. The men's team, however, was based in Málaga, nearly 500 kilometres away, adding a significant layer of complexity to our production plans.

This geographic divide meant we had to coordinate filming around two entirely different training schedules while also figuring out transportation, accommodations, and equipment logistics, all on a student budget. Planning travel to Málaga involved searching for affordable transportation options, negotiating filming permissions in unfamiliar locations, and ensuring we

had access to the right camera equipment before departure. These trips were time-consuming and costly, necessitating a high level of strategic planning. We had to make every minute of filming count because we often couldn't afford a second trip.

Despite all this, we conducted interviews, captured training footage, and interacted with both teams in a way that added tremendous value to our final piece. However, the effort involved in coordinating these dual-location shoots cannot be understated. It pushed our team to the edge of our logistical and financial limits, making us appreciate the strength of collaboration and shared commitment.

### **Small Survey Sample Size**

Our efforts to gather public perception data through an online survey were met with moderate success. We collected 50 responses, which provided us with valuable insights into how rugby 7s is viewed, particularly regarding awareness and gender visibility. However, we're aware that this number is too small to draw statistically significant conclusions. Most respondents came from our university network and rugby-related communities, meaning our results likely skew toward more engaged or sports-aware audiences.

That said, the patterns we observed were still meaningful. The survey reinforced many of the themes we heard in interviews and saw in media analysis, particularly the low visibility of the women's team and the general lack of mainstream attention toward rugby 7s in Spain. Though the dataset was limited, it served as a useful qualitative snapshot that helped shape the focus and tone of the documentary.

### **Social Media Monitoring and Engagement**

Instead of monitoring traditional sports media coverage (which fell outside our scope), we decided to take control of our narrative by launching a dedicated social media account for the documentary project. This account served as a promotional tool and a space for live, ongoing audience research. We posted behind-the-scenes clips, interview snippets, player spotlights, and filming updates to build anticipation for the documentary and observe what kinds of content resonated most with our growing audience. However, managing the account also came with challenges. As a small team already balancing filming, research, and editing, social media became an additional workload, requiring consistent posting, visual design, caption writing, and interaction with followers. We did our best to stay active, but there were periods when the

pressure of production deadlines meant the account couldn't be updated as regularly as we had hoped.

Regarding research value, the account provided real-time feedback on audience engagement. For example, posts that highlighted personal stories from female players consistently performed better than general updates, confirming the public's interest in these less visible narratives. However, we also acknowledge that our sample was limited: the audience was small, largely organic, and comprised of individuals already inclined to support women's sports. As a result, while we could draw some conclusions from our analytics, the reach was too limited to make broad generalizations. Still, creating this account was a decisive step. It gave the project a public identity, helped us refine our messaging, and laid the groundwork for an audience that will follow the documentary beyond its release.

### **Time, Budget, and Production Bandwidth**

The most consistent challenge throughout the project was the pressure of time and resources. As a group of full-time students, we balanced this documentary with coursework, part-time jobs, internships, and the numerous responsibilities that come with the final stretch of a master's programme. Every task, from scriptwriting and editing to research, social media management, and scheduling, had to be juggled across a limited calendar and shared team bandwidth. Compounding this was the fact that we had no external funding. Every travel ticket, local transportation, equipment rental, and accommodation in Málaga came out of our pockets. We filmed interviews on rented cameras and edited on personal laptops. We learned to improvise. One of us would hold the microphone while the other adjusted the camera settings. We worked with minimal lighting and learned how to maximize the use of natural light and B-roll.

While this certainly limited the visual polish of the final piece, it also made the production more personal and reflective of who we are and what we stand for. The challenges we faced mirror those of the featured athletes: doing more with less, pushing through barriers, and fighting to be recognised. Ultimately, these limitations helped us find the emotional and editorial focus of the documentary. They forced us to prioritize what mattered most: to focus less on perfection and more on authenticity. In doing so, we discovered that the real power of storytelling lies not in flawless production but in real people, genuine effort, and authentic

voices. The very conditions that made our research difficult also made it meaningful. And that, in the end, is what this project was all about.

### **Contribution of Social Media to Research**

When we created the social media account for our documentary, our primary goal was to promote the project and share our creative journey with a broader audience. It was meant to be a behind-the-scenes look at the making of the film, a space to showcase the teams, the process, and the people involved. But what began as a communication tool quickly evolved into something more: it became a valuable extension of our research process. We launched the account with the goal of generating interest in the documentary while also increasing the broader visibility of rugby 7s in Spain, particularly the women's team, which, as our interviews and survey confirmed, often receives significantly less media attention. We saw the account not just as a promotional space but as a platform for storytelling, where we could begin giving the teams the exposure they deserved, even before the film was finished.

We posted regular updates throughout the production process, featuring behind-the-scenes clips from interviews and training sessions, quotes from players and coaches, snapshots of our team at work on set, and brief reflections on what we were learning as the project unfolded. The idea was to bring followers along for the journey and to share the challenges, surprises, and emotions behind the scenes of a student documentary that was as much about people as it was about sport. At the same time, we began to realise that the account wasn't just helping us communicate our work; it was giving us insight into how people engage with rugby 7s content. We began noticing patterns. For example, posts that were more fun and humanized by the team members, such as players talking about their biggest fears or their team's flaws, consistently received the most engagement. These posts sparked conversations, shares, and even messages of support from new followers who admitted they hadn't known the women's team existed or wanted to learn more.

This real-time feedback became an unexpected but powerful part of our research. It allowed us to see what types of content resonated most and what kinds of narratives the public seemed most eager to hear. It reinforced many ideas that emerged in our interviews and survey, such as that interest in women's rugby is not lacking, but access and visibility are. By observing which stories drew attention and engagement, we gained a better understanding of the public's appetite for more inclusive, human-centred sports coverage.

We also used the account to distribute our survey and track how people responded to different approaches. Sharing the link on our stories with a direct, personal call to action proved more effective than traditional static posts. This process helped us boost response rates and taught us how language, tone, and visual format can shape digital interactions, a valuable insight that extends beyond the survey.

In addition, the account gave us a sense of momentum and community. It became a small but lively hub where followers, from rugby fans to fellow students, could follow our progress and interact with the story as it developed. It kept us accountable, connected, and motivated. During long editing days or frustrating logistical challenges, the online support reminded us why this story mattered and why we were telling it in the first place. In the research context, this account functioned as a live observational platform. It didn't just help us reach people; it helped us understand them. It gave us insight into what gets noticed, what doesn't, and how people respond when they feel seen. That's at the heart of our documentary: visibility, both on and off the field. So, while the social media account began as a tool to promote the final product, it ultimately helped shape it. It reflected the same values we carried into the documentary: balance, honesty, visibility, and engagement. Ultimately, it not only supported our research, but also provided valuable insights. It became part of it.

### **Research-Informed Goals for the Documentary**

As our research progressed, it became clear that the documentary we set out to make about the rise and growth of Spain's national rugby 7s teams could not simply be a retelling of achievements or match results. The stories we were gathering through interviews and audience insights revealed something much more profound: a sport in evolution, two teams chasing excellence often without the spotlight they deserve, and a community quietly building something powerful beneath the surface. Our findings, ranging from the emotional honesty of our interviewees to the patterns in our survey and social media engagement, informed not only the documentary's content but also its approach. They actively shaped their goals. What started as a sports film evolved into something more layered and intentional: a project grounded in authentic voices, real challenges, and the urgent need to make what has long remained unseen visible. Below are the core goals that emerged directly from our research process. These goals guide everything from our editorial choices to our visual storytelling.

### **Balance and Equality in Representation**

One of the clearest takeaways from our interviews and survey was the imbalance in visibility between the men's and women's teams. Female players spoke openly about their frustration with the lack of media coverage, and our quantitative data showed that public awareness of the women's team was significantly lower, even among sports-interested audiences. This motivated us to be intentional in how we structured the documentary. We committed to giving equal narrative weight to both teams regarding screen time and the emotional and storytelling depth we brought to their journeys. We avoided tokenistic comparisons or "women as an afterthought" framing. Instead, we placed the teams side by side as two parts of one shared national movement: different paths, same passion.

### **Showcasing Growth Over Time**

Our research revealed that despite differences in visibility and resources, both teams have undergone real, measurable growth in recent years. From institutional support to professional development and international performance, Spain's rugby 7s programs have evolved from fringe operations to internationally recognised squads. We wanted to reflect this arc in the documentary. This meant highlighting current achievements and providing space for the backstory: how players entered the sport, how the teams developed training structures, and how milestones like Olympic participation influenced public perception. This emphasis on growth helped us move beyond match-centric storytelling and instead capture the human, cultural, and institutional journey of rugby 7s in Spain.

### **Emphasizing Emotion and Identity**

Through interviews, we encountered something that no article or press release could have given us: emotion. Players spoke about the pride of wearing the national jersey and their sacrifices, the jobs and studies they juggle, the injuries they recover from, and the families they miss while on the road. Coaches discussed building trust, nurturing young talent, and striving for excellence in a sport that still lacks consistent recognition. Our goal became to honour these emotions and allow them to guide the documentary's tone. This wasn't about creating drama for drama's sake but showing the real, personal cost and joy of competing at this level. We leaned into vulnerability as a storytelling strength, using moments of reflection, silence, and honesty to elevate the narrative beyond typical sports coverage.

### **Inspiring Engagement and Visibility**

Another goal that emerged through our survey and social media presence was the clear public interest in learning more, especially about the women's team. Many respondents indicated they would follow women's rugby more closely if it were more visible and accessible. That insight became one of our guiding motivators. We wanted the documentary to inform and spark curiosity and connection, to leave viewers thinking, "Why haven't I seen more of this before?" and perhaps seeking out the teams' next match or following a player on social media. Every decision, from the structure of scenes to the way we cut player interviews, was made with visibility in mind. The goal was to contribute to the momentum these teams have already built, helping carry their stories further into public view.

### **Creating a Story That Stands Beyond the Sport**

Lastly, our research reminded us that while rugby is the focus, the real story is about people: teamwork, identity, representation, and the pursuit of excellence under pressure. We wanted the documentary to resonate with viewers beyond just sports fans, to speak to anyone who understands what it means to work hard for something you love, often without the recognition you deserve. In that sense, the ultimate goal was to create something lasting and accessible, a story that celebrates the sport while posing larger questions: What does visibility truly mean? Who gets to be seen? And what can we do, as creators, as fans, as a society, to bring more attention to stories that matter? These research-informed goals became our creative compass. They helped us transition from simply documenting a season to documenting a movement, a quiet, steady rise that deserves to be seen and remembered.

### **Interviews - Women's Documentary**

To showcase the in-depth details of what it's like to be on Spain's national rugby team, we interviewed team members for more insight before and after their tournament in Los Angeles, as well as an external source to provide a different perspective on how Spanish rugby is perceived. The interviews are a mix of English and Spanish responses. Down below is a complete list of people who were interviewed for this documentary:

Pre-Los Angeles World Championships:

1. Coach María Ribera

2. Abril Camacho Ruiz
3. Ceci Huarte Sebastian
4. Denisse Gortazar
5. Iciar Pozo Eizaguirre
6. Jimena Blanco-Hortiguera
7. Juana Stella
8. Marta Cantabrana
9. Marta Fresno

Post-Los Angeles World Championships:

1. Coach María Ribera
2. Denisse Gortazar
3. Juana Stella
4. Marta Cantabrana

We interviewed a source externally from the Spanish Rugby Federation. That source was Marcos López, who is currently a sports anchor and television presenter for Radio y Televisión Española, the Spanish national public television. Marcos López has been in the industry for 30 years, having started his career in 1995 at Canal Plus, a cable television network. He began reporting on handball matches, which led to his presentation of sports programming. He has been a presenter, interviewer, reporter, and correspondent. He has also spent time working in this capacity in South America, thereby gaining a wide range of knowledge in sports journalism. In recent years, Marcos López has had the opportunity to cover major global sporting events, including the Olympic Games and the World Cup. We had the honour of having Marcos López as one of our professors during our master's study, where he lectured and taught us the nuances of being a sports anchor.

We interviewed Marcos López at his place of work, the RTVE offices in Madrid, Spain. We chose this location to further and solidify his expertise in the Spanish sports world. We formulated a series of interview questions to gain a deeper understanding of his professional background and the Spanish sports media landscape.

The series of questions we posed: *What is your name? Where do you work? How long have you been a journalist or presenter? What sport or sports do Spanish fans want to see most? Either broadcast or live. Do you think rugby is big in Spain? When did rugby get big in Spain?*

*Why do you think rugby isn't big in Spain? Have you covered rugby before? What do you think about the growth of women's professional sports? What makes rugby 7s unique compared to rugby 15s? (Can only ask this if he has said yes to knowing about and understanding rugby.). Rugby 7s rarely makes headlines in Spanish sports media, so why do you think that is the case? Have you noticed an increase in news coverage surrounding rugby? From a journalist's point of view, what challenges come with covering rugby 7s in Spain? Are broadcasters and outlets missing an opportunity by not showcasing rugby 7s more prominently? What needs to change for rugby 7s to gain more coverage on major platforms in Spain? What do you think is holding rugby 7s back from becoming more mainstream in Spain?* The answers to these questions will be outlined in the following paragraphs.

Regarding the question of what Spanish sports fans want to see the most, Marcos López emphasized that it is 100% football. He noted that it is much more popular than any other sport in the country, historically and in the present day. On that note, he says that football is the most popular sport for fans in many other countries as well. In Spain, sports such as tennis are very popular and receive a lot of media attention due to having Spanish stars like Rafael Nadal and Alcaraz. In terms of rugby's popularity and fan base in Spain, López explains that rugby was an almost unknown sport in Spain for decades; however, in recent years, it has been gaining respect and acceptance. There are not masses of people attending their games and matches, but the national team has experienced rising success in the past few years, qualifying for the World Cups, which unfortunately ended badly due to off-field issues.

Marcos López says that the national team has qualified for the next World Cup, which is a significant step forward for Spain and for the acceptance and fan base of the sport in the country. For a sport to become popular in Spain and even match the popularity levels of football, it needs to stem from the successes of the national team. Rugby has gained more followers over the past decade, but as the league progresses, strengthens, and attracts more sponsors, it will continue to grow. Regarding Marcos López's engagement with rugby and the sportscasting of rugby, he hasn't had direct experience with it, which means that it doesn't receive much or any airtime at RTVE, Spain's national broadcasting service.

Marcos López attributes part of the reason why rugby isn't big in Spain to the little exposure it gets at the youth level. Rugby is not in Spanish tradition and is therefore not taught or played in schools to young boys and girls. He also notes how climate is an issue for rugby in

Spain. Across more than half of Spain, it is too warm to maintain the quality and costs of rugby fields, and unlike football, they don't tend to play rugby in the sand. Therefore, there is only a slight rugby culture in northern Spain, where the climate is more temperate, such as in Castile or Valladolid. In that region, they have a small legion of supporters.

Concerning the benefits of Rugby 7s over that of regular Rugby 15s, López says that Rugby 7s has advantages in terms of its acceptance and popularity in the country. It is more dynamic and easier to watch as the matches are shorter and faster paced. It is also higher scoring. That is all a step in the right direction for television coverage. He compares this to what has happened at the Olympic Games with the inclusion of 3v3 basketball. It was successful in that capacity and has opened up the door for other adaptations of older long-form sports.

Furthermore, it was noted that rugby and rugby 7s will receive more respect and be covered more in Spain when the teams win more. Journalists tend to focus more on victories than defeats, so if Spain continues to win as the men and women have been doing, they are more likely to appear in news bulletins. However, if they lose more often than they win, the chances are that they will not appear in the news.

More specifically, on the topic of women in sports in Spain and the Spain Women's Rugby 7s team, Marcos López feels that the lack of coverage and media attention is a cultural issue. Spain has made significant progress in advancing women's rights and increasing women's participation in sports, both at the grassroots and professional levels. However, certain sports in Spain still carry a connotation of being too strenuous or challenging for women, such as rugby, where further steps are needed. In other countries, such as England and France, where women's participation in sports has perhaps progressed further, they receive significantly higher viewership. In contrast, in Spain, 90% of the rugby viewing audience is male. Furthermore, in Spain, there seem to be only around 35,000 licenses for people practicing rugby, whereas in France and England, those numbers are closer to 300,000 licenses. That big gap, compared to Spain, impacts the number of women involved in the sport.

### **Women's Interviews**

We interviewed a series of players from the Spain Rugby 7s Women's team, as well as the team's coach. We conducted a total of 13 interviews; of those, nine were conducted before the team departed for the World Championships in Los Angeles. Some interviews were

conducted in English, as the athletes felt comfortable in their language abilities, and we were also able to conduct interviews in Spanish. In total, we interviewed 8 players, 3 of whom we interviewed again after they returned from the World Championships in Los Angeles. We also interviewed the coach, Maria Ribera, twice, before and after the tournament in Los Angeles.

The following players were interviewed: Iciar Pozo, Cecilia Huarte, Abril Camacho, Jimena Blanco-Hortiguera, Juana Stella, Marta Cantabrana, Denisse Gortazar, and Marta Fresno. We asked these players a series of questions better to understand their experience with the sport of rugby, their exposure to the sport, their goals and aspirations, and their dreams for the future in the sport. With certain players, we asked more specific questions, as they would be able to bring a unique perspective to our project based on factors such as age, prior injuries, or captaincy experience.

The baseline interview questions that were asked included the following:

For introductory purposes, we began the interviews with simple questions, such as, *"What's your name?" Where are you from? How old are you? And what do you do?*

For more background on each athlete's individual career, we asked: *Do you play for a club outside of the national team?*

For the age-related questions, we found that the women's 7s team is a fairly young group, with an average age range of 21-24, and a few outliers, including their youngest athlete, who is just 18 years old, and some of their veterans' ages reaching close to 30. The team has a great balance of experienced players, with some girls on the squad having been competing for Spain for many years, and the younger athletes, being so new to the national team, get to look up to them as role models when understanding their roles they must uphold as female athletes at the national level. Having such a young squad meant that there was plenty of potential to shape the team at such an early age, as well as having the younger athletes bring a sense of playfulness and youthfulness to the squad.

*What does it mean to you to represent Spain internationally?*

*Did you ever play 15s? And what made you change from 15s to 7s?*

*Have you noticed any progress or change in the sport here in Spain?*

*Do you work or study outside of rugby?*

*How do you balance playing rugby and your studies?*

When asked about their educational and work lives outside of being professional athletes, we were surprised to learn that most of the women's team are currently in university, pursuing degrees in a wide variety of subjects. They said that their weekday schedule mainly consists of rugby training early in the morning. Then the athletes carpool together after their training, usually going home, eating, studying, and then returning to more training in the afternoons. The athletes explained how it has been quite difficult to balance both, as both education and the national team require a lot of focus, time, and attention. They all agreed how much they value their education, so they prioritize finding that equal balance to ensure they succeed in both university and their performance as athletes playing on the national team.

*Do you remember how it felt first stepping onto the pitch as a national team player?*

*Do you feel the media gives you the platform you deserve?*

*Do you have any role models, and what makes them role models?*

*How does it feel to be a role model for the next generation?*

*If younger girls watch this documentary, what message do you have for them?*

*Describe your team in one word or sentence.*

As a group, this question was the most heartwarming, allowing us to see what this team truly means to each athlete. As a collective, 90% of the women's team responded with the one word to describe the team, which was family. They described how they spend almost every day with the team, going through both good and tough practices together. They emphasized how they all do it together, inspiring each other every day to be the best versions of themselves. This really showed our group the true meaning of sisterhood and how much the athletes respect and love one another. Despite coming from different parts of Spain, being part of this team is something extremely special to these athletes, and they feel the need to represent it in the best way they can. They explained that some days are harder than others, but if they ever needed anything, their

fellow teammates would be ready to help them instantly. They also mentioned how they have truly become a family and couldn't imagine not playing with each other at their sides. This answer allowed us to see the emotionally vulnerable yet loving side of each athlete interviewed, and the fact that a majority of the women had the exact same answer shows how genuine that feeling of community must be.

*How long have you been playing for the national team?*

*As one of the older, more experienced players, how has the team evolved over the years?*

*Where do you see this team in five years?*

*What is the most memorable match you played with the national team, and why?*

*Do you prefer rugby 15s or 7s, and why?*

*Do you have any game day rituals?*

*When and how did you find that rugby is the sport for you?*

*Can you describe a moment of pure heartbreak in your career?*

*What's your favourite match you have played?*

*What makes your team special?*

*Do you ever feel underestimated because you're a woman in a high-contact sport or a sport considered mainly a 'man's sport'?*

Regarding the current female athletes who were injured this past season, we asked the same range of questions and also attempted to focus on how their injuries had affected them. The list of questions is as follows:

*How long were you injured for? How did it mentally affect you, being injured and not being able to play?*

*What is your injury? When did you get injured? How long are you out for?*

*Can you take us back to the moment you got injured? What were you feeling?*

*Being injured and unable to play, how did it affect you mentally and emotionally?*

*How has your team supported you through the injury?*

Thankfully, none of the female athletes suffered severe injuries this season, but they explained how heartbreaking it is not to be able to compete alongside their team. Some athletes have been out for most of the season, while others have suffered recent injuries. Most of them stated that when their injury happened, it was such a rush. They were aware that some sort of injury had occurred, but mentally, due to the intensity of the game, they had not realised at the time how severe their injury was. As much as they were happy to be with the team and support them, they all just wanted to contribute to their team by getting on the pitch as quickly as possible.

These in-depth and insightful interview questions provided us with the answers that gave us an emotional and informational perspective on what the heart of this team truly showcases. These women all have different and unique backgrounds, and their journeys that led them to the national team are so inspiring. We got to learn about their athletic backgrounds and their dreams and goals for the national team and got to see a more relaxed yet personable side to the athletes.

### **Interviews - Men's Documentary**

The filming process of the Spain Rugby 7s Men's team took place in two separate locations: from April 22-25 in Málaga and May 19-22 in Madrid. This allowed us to ask tailored questions before and after the World Championships in Los Angeles from May 3-4. Interviews were conducted in both English and Spanish, and across several locations in each city, to ensure players were comfortable and able to express themselves fully during the interviews. These conditions allowed us to obtain original and honest answers for use in our documentary.

## Pre-Los Angeles World Championships, Malaga

In Málaga, we interviewed eight players, the head coach, and the manager. Interviews were conducted solo and in pairs, with some players interviewed more than once. The following interviews were conducted in Málaga:

1. Jeremy Trevithick
2. Antón Legorburu
3. Pol Pla
4. Josep Serres
5. Paco Cosculluela
6. Jaime Mateca and Alejandro Laforga
7. Jeremy Trevithick and Paco Cosculluela
8. Antón Legorburu and Manu Moreno
9. Paco Hernández
10. Luis Guerra

We created a template of questions that could be used in interviews with all players. When interviewing the head coach (Paco Hernández), manager (Luis Guerra) and captain (Pol Pla), more specific questions were added for use in the documentary. The more generic questions were as follows, with questions translated and asked in Spanish when necessary:

- *What is your name, age, and position?*
- *What age did you start playing rugby?*
- *What age did you transition from 15s to 7s?*
  - a) *Do you have a preference?*
    - i) *If so, why?*
- *How long have you played for the Spain 7s national team?*
- *What's the biggest challenge you've overcome so far playing rugby?*
- *What's been the best moment in your rugby career?*
- *What goals do you have for yourself during your career?*

- *Do you have a rugby-related role model?*
- *What does it mean to you to represent Spain?*
- *What are the next steps for rugby in Spain?*
- *Do you have any pregame rituals or superstitions?*
- *What would a medal in Los Angeles mean to you?*
- *How would you celebrate a medal in Los Angeles?*

### **Post-Los Angeles World Championships, Madrid**

In Madrid we conducted 15 interviews, 7 of which being follow-up interviews with players interviewed already in Málaga. The following interviews were conducted in Madrid:

- Jeremy Trevithick
- Alejandro Laforga
- Juan Ramos
- Enrique Bolinches
- Josep Serres
- Antón Legorburu
- Edu López
- Manu Moreno
- Ángel Bozal
- Pol Pla
- Tiago Romero
- Jaime Mata
- Tobi Sainz Trápaga
- Tobi Sainz Trápaga and Manu Sainz Trápaga
- Paco Hernández

These interviews focused on the result of the World Championships in Los Angeles, team dynamics, and relationships on and off the pitch. Interviews were kept brief to maintain engagement and authenticity, and a diverse mix of questions was asked to each player to ensure a comprehensive set of answers and a broader representation of voices in the final documentary.

- *How did it feel going into the group stage with Australia, New Zealand, and Fiji?*
- *How did your mindset change after you lost the first game to Australia?*
- *You needed to beat Fiji by 8 points to advance to the semifinals. Did this change how you played the game?*
- *Spain hadn't won against Argentina since 2019. How did this win feel, knowing you had guaranteed a medal and beat the current world number 1s?*
- *How did you feel after losing the final to South Africa? It's obviously a massive achievement to come 2nd in the world, but was there any disappointment coming so close to 1st?*
- *What was your best moment of the tournament, on or off the pitch?*
- *What makes this Spain team different?*
- *Do you think the team's relationship off the pitch is the key to your recent successes?*
- *This has been a historic season for Spain Rugby 7s. What's the goal for next season?*

In addition to asking a more general set of questions, we specifically selected players to answer questions about the games and results throughout the tournament. Players were selected based on their performance in each game to provide an accurate and in-depth recap of the game and its score. The games we covered and the players asked to recap were”

Spain vs Australia - Alejandro Laforga

Spain vs New Zealand - Juan Ramos

Spain vs Fiji - Jeremy Trevithick

Spain vs Argentina (semifinals) - Edu López

Spain vs South Africa (finals) - Pol Pla

### **External Interviews**

In addition to interviewing team players and coaching staff, we also conducted an interview with Rugby Expert Antonio González. His interview allowed us to gain insight into how and why Spain has managed to grow at the pace it has and how it can maintain its results. The questions for Antonio were as follows:

- *In the past decade, how have Spain 7s performed on an international level?*
- *When did you start seeing a change in the team's performance?*
- *What factors specifically would you put this change down to?*
- *What's next for Spain?*
  - a) *Can they keep growing?*
  - a) *Is this season a fluke or can we expect the same/ better results in the near future?*

These questions elicited authentic and insightful responses, providing a clearer picture of the team, their training methods, and how they have managed to climb the standings. A few of Antonio's answers were showcased in the documentary, but other great answers allowed us to shape the story of our documentary and further our understanding. The answers were as follows:

*"For most of the past decade, Spain was barely part of the rugby 7s conversation. They were never really a threat. They showed up, they competed, but they weren't expected to win."*

*"Most years, Spain have been fighting to avoid relegation at the end of each season, just about clinging on and staying up. You never knew if they'd be competing in the top division the next year. Stability was never guaranteed and pushing for titles was out of the question."*

*"There was talent, sure, but the infrastructure wasn't there. Young athletes weren't dreaming of playing for Spain in rugby 7s and the team was less cohesive. I think that's what's changed in recent years."*

*"This season shattered expectations. For the first time ever, not one but two Spanish players: Manu Moreno and Pol Pla, made the HSBC Dream Team. That's two of the best seven players in the world, coming from a country few ever associated with elite rugby."*

*"What we're witnessing is a cultural shift. Rugby in Spain used to be a niche, now it's becoming part of the sporting conversation and starting to be given serious attention by the media. People want to see more of the team."*

*"To be expected to put up a fight against traditional rugby 7s giants like New Zealand or Argentina was almost unthinkable for Spain not long ago. Now, Spain's doing it, and doing it consistently."*

*"If other teams haven't started paying close attention to Spain yet, they will now. This isn't just a feel-good story. It's a warning shot."*

*"What sets this Spanish side apart isn't just skill, it's connection. You can see it in the way they play. This team isn't just a squad, it's a brotherhood. And I think that sense of family has been instrumental in carrying them to new heights."*

*"You can feel the joy when they play. There's laughter, hugs, dancing both before and after matches. That kind of chemistry, it's rare."*

## **Project Development**

### **Organisational Process**

The idea to focus on rugby, particularly rugby 7s, and the concept of short-form sports emerged within the group in December 2024. After contemplating many sports topics, our group decided to move forward with rugby. Knowing we had to produce an audiovisual content piece, it became very clear through initial meetings together that a series of documentaries would be our primary end product. While other pieces of content will be produced alongside this project, the main pieces are the documentaries.

Naturally, we had to choose subjects for our documentaries. We had been aware of the social media accounts of the Spanish men's rugby 7s team, and we decided immediately to aim high and reach out to the Spanish Federation. We reached out via email, and luckily, they responded and agreed to meet with us to discuss our project proposal, which can be found below:

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DOCUMENTARY PROPOSAL: WWW Productions x Federación Española de Rugby

### *Objectives:*

To produce a documentary that tells the incredible story of rugby in Spain and its growth as a sport, with a particular focus on its rapid rise in popularity in recent years. The project will provide audiences with a deeper insight into both the teams and individual players, whilst also educating them on the sport as a whole. Furthermore, the documentary will emphasise the incredible work of the Federación Española de Rugby to grow rugby at all levels throughout the nation.

### *Who Are We:*

WWW Productions: We are a team of Sports Journalists from a range of nationalities and sporting backgrounds, united by our love of storytelling. We have a wealth of experience in the field with all members of the production team currently working towards their Master's degree in Sports Journalism whilst also working at Real Madrid CF, with the majority at Real Madrid TV.

### *Motivations:*

The Federation has experienced immense success on short-form media platforms such as Instagram and TikTok, however, we believe that a longer form documentary/mini-series could provide further insight into the team, converting casual viewers into long-term fans whilst also reaching a different audience from the usual social media outreach.

### *Benefits for the Federation:*

- The final product and raw footage would be shared with the Federation for their use as they see fit.
- Increased national and international exposure (documentary captioned in both English and Spanish) through authentic storytelling that supports fan engagement worldwide.

### *Potential Themes:*

- The evolution of rugby in Spain and the challenges it has faced
- The growth of rugby 7s compared to 15s (including athlete transition stories)
- Individual athletes and their path to representing their country internationally
- The rise of the women's team
- What's next for the sport

*Proposed Access:*

- Permission to film training sessions and team environments, where possible
- Interviews with players, coaches, and staff
- Use of archival footage, if available
- Time with team management to understand the development strategy
- However, we would be grateful for any access as you see fit and would love to have a conversation to reach a mutual understanding of what would most benefit both parties

*Next Steps:*

We are excited to begin production as soon as possible, following approval of access. Our team is flexible, collaborative, and committed to working closely with the Federation to ensure a respectful and accurate portrayal of both its members and the sport as a whole.

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The above proposal was presented at a meeting with FERugby, which took place on 26 of March. This was a time for the Federation to meet us, for us to meet them, and to request access to both the men's and women's Spain 7s teams. Miguel and Helena from FERugby were enthusiastic about our project and were eager to assist. The topic of financing did come up, and we made sure to clarify that we did not require any funding for this project and that all we needed was access to the teams.

Since our meeting was in late March, the most realistic storyline was to focus on the HSBC SVNS Series World Championships in Los Angeles. The final tournament of the series was scheduled for the weekend of May 2-4. We used this pivotal date range as a way for us to work backward in our project planning. From here, Triple Dub Sports began to look at the calendar more closely and plan when we could realistically complete our pre-LA filming. We were given the contacts of Luis Guerra, the team manager of the men's team, and María Ribera, the head coach of the women's team. During this period, we realised that using WhatsApp for communication was significantly more effective than email. Extended and detailed versions of these exchanges can be found in the appendix of this paper.

After a series of exchanges, it was decided that pre-LA women's filming would occur in Madrid from 13 of April to 17 of April. Alternatively, men's filming occurred in Málaga (since that is their home base) from 21 of April to 25 of April. Once these filming periods were over, our team members began organising the content gathered over those weeks. We all anxiously

watched the LAX SVNS Series World Championship from Madrid, where both the men's and women's teams obtained favourable results.

After the tournament, we met with both teams again in Madrid to complete our post-LA interviews and content. Meetings with the men's team took place from 19-22 of May and women's team meetings took place from 19-23 of May. Editing began 19 of May for both documentaries.

Both the men's and women's documentaries are roughly 14 minutes in length, representing the duration of a rugby 7s game. Both teams have slightly different narrative arcs based on their success within their divisions of the Sevens Series and their general media exposure. Due to the unpopularity of rugby in Spain, both the men's and women's sides still need to make large strides in media coverage, sponsorships, and investment. Neither team gets very much mainstream media coverage. However, despite this factor, disparities still exist between the two teams. Like most sports, women's sports get significantly less funding and coverage than men's. Our goal is to increase the interest of non-rugby fans and convert them into regular rugby fans. The timing of producing these documentaries is now highly relevant due to the recent increase in rugby 7s popularity and the team development for the LA 2028 Olympics.

### **Documentary Development**

The documentaries used the following pieces of equipment:

- Panasonic 4K video camera and tripod
- Panasonic SD video camera and tripod
- Nikon ZII6 camera
- GoPro
- Wireless microphones for interviews
- Lighting kit
- iPhones
- Adobe Premiere Pro (editing software)

Using this equipment, we obtained the following types of content:

- City B-Roll (video)
- Strength and conditioning in the gym (video and photo)
- Training on the pitch (video)

- “Brotherhood” or “Sisterhood” videos that encapsulated the relationships between the team (video)
- Interviews (video and photo)
- Contextual shots (video)
- Social content (video and photo)

An important note to add is that we asked players who travelled to the LAX World Championships to film behind-the-scenes footage of their tournament. We contacted specific players, Jeremy Trevithick and Antón Legorburu for the men’s team, and Denisse Gortazar and Juana Stella for the women’s team, to obtain these types of shots on their iPhones.

Due to the scope of our documentary, it was necessary to utilize archival footage from previous games and seasons to illustrate the growth and improvement of the men’s team. Similarly, we did not obtain full access to the team until April, which is almost at the end of the HSBC SVNS season. The types of shots we acquired from the following sources may be viewed below, and additional details on all shots can be found in the appendix:

1. FERugby
  - a. Behind-the-scenes footage of 24/25 matches
2. World Rugby
  - a. Gameplay from this season
  - b. Gameplay from last season
  - c. Behind-the-scenes footage from this season
3. RugbyPassTV
  - a. Gameplay from this season
  - b. Gameplay from last season
4. Javi Izquierdo
  - a. Behind the scenes from this season
5. Kobe O’Keeffe
  - a. Behind the scenes from this season
6. Darren Bridges
  - a. Behind the scenes from this season

For the men’s documentary specifically, we wanted to show the growth of media attention for rugby 7s. We did not have any original content to display this theme, so to combat

this, we contacted Marcos López at RTVE. We obtained a few videos from RTVE featuring the Spain 7s team, which received mainstream media coverage. There were two videos in which the team was mentioned or appeared:

- *La plata del Sevens marca "un antes y un después" para el rugby español* from 05/05/2025
- *De la plata mundial al sueño olímpico en Los Ángeles del rugby 7 español* from 06/05/2025

Organising the footage was the next step after acquiring it. One thing our team did to combat any issues with the organisation was to timestamp, transcribe, and roughly translate every interview we conducted. An Excel sheet was made to organize this further, which may be viewed below and fully viewed in the appendix:

File Name	Interviewee Name	Original Video Language	Owned By	transcription?	translation	Link to doc of transcript/translation?
PRE	JEREMY TREVITHICK	English	Zilly	complete	fully done/not needed	JEREMY TREVITHICK TRANSCRIPT
PRE	ANTÓN LEGORBURU	Spanish	Zilly	complete	rough translate	ANTÓN LEGORBURU TRANSCRIPT
PRE	ANTÓN LEGORBURU & MANU MORENO (car)	English	Izzie	complete	fully done/not needed	ANTÓN LEGORBURU & MANU MORENO TRANSCRIPT
PRE	POL PLA	Spanish	Hannah	complete	rough translate	POL PLA TRANSCRIPT
PRE	JAIME MANTECA & ALEJANDRO LAFORGA	Spanish	Zilly	complete	rough translate	JAIME MANTECA & ALEJANDRO LAFORGA TRANSCRIPT
PRE	JOSEP SERRES	Spanish	Zilly	complete	rough translate	JOSEP SERRES TRANSCRIPT
PRE	PACO COSCULLEULA	English	Izzie	complete	fully done/not needed	PACO COSCULLEULA TRANSCRIPT
PRE	JEREMY TREVITHICK & PACO COSCULLEULA	English	Izzie	complete	fully done/not needed	JEREMY TREVITHICK & PACO COSCULLEULA TRANSCRIPT
PRE	PACO HERNANDEZ	English	Hannah	complete	fully done/not needed	PACO HERNANDEZ TRANSCRIPT
PRE	LUIS GUERRA	Spanish	Hannah	complete	rough translate	LUIS GUERRA TRANSCRIPT

File Name	Interviewee Name	Original Video Language	Owned By	transcription?	translation?	Link to doc of transcript?
Pre LA Interviews	Iciar Pozo	English	Jude	Complete	Not Needed	Iciar Pozo Transcript
Pre LA Interviews	Coach Maria Ribera	English	Jude	Complete	Not Needed	Coach Maria Ribera Transcript
Pre LA Interviews	Cecilia Huarte	English	Jude	Complete	Not Needed	Cecilia Huarte Transcript
Pre LA Interviews	Abril Camacho	English	Jude	Complete	Not Needed	Abril Camacho Transcript
Pre LA Interviews	Jimena Blanco-Hortiguera	English	Jude	Complete	Not Needed	Jimena Blanco-Hortiguera
Pre LA Interviews	Juana Stella	Spanish	Josephine	Complete	Complete	Juana Stella Transcript/Translation
Pre LA Interviews	Marta Cantabrana	Spanish	Josephine	Complete	Complete	Marta Cantabrana Transcript
Pre LA Interviews	Denisse Gortazar	English	Tracy	Complete	Not Needed	Denisse Transcript
Pre LA Interviews	Marta Fresno	English	Tracy	Complete	Not Needed	Marta F Transcript
LA Interview	Coach Maria Ribera	Spanish	Josephine	Complete	Complete	Maria Ribera Post Brazil Game
Post LA Interview	Marta Cantabrana Post LA	English	Jude	Complete	Not Needed	Marta C Post LA Transcript
Post LA Interview	Juana Stella Post LA	English	Jude	Complete	Not Needed	Juana Stella Post LA Transcript
Post LA Interview	Denisse Gortazar Post LA	English	Jude	Complete	Not Needed	Denisse Gortazar Post LA Transcript
Post LA Interview	Coach Maria Ribera Post LA	English	Jude	Complete	Not Needed	Coach Maria Post LA Transcript

An example of the transcripts:

File Name: Pol Pla Interview

Interviewee: Pol Pla

Spoken Language: Spanish

Transcription with timestamps:

0:27 Pol: Me llamo Pol Pla Vegué, tengo 32 años y juego de centro ala, más ala que centro.

0:39 Pol: Pues empecé con la federación con 18 años, en categorías inferiores. Y con el primer equipo de 7, llegó desde 2015, asique 10 años.

0:57 Pol: Pues, hará unos cuatro años desde post covid, si unos cuatro años.

1:23 Pol: bueno no es un récord que rompí yo pero lo rompió todo el equipo, que fue ir a unos juegos olímpicos en 2016 en Río, los primeros del Rugby 7. Que para España fue algo increíble porque no éramos una selección favorita, ni estábamos en el top mundial y conseguimos hacerlo, y personalmente fue muy importante.

An example of the rough translation:

|File Name: Pol Pla Interview

Interviewee: Pol Pla

Spoken Language: Spanish

**0:27 Pol:** My name is Pol Pla Vegué, I'm 32 years old and I play as a wing-center, but more of a wing than a center.

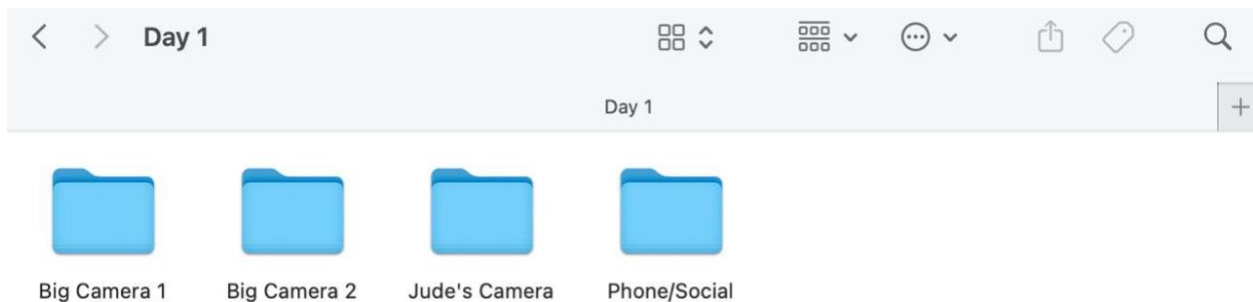
**0:39 Pol:** I started with the federation when I was 18, in the lower divisions. And I joined the national 7s team in 2015, so it's been 10 years.

**0:57 Pol:** It's been about four years since post-COVID, so yeah, around four years.

**1:23 Pol:** Well, it wasn't a record I broke alone, but as a team we achieved it—qualifying for the Olympic Games in 2016 in Rio, the first time rugby 7s was in the Olympics. For Spain, it was incredible because we weren't favorites, we weren't even a top team globally, and we managed to do it. Personally, it was very important for me.

Additionally, we organised our footage into folders in the following manner, and a photo may be viewed below:

- Malaga
  - Day 1
    - Big Camera 1
    - Big Camera 2
    - Jude's Camera
    - Phone/Social







We further color-coded the files with the following codes:

- **Red:** excellent training footage
- **Orange:** good training footage but has more to fix within the clip (ie. color correcting and stabilisation)
- **Yellow:** strength and conditioning
- **Green:** group shots or shots that represented the “brotherhood” and relationships between players
- **Blue:** dynamic, close-up, unique shots

● Blue Show Less







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● MS0\_1904.MOV   ● MS0\_1999.MOV   ● MS0\_2000.MOV   ● MS0\_2007.MOV

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● Green Show Less

● MS0\_1902.MOV   ● MS0\_1905.MOV   ● MS0\_1906.MOV   ● MS0\_1988.MOV   ● MS0\_1998.MOV   ● MS0\_2000.MOV

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● Red Show Less






● MS0\_1945.MOV   ● MS0\_1947.MOV   ● MS0\_1956.MOV   ● MS0\_1958.MOV   ● MS0\_1966.MOV

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● Yellow Show Less


● MS0\_2001.MOV   ● MS0\_2008.MOV   ● MS0\_2012.MOV   ● MS0\_2041.MOV   ● MS0\_2042.MOV   ● MS0\_2043.MOV

● MS0\_2045.MOV   ● MS0\_2053.MOV   ● MS0\_2054.MOV   ● MS0\_2087.MOV   ● MS0\_2088.MOV

### Stylistic Continuity

To maintain continuity between the men’s and women’s documentaries, we must ensure that stylistic decisions are cohesive. We used the font “Barlow Condensed” from Canva as our main titles within the documentary. Additionally, for our subtitles, we used “Arial Regular” in font size 48 with a black shadow to ensure the subtitles can be seen regardless of the background.

## Detailed Timeline

Date	Status	Owned by	Task
03/12/2024	Complete	All	Project conception
21/01/2025	Complete	All	Initial contact with FERugby
19/03/2025	Complete	All	Project proposal
26/03/2025	Complete	Josephine, Zilly, Izzie	First meeting with FERugby
04/04/2025	Complete	All	Men's and women's storyboards drafted
13-17 April	Complete	Jude, Tracy, Hannah, Josephine, Zilly	Pre-LA women's team filming in Madrid
21-25 April	Complete	Jude, Izzie, Zilly, Hannah	Pre-LA men's team filming in Málaga
13 April–23 May	Complete	All	Interview timestamping, transcribing, and translating
03-05 May	Complete	All	SVNS Series LAX Tournament
19-22 May	Complete	Hannah, Zilly, Izzie, Jude	Post-LA men's team filming in Madrid
19-23 May	Complete	Tracy, Jude	Post-LA women's team filming in Madrid
19 April–Present	In progress	Jude, Tracy, Izzie, Hannah, Zilly	Documentary editing
17 April - present	In progress	Hannah	Social media editing and planning

## Production Identity

Triple Dub Sports was established as a media agency in Madrid, aiming to bridge the gap between education and entertainment within the context of global sports. The name came to fruition as every founding member identifies as a woman, which is something important to the creators. Women working in sports is not as common as men working in sports, and the organisation originally had the name Women Worldwide. However, after considering, we chose a much more Gen Z-friendly version of the name: Triple Dub Sports. Although the name has changed, the three W's in "Women Worldwide" are still presented in our media name.

Our branding was chosen with specific audiences in mind. The colour red was chosen to capture the attention of potential viewers and clients, and the specific tone of red, #aa1a1a, matches the official colours of Spain Rugby 7s. Therefore, for the sake of cohesion visually on our social media pages, we chose #aa1a1a as the primary colour, with white (#ffffff) as the secondary. Our logo utilizes the fonts NULL (from Canva) and Open Sauce (from Canva) and may be seen below. The logo serves as the profile image for all of our social media accounts. Likewise, there is an altered version of our YouTube banner, which has the dimensions of 2048 x 1152 pixels, and can also be seen below:



*Main Logo for Triple Dub Sports*



*YouTube Banner*

The team consists of six core members, each with a main role and secondary roles:

*Izzie:* Men's Director, Men's Filming and Editing

*Zilly:* Men's Producer, Men's Filming and Editing, Player Liaison

*Hannah:* Social Media Manager, Men's Filming and Editing, Translator

*Jude:* Federation Liaison and Access Coordinator, Women's Filming and Editing, Women's Director

*Tracy:* Women's Producer, Women's Filming and Editing, Creative

*Josephine:* Women's Filming, Translator

### **Content Strategy**

At this time, our aim is not sales, conversions, or monetisation. Instead, we are focused on gaining followers for our content and, in turn, converting them to followers of the sport. We aim to increase the popularity of rugby 7's in Spain and globally, with the Spanish teams at the centre. While the men's team has experienced some social media success, both teams can improve their international audience reach. One method we've used is to make English the official language of our pages. While we have chosen the Spanish selection, we believe English content will be successful, given the success of the @HSBCSVNS account, which is also managed in English.

Filming behind-the-scenes content and additional social media content significantly contributes to the success of our documentary. The documentary aims to increase awareness of rugby 7s through the eyes of both Spanish national teams, and using social media helps to build community and visibility for potential new fans. Shorter, more trendy social media videos are

likely to reappear on a user's device if they have interacted with one of our posts. Therefore, once the documentary premieres and our campaign phase transitions to launch, we are more likely to appear again on user timelines, increasing our reach, views, and engagement.

- Channel Goals:
  - a) Increase the reach of the Spain 7s teams (men's and women's)
  - a) Drive post engagement
  - b) Promote the documentary

We have three campaign phases:

*Hype:* Most of our social media posts are done in the campaign hype phase. Hype's goal is to generate visibility of both the men's and women's Spain 7s teams and excitement for the upcoming documentary.

*Launch:* Documentary release and launch party

*Sustain:* The goal of sustain is to maintain excitement surrounding the documentary itself and the teams. Evergreen social content will be utilized to maintain relevance.

It's important to note that long-form videos are planned in the content calendar after the release of the documentary. Therefore, the cycle of hype, launch, and sustain will be reused for the other planned pieces of content. However, the first campaign utilizes the documentary as the launch phase.

2. Social Channels: All social channels are connected through a LinkTree page for consistency and cohesiveness. We want to make our social channels and content easy to find. With our social media content, we optimize videos and their audio for each platform.
  - a. Instagram: @tripleubsports
  - b. TikTok: @tripleubsports
  - c. YouTube: @tripleubsportsYT
    - i. Shorts and long form
3. Content Format and Types: Our content ranges from short-form videos shot in a 9:16 ratio to our long-form content, including full documentaries and interviews. We will also use static imagery occasionally when optimising content for Instagram or TikTok.
  - a. Short form videos and challenges in 9:16
    - i. Question of the day

- ii. House tour
    - iii. Relevant TikTok or Instagram Reels trends using game footage or practise footage
  - b. Longer form horizontal content
    - i. Documentary trailer
    - ii. Documentary
    - iii. Full interviews
  - c. Static imagery
    - i. Images from competitions or training optimised for Instagram
    - ii. Carousel trends on TikTok
- 4. Cadence of posting: Triple Dub Sports aims to post once a week on our main channels, TikTok and Instagram.
  - a. Once a week on every platform
  - b. Always be sure to have evergreen content available and ready if there is a lull in events or content
- 5. Engagement:
  - a. Use CTA's when applicable
  - b. Reply or acknowledge relevant comments within 24 hours
  - c. Interactivity
    - i. Instagram story polls
- 6. Staying Relevant:
  - a. Utilising relevant hashtags when necessary
    - i. #Spain7s #Rugby #Sports #Leones7s #Leonas7s #SpainRugby #Spain #HSBCSVNS
  - b. Tag relevant accounts
    - i. @LASEvensRugby
    - ii. @Spain7s
    - iii. @SpainRugby7s
    - iv. @FERugby
    - v. Players

- c. If there is a trend that is appropriate and coincides with our brand voice and messaging, engage in it.

*Social Media Calendar*

Platform	Date	Time	Status	Campaign Phase	Content Topic	Copy
Instagram	5/9/2025	17:00	Posted	Hype	weekend mood reel	Weekend mode activated, and we're still buzzing from LA 😊 #hsbcsvns #spain7s #rugby #leonas7s #subcampeonesdelmundo #rugbyplayers #ferugby #worldrugby #sports
Tik tok	5/9/2025	17:00	Posted	Hype	weekend mood reel	Weekend mode activated, and we're still buzzing from LA 😊 #hsbcsvns #spain7s #rugby #leonas7s #subcampeonesdelmundo #rugbyplayers #ferugby #worldrugby #sports #fyp
instagram	5/20/2025	20:00	Posted	Hype	Biggest Fear	Everyone's scared of something 🤖
tik tok	5/20/2025	20:00	Posted	Hype	Biggest Fear	Everyone's scared of something 🤖
Instagram	5/24/2025	20:00	Posted	Hype	If I wasn't a rugby player	@spainrugby7s are multi-sport athletes 😊 #rugby7s #rugby #hsbcsvns #leonas7s #spain
Tik Tok	5/24/2025	20:00	Posted	Hype	If I wasn't a rugby player	@spainrugby7s are multi-sport athletes 😊 #rugby7s #rugby #hsbcsvns #leonas7s #spain #foryoupage #fyp

The above screenshot is of our social calendar Excel sheet. We have colour-coded the posts with blue and pink to differentiate between men’s and women’s content, included the date and time, and added dropdowns to show the status of the content (planned, in progress, scheduled, posted) as well as the corresponding campaign phase. Furthermore, the content topic is listed with a brief description of the imagery or video and the copy used for the captions. A current, up-to-date version of the calendar is available in the appendix.

*Social Media Analytics and Metrics*

While Triple Dub Sports is in the midst of the initial campaign, metrics and analytics haven’t been ignored. The Instagram account was created on April 27, 2025. Between April 27 and May 26, 2025, nine posts were published: six Instagram Reels and three static image posts. The best-performing Instagram reel to date (31 May 2025) was posted 24 May 2025 and featured the women’s team explaining what sport they’d play if they weren't a rugby player. The post is 52 seconds in length and received 7,771 views, 231 likes, and eight saves. Additionally, the total watch time of the one reel is 21 hours 6 minutes and 54 seconds.

TikTok becomes more interesting when viewed in terms of metrics. Although fewer views occur on TikTok, the account gets more interaction. Our best-performing TikTok to date (as of 31 May 2025) was created on 2 May 2025 and featured the men's team discussing their favourite football club. The post is 37 seconds in length and has 6,767 views, 425 likes, two comments, and 20 saves.

## Appendix A: Initial Email Sent to FERugby

Date: mar, 21 ene 2025 a las 21:06  
 Subject: Documental Sobre el Crecimiento del Rugby 7s en España  
 To: <[prensa@ferugby.es](mailto:prensa@ferugby.es)>

Hola,

Soy periodista deportivo y trabajo en Real Madrid TV como redactora. También estoy estudiando en la Escuela de Postgrado de la Universidad Europea de Madrid.

Soy amante del rugby desde pequeña y para el proyecto final, junto a mis compañeras de máster, nos encantaría hacer un documental sobre el crecimiento del rugby 7s en España.

Nuestra intención sería dar a conocer este deporte, sobre todo tras el increíble éxito que ha tenido el equipo en las redes sociales. Nos encantaría convertir a los espectadores de las redes sociales en aficionados a largo plazo, ayudando al equipo a crecer tanto a escala nacional como internacional.

Nos gustaría poder hablar en persona con vosotros para ver si podríais estar interesados en participar.

Mucha suerte este fin de semana en Perth.

Nos haría mucha ilusión poder trabajar con vosotros.

Saludos cordiales,

**Isobel Gleason.**

Periodista Deportivo y Redactora a Real Madrid TV  
 M: [+34 610781519](tel:+34610781519) E: [isobelgleason@gmail.com](mailto:isobelgleason@gmail.com)

## Appendix B: Interview Organization Sheets

File Name	Interviewee Name	Original Video Language	Owned By	transcription?	translation	Link to doc of transcript/translation?	Audio Sync	Audio Sync Complete?	Issues
PRE	JEREMY TREVITHICK	English	Zilly	complete	fully done/not needed	JEREMY TREVITHICK TRANSCRIPT	Izzie	Yes	
PRE	ANTÓN LEGORBURU	Spanish	Zilly	complete	rough translate	ANTÓN LEGORBURU TRANSCRIPT	Izzie	Yes	
PRE	ANTÓN LEGORBURU & MANU MORENO (car)	English	Izzie	complete	fully done/not needed	ANTÓN LEGORBURU & MANU MORENO TRANSCRIPT	Izzie	Yes	
PRE	POL PLA	Spanish	Hannah	complete	rough translate	POL PLA TRANSCRIPT	Izzie	Yes	
PRE	JAIME MANTECA & ALEJANDRO LAFORGA	Spanish	Zilly	complete	rough translate	JAIME MANTECA & ALEJANDRO LAFORGA TRANSCRIPT	Izzie	Yes	
PRE	JOSEP SERRES	Spanish	Zilly	complete	rough translate	JOSEP SERRES TRANSCRIPT	Izzie	Yes	
PRE	PACO COSCULLEULA	English	Izzie	complete	fully done/not needed	PACO COSCULLEULA TRANSCRIPT	Izzie	Yes	
PRE	JEREMY TREVITHICK & PACO COSCULLEULA	English	Izzie	complete	fully done/not needed	JEREMY TREVITHICK & PACO COSCULLEULA TRANSCRIPT	Izzie	Yes	
PRE	PACO HERNANDEZ	English	Hannah	complete	fully done/not needed	PACO HERNANDEZ TRANSCRIPT	Izzie	Yes	
PRE	LUIS GUERRA	Spanish	Hannah	complete	rough translate	LUIS GUERRA TRANSCRIPT	Izzie	Yes	
PRE	JEREMY TREVITHICK (POST LA) FIJI	English	Hannah	complete	fully done/not needed	JEREMY TRANSCRIPTION FIJI	Zilly	Yes	
IN LA	POL PLA LA	Spanish	Zilly	complete	fully done/not needed	LA Transcripts	Not needed	Not needed	
IN LA	JUAN RAMOS LA	Spanish	Zilly	complete	fully done/not needed	LA Transcripts	Not needed	Not needed	
IN LA	MANU LA	Spanish	Zilly	complete	fully done/not needed	LA Transcripts	Not needed	Not needed	
IN LA	PACO HERNANDEZ LA	Spanish	Zilly	complete	fully done/not needed	LA Transcripts	Not needed	Not needed	
POST	LAFORGA (POST LA) AUS	Spanish	Hannah	complete	rough translate	LAFORGA AUSTRALIA POST LA	Hannah	Yes	
POST	JUAN RAMOS (POST LA) NEW ZEALAND	Spanish	Hannah	complete	rough translate	JUAN RAMOS POST LA NZ	Hannah	Yes	
POST	PACO HERNANDEZ (POST LA)	English	Hannah	complete	fully done/not needed	BIG PACO POST LA	Izzie	Yes	
POST	ENRIQUE BOLINCHES (POST LA)	Spanish	Hannah	complete	rough translate	Bolinches Post LA	Izzie	Yes	
POST	JOSEP SERRES (POST LA)	Spanish	Zilly	complete	rough translate	jojo	Zilly	Yes	
POST	ANTÓN (POST LA)	Spanish	Zilly	complete	rough translate	anton	Zilly	Yes	
POST	EDU LOPEZ (POST LA) ARGENTINA	English	Zilly	complete	fully done/not needed	edu	Zilly	Yes	
POST	MANU MORENO (POST LA)	English	Zilly	complete	fully done/not needed	manu	Zilly	Yes	
POST	ÁNGEL BOZAL (POST LA)	Spanish	Zilly	complete	rough translate	Angie	Izzie	Yes	
POST	POL PLA (POST LA) SOUTH AFRICA	Spanish	Zilly	complete	rough translate	polpla	Zilly	Yes	
POST	JAIME MATA (POST LA)	English	Izzie	not started	fully done/not needed	JAIME MATA TRANSCRIPTION	Izzie	Yes	
POST	TOBI (POST LA)	English	Hannah	complete	fully done/not needed	TOBI TRANSCRIPTION	Izzie	Yes	DELAY ISSUE
OTHER	MARCOS LOPEZ	English	Hannah	complete	fully done/not needed	Marcos Lopez Interview	Izzie	Yes	
OTHER	ANTONIO GONZALEZ	English	Izzie	complete	fully done/not needed	Antonio Interview	Izzie	Yes	
POST	TIAGO (POST LA)	English	Izzie	in progress	fully done/not needed	TIAGO	Izzie	Yes	DELAY ISSUE
POST	SAINZ TRAPAGA BROTHERS (POST LA)	English	Hannah	in progress	in progress	SAINZ TRAPAGA TRANSCRIPTION	Hannah	Yes	DELAY ISSUE

Appendix B1: Full Men Interview Organisation Sheet

File Name	Interviewee Name	Original Video Language	Owned By	transcription?	translation?	Link to doc of transcript?
Pre LA Interviews	Iciar Pozo	English	Jude	Complete	Not Needed	Iciar Pozo Transcript
Pre LA Interviews	Coach Maria Ribera	English	Jude	Complete	Not Needed	Coach Maria Ribera Transcript
Pre LA Interviews	Cecilia Huarte	English	Jude	Complete	Not Needed	Cecilia Huarte Transcript
Pre LA Interviews	Abril Camacho	English	Jude	Complete	Not Needed	Abril Camacho Transcript
Pre LA Interviews	Jimena Blanco-Hortiguera	English	Jude	Complete	Not Needed	Jimena Blanco-Hortiguera
Pre LA Interviews	Juana Stella	Spanish	Josephine	Complete	Complete	Juana Stella Transcript/Translation
Pre LA Interviews	Marta Cantabrana	Spanish	Josephine	Complete	Complete	Marta Cantabrana Transcript
Pre LA Interviews	Denisse Gortazar	English	Tracy	Complete	Not Needed	Denisse Transcript
Pre LA Interviews	Marta Fresno	English	Tracy	Complete	Not Needed	Marta F. Transcript
LA Interview	Coach Maria Ribera	Spanish	Josephine	Complete	Complete	Maria Ribera Post Brazil Game
Post LA Interview	Marta Catabrana Post LA	English	Jude	Complete	Not Needed	Marta C Post LA Transcript
Post LA Interview	Juana Stella Post LA	English	Jude	Complete	Not Needed	Juana Stella Post LA Transcript
Post LA Interview	Denisse Gortazar Post LA	English	Jude	Complete	Not Needed	Denisse Gortazar Post LA Transcript
Post LA Interview	Coach Maria Ribera Post LA	English	Jude	Complete	Not Needed	Coach Maria Post LA Transcript

Figure B2: Full Women Interview Organisation Sheet

### Appendix C: Documentary Contact Sheets

NAME	TRAVELLING?	DETAILS?	PHONE NUMBER	ORIGINAL CONTACT	PRIMARY CONTACT	PLATFORM	JOB ROLE	LANGUAGE	EMAIL
LUIS GUERRA	Y	Y		Jude	Groupchat	WHATSAPP	MANAGER	ENGLISH	
PACO HERNÁNDEZ	Y	Y		Jude	Groupchat	WHATSAPP	COACH	ENGLISH	
HELENA LANUZA	N	Y		Zily	Jude	WHATSAPP	SOCIAL MEDIA	BOTH	helena.lanuza@ferugby.es
MIGUEL DANÉS	N	Y		Izzie	Izzie	EMAIL	HEAD OF COMMS & PRESS	SPANISH	miguel.danes@ferugby.es
KOBE O'KEEFE	N	Y		Jude	Jude	WHATSAPP	VIDEOGRAPHER/PHOTOGRAPHER	ENGLISH	
JAVI IZQUIERDO	Y	Y		Jude	Jude	WHATSAPP	SOCIAL MEDIA/PHOTO/VIDEO	ENGLISH	
ALFIE BANNISTER BELCHIER	N	Y		Zily	Zily	INSTA	SOCIALS	ENGLISH	
NAZZARENO ROJAS	N	Y		Zily	Zily	INSTA	SOCIALS	ENGLISH	
JEREMY TREVITHICK	Y	Y		Izzie	Izzie	WHATSAPP	PLAYER	ENGLISH	
ANTÓN LEGORBURU	Y	Y		Zily	Zily	WHATSAPP	PLAYER	ENGLISH	
JUAN RAMOS	Y	Y		Jude	Jude	WHATSAPP	PLAYER	SPANISH	
ENRIQUE BOLINCHES	Y	N		N/A	Izzie	INSTA	PLAYER	SPANISH	
EDU LÓPEZ	Y	Y		Zily	Zily	WHATSAPP	PLAYER	ENGLISH	
MANU MORENO	Y	N		N/A	Zily	INSTA	PLAYER	ENGLISH	
POL PLA	Y	Y		Jude	Jude	INSTA	PLAYER	SPANISH	
JAIME MANTECA	Y	N		N/A	Izzie	INSTA	PLAYER	ENGLISH	
JOSEP SERRER	Y	N		N/A	Hannah	INSTA	PLAYER	SPANISH	
ALEJANDRO LAFORGA	Y	N		Hannah	Hannah	WHATSAPP	PLAYER	SPANISH	
ÁNGEL BOZAL	Y	N		N/A	Hannah	INSTA	PLAYER	SPANISH	
PACO COSCULLUELA	Y	Y		Zily	Zily	WHATSAPP	PLAYER	ENGLISH	
ROBERTO PONCE	Y	N		N/A	Hannah	INSTA	PLAYER	SPANISH	
TOBIÁS SAINZ-TRÁPAGA	Y	N		Hannah	Hannah	WHATSAPP	PLAYER	ENGLISH	
ASIER PÉREZ CERVILLA	N	N		N/A	Izzie	INSTA	PLAYER	ENGLISH	
NOAH CÁNEPA	N	N		N/A	Jude	INSTA	PLAYER	SPANISH	
DANIEL ESCOLÁ	N	N		N/A	Hannah	INSTA	PLAYER	SPANISH	
TIAGO ROMERO	N	N		Hannah	Hannah	WHATSAPP	PLAYER	ENGLISH	
JAIME MATA	N	Y		Jude	Jude	WHATSAPP	PLAYER	ENGLISH	

Figure C1: Men's Documentary Contact Sheet (information redacted)

NAME	TRAVELLING?	CONTACT DETAILS?	PHONE NUMBER	CURRENT POINT OF CONTACT	PROVISIONAL CONTACT	PLATFORM	JOB ROLE	LANGUAGE	EMAIL
MARIA RIBERA	Y			JUDE	JUDE	WHATSAPP	COACH	ENGLISH	
HELENA LANUZA	N			JUDE	JUDE	WHATSAPP	SM MANAGER??	ENGLISH	
JAVI IZQUIERDO	Y			JUDE	JUDE	WHATSAPP	VIDEOGRAPHER/PHOTOGRAPHER	ENGLISH	
DARREN BRIDGES	N			JUDE	JUDE	WHATSAPP	VIDEOGRAPHER/PHOTOGRAPHER	ENGLISH	
Jimena BLANCO-HORTIGUERA	N			JUDE	JUDE	WHATSAPP	PLAYER	ENGLISH	
Anne FERNÁNDEZ DE CORRES	Y			JUDE	JUDE		PLAYER		
Olivia FRESNEDA	N						PLAYER		
Maria GARCÍA	Y						PLAYER		
Juana STELLA	Y			JUDE	JUDE	WHATSAPP	PLAYER		
Iciar POZO	Y						PLAYER		
Marta CANTABRANA	Y			JUDE	JUDE	WHATSAPP	PLAYER		
Marta FRESNO	Y						PLAYER		
Zahia PÉREZ	N						PLAYER		
Cecilia HUARTE	Y			JUDE	JUDE	INSTA	PLAYER	ENGLISH	
Carmen MIRANDA	Y			JUDE	JUDE	WHATSAPP	PLAYER	ENGLISH	
Silvia MORALES	Y						PLAYER		
Abril CAMACHO	Y						PLAYER		
Bea Dominguez	Y						PLAYER		
Claudia Peña	Y						PLAYER		
Mar Molina	Y						PLAYER		
Denisse Gortazar	Y			JUDE	JUDE	WHATSAPP	PLAYER		
Iratxe ARAMBURU	N			JUDE	JUDE	WHATSAPP	PLAYER	ENGLISH	

Figure C2: Women's Documentary Contact Sheet (information redacted)

## Appendix D: Survey materials

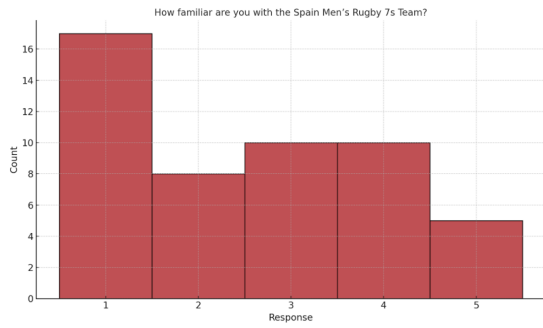


Figure 6: Question 1 of the Survey

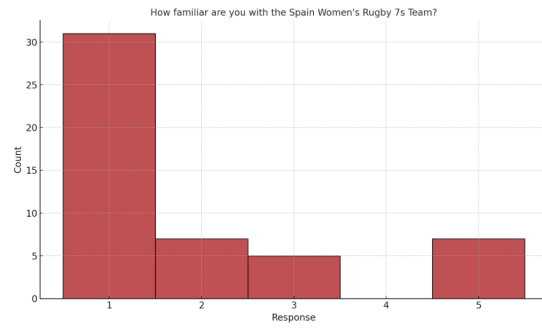


Figure 7: Question 2 of the Survey

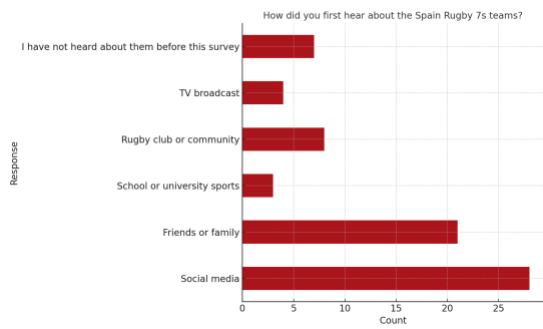


Figure 8: Question 3 of the Survey

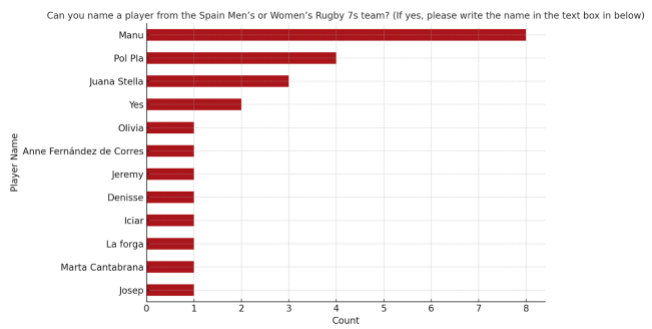


Figure 9: Question 4 of the Survey

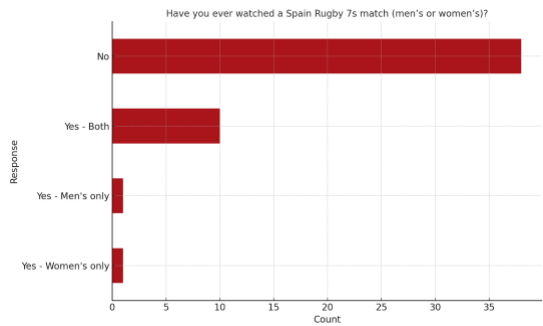


Figure 10: Question 5 of the Survey

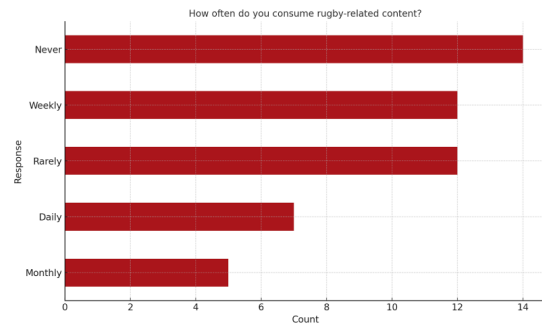


Figure 11: Question 6 of the Survey

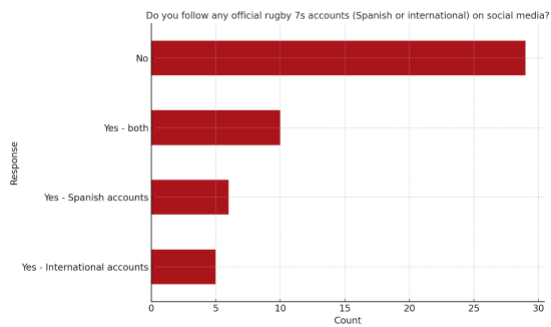


Figure 12: Question 7 of the Survey

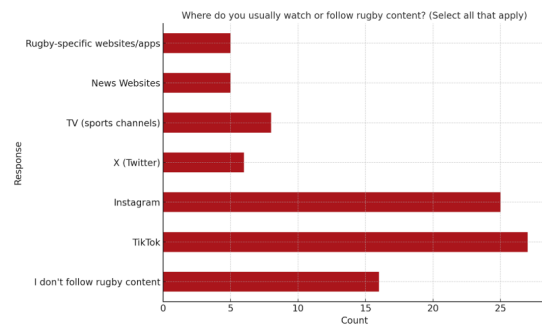


Figure 13: Question 8 of the Survey

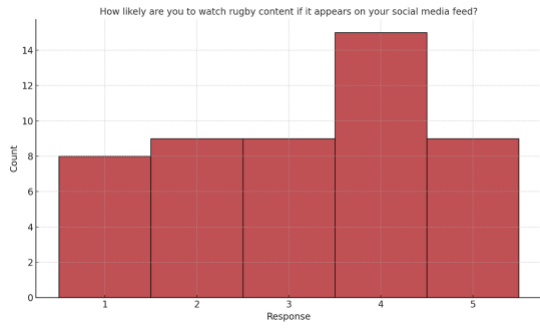


Figure 14: Question 9 of the Survey

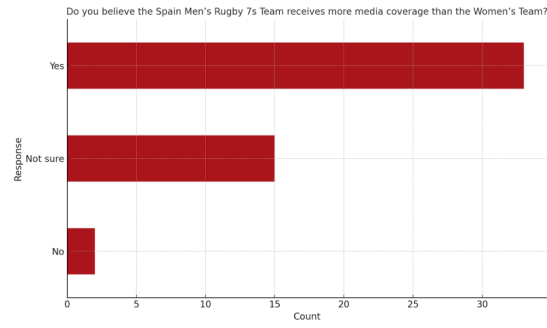


Figure 15: Question 10 of the Survey

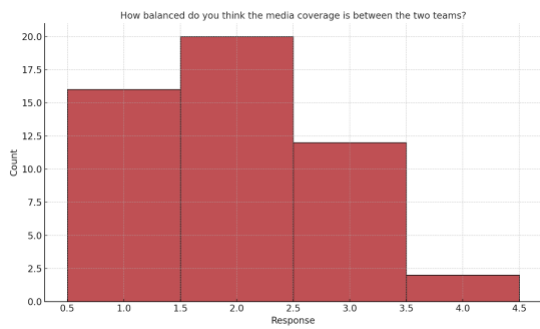


Figure 16: Question 11 of the Survey

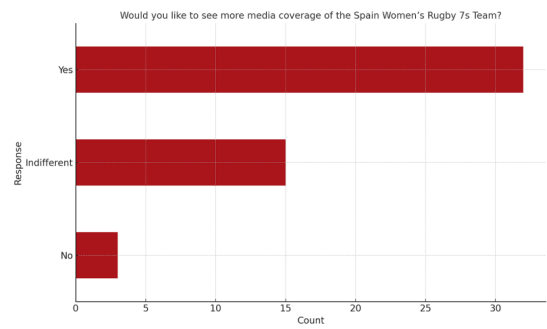


Figure 17: Question 12 of the Survey

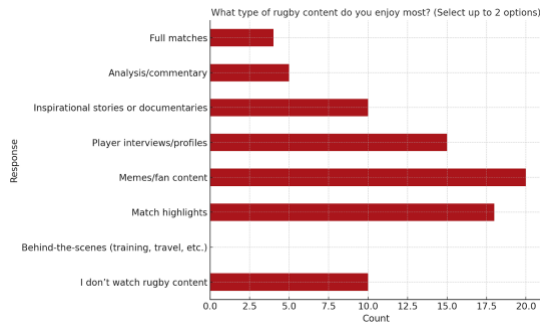


Figure 18: Question 13 of the Survey

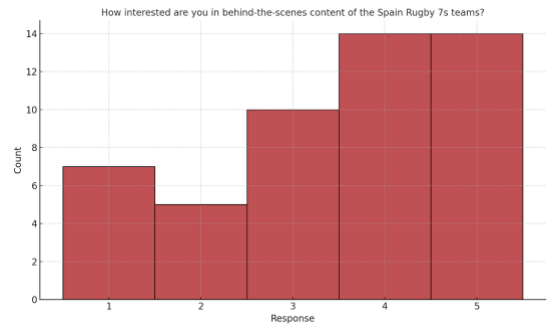


Figure 19: Question 14 of the Survey

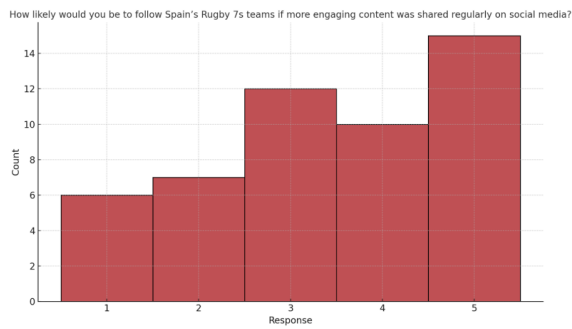


Figure 20: Question 15 of the Survey

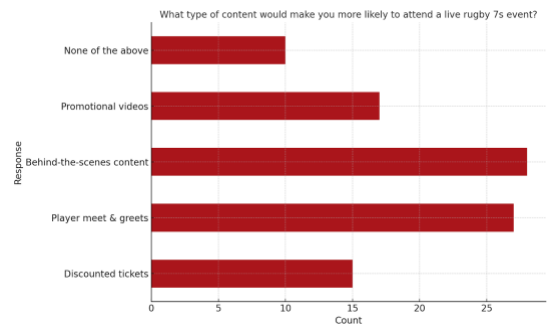


Figure 21: Question 16 of the Survey

# The Rise of Spain Rugby 7s

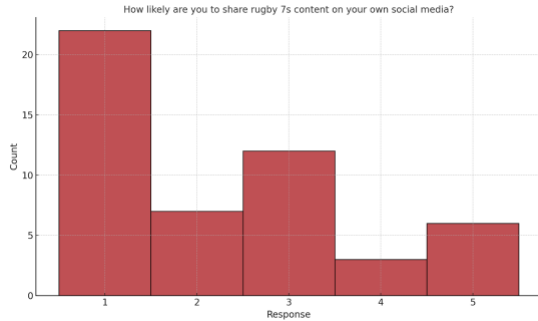


Figure 22: Question 17 of the Survey

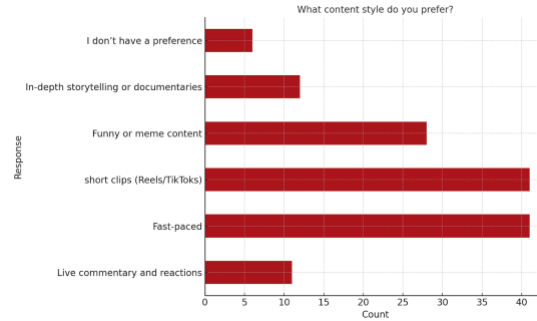


Figure 23: Question 18 of the Survey

## Appendix E: Triple Dub Social Media Profiles and Metrics

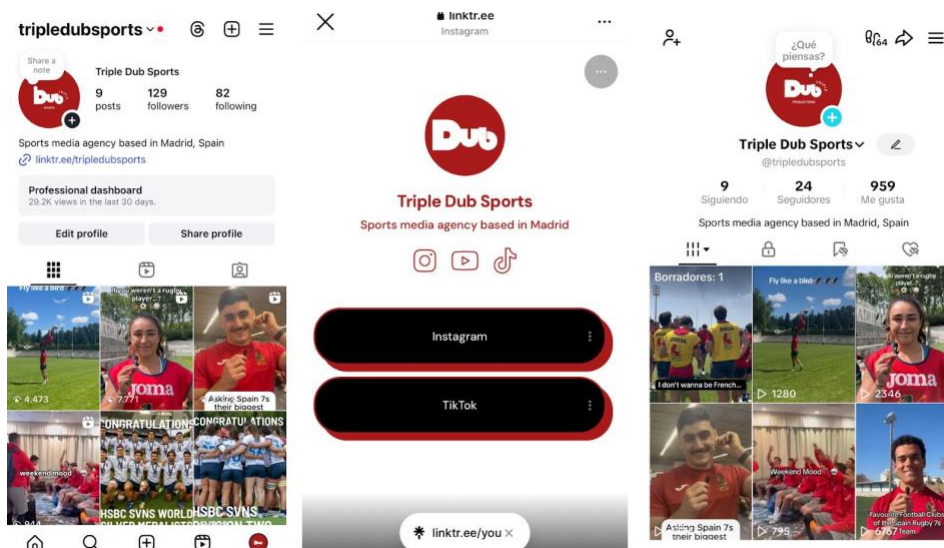


Figure E1: Instagram, LinkTree, TikTok Pages

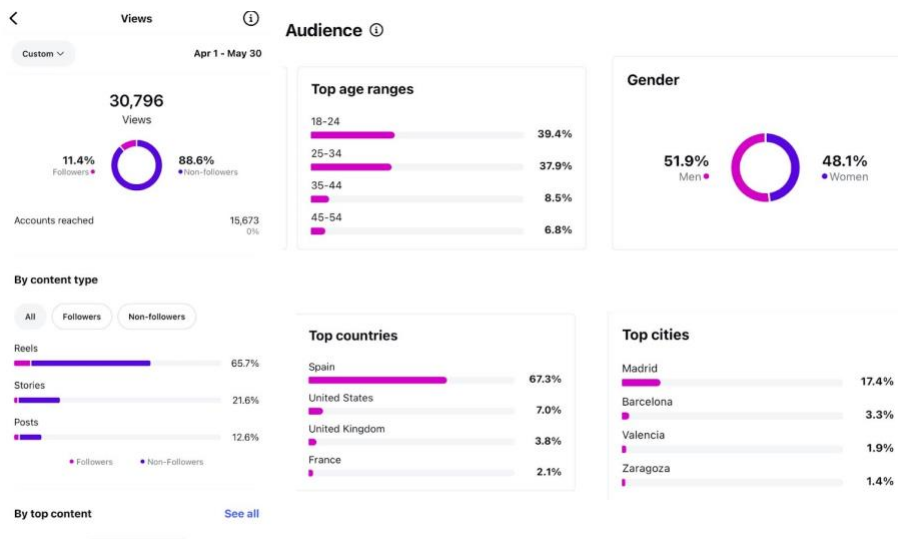


Figure E2: Instagram Metrics from 1 April to 30 May

## Appendix F: Selected Interview Transcripts – Men’s Team

File Name: Paco Important  
 Interviewee: Paco Hernandez  
 Spoken Language: English  
 Transcription:  
 0:44 Paco: Hello, I'm Paco Hernandez, head coach of Spain Sevens. We just won the silver medal in the world champs.  
 0:50 Izzie: Can you say it again but a little more excited?  
 1:13 Paco: Hello. I'm Paco Hernandez, head coach of Spain Sevens, and we just won the silver medal of the World Champs.  
 2:06 Paco: Um, this season it was so different between the other ones that, uh, it used to be, uh, the last, uh, tournament in the season. Obviously we were fighting to don't be relegated. Uh, this year we were fighting to be world champs. So it's, uh, big difference.  
 3:32 Paco: okay, let's go. Um, Looking to the semifinal, uh, against Argentina. Uh, it was a, we, we knew that it was a really tough game because, uh, we lost against them during the last, uh, three years or three seasons, uh, since 2019. We didn't win them or with the, with the, we couldn't beat them, uh, in the, in, in the, all of the games that we face them. Um, but, uh. We were, we were well prepared to, to beat them in the last, uh, in this last game, uh, during the season and during the games. We were like, uh, closing the gap in every game. Uh, and we were thinking that if it's a game to win them, uh, it's, it has to be that one. No, the, the, the semi-final, uh, it is true that, uh, we had a bit of, uh, luck, uh, when Santiago Mare got a red card, so it was seven against six and it was easier just to, to beat them. But, um. Even if we didn't get any that, uh, red card, probably the game will go to us.  
 4:54 Paco: South Africa or, or, the final in delay? It was our. Second, second final in, in this season and in our history. And I guess, and also the, the players or the environment that we had and the, the mindset that we had before the, that final, it was much better than the, the first final against Fiji in Dubai. Uh, because, um, when we got in, in the first final in, in Dubai. We were celebrating before the final because it was a really goal, uh, for us as a team to, to get it in one final. But the mindset changed, uh, to LA because we want to be, uh, to be the South Africa to, to win that game. Uh, it is true that, um. South Africa got a, a good, uh, a good game against us. We had our opportunities, we didn't get through there, but, uh, I'm really proud of the team, uh, because we fight until the end. And, and we had some, some, some achievements, uh, during that, uh, doing another, uh, game instead, uh, to, to be better. Seem to be, uh, close to, to win a game and to win a championship. So, uh, that's, uh, our way, we, we need to, uh, improve, uh, a bit more. Uh, and hopefully we will have, uh, a gold medal soon.  
 6:34 Paco: first of all, the, the, I, I want to. To improve. To improve as a, as a coach, as a team, uh, as a nation of rugby, uh, it is really difficult to achieve the things that, uh, we did this season. Uh, but, uh, I'm really confident in the work that we are putting on and we are trying just to give the, the most of the players that, uh, we use during the decision to bring new players to to praise a bit, uh, to the, to the experienced players just to get better and better.  
 7:14 Paco: And for the upcoming seasons, uh, uh, the, the, the goal is just to, to maintain this level. Uh, even if we won, uh, or even if we could, uh, win a, a champ, or a tournament will be great, but, um, it's really good for us that we, we had the rugby during the season that we, we got into the third play, uh, third place in, in, during the, the regular season and also with the, with the silver medal in, in the world champs. It's just, uh, a relief of, of this season.  
 7:52: Uh, now say we thinking medium term or long term? Uh, we are looking for LA 28 and we want to be, uh, in another Olympics. Uh, we didn't be, or we want, uh, sorry, we didn't go to the, to Paris or, Tokyo. Uh, the only, the only Olympics that we've been, uh, it was, uh, Rio in 2016. And it's time for us again just to go back to an Olympic, uh, Olympics. Um, yeah, uh, really looking for it.  
 8:35 Hannah: So I'm gonna ask you, and how did you get there? And you just like, sit for a second and like maybe 1 mile and that's it. And then it's over. Yeah. Okay. So I'll say.  
 8:45 Hannah: and how did you guys get there?

Figure F1: Paco Hernandez Post L.A. Interview Transcript

File Name: Paco Hernandez Interview  
 Interviewee: Paco Hernandez  
 Spoken Language: English  
 Transcription with timestamps:  
 0:03 Paco: Easy questions huh?  
 0:05 Paco: Paco Hernandez take 2  
 0:20 Paco: I'm Paco Hernandez, I'm 36 years old and I'm the head coach of Spanish rugby 7s  
 0:30 Paco: I'm a former player, I played for the national team (only 7s) for almost 10 years. My debut was in 2013 in Glasgow and then I played almost 300 games of rugby 7s. I was the captain as well when I was playing in the last part of my career. And also I'm an electrical engineer. And before being a coach I was working as an elec engineer in Panama for 2 years doing solar plants and now I'm here with the Spanish rugby team  
 1:15 Paco: Uh It was uh like really random. Because As I said I was working as an electrical engineer with a Spanish company but I was working in Panama. When I came back after two projects, um just the union asked me if I wanted to collab with the spanish rugby team, three years ago in 2022 at the end of 2022 and I said yes because I had a bit of time to do it, but suddenly they said, okay is not just for collaboration, is just we want you just to be the head coach. And I said ok this is another thing you know?  
 2:07 Paco: yeah but... Yeah. I was doing my job at the same time of being a head coach and the first year that I was the head coach since 2023, and I'm pretty happy pretty proud to... To do that. I left my job almost after one year being the head coach because this is really stressful and we have to travel a lot and doing a lot of things together and yeah. I just decided just to quit but I'm pretty happy just to be the head coach with these guys that they are amazing off and on the field.  
 2:54 Paco: No, no, no. I did when I was a player because all of us, when we are in the clubs and we are always doing this with the younger ages, like under 20 or under 18, under 16, when I was a player, when I was only a player for the club. And I did also some work with the women's side as well, when I was retiring. And also, I had an academy, a rugby academy. It's called Pax Rugby. Nowadays it's not working because I don't have time to do it. But yeah, so I did some stuff before.  
 3:50 Paco: As a player, being qualified for the Olympics 2016 in Rio. That was my best experience as a player because the way we did in Monaco because we won or we beat Samoa for the first time in our history and it was in that final so it was crazy, that moment. I never cried before for rugby. I did in Monaco in 2016, just one month before Rio Olympics. It was an amazing moment for me and for Rugby Spanish or Spanish rugby.  
 4:37 Paco: As a head coach, probably when we did our first final in Dubai this season, it's true that we didn't win it. But just the fact that we were there in the final, listening to

Figure F2a: Paco Hernandez Pre L.A. Interview Transcript pt. 1

the anthem, the Spanish anthem, it was a really, really amazing moment as a head coach.  
 5:06 Paco: Also, a random thing. I started playing rugby when I was 11 years old. I was at the school and one of the teachers that I had, he played rugby in uni and he just wanted to start a rugby club in my small town, it's Motril, it's Motril, Granada, in the south of Granada. And he was always asking for the boys, just. "Today we have a training, a rugby training, just come, just join us" and this kind of things. And one day I just decided to go and then I did it for a long time in my life.  
 5:46 Paco: So the first time that I did it, it was fun. It was crazy good because I had with all of my teammates were my classroom mates, so we were friends, we had fun and then I improved a lot in the first two years then the regional selection called me and then the national team under the 20s under 18s as well so it's, it's just a path that you are like improving in every step and I was happy and now I did my job my hobby my job from my Sorry, my job from my hobby. So that's an amazing thing. And now, Rugby makes me like the person that I am right now. And I'm really grateful.  
 6:52 Paco: Good question, but it's a show. Is really good because, also, that if you don't know anything about Rugby 7s and you go to a stadium, you have fun and that's the most important thing. And then we are like trying to get a lot of people around and if you see any stands or in any stadiums, you can see people having fun, people dress up in costumes, and also talking about the rugby itself.  
 7:25 Paco: It's fast, you have a lot of tries, you can see amazing moves, amazing side steps, velocity, fast, the players are really strong, really fast, and it's a really show. And only the games are 14 minutes, so in every 20 minutes, you're looking at two different countries or teams playing each other.  
 7:53 Paco: Also, that Spain Cup beat New Zealand in Rugby 7s is also amazing. If you think about Rugby 15, today it's impossible, but in Rugby 7s we are doing it. That's also a bit attractive for the fans. And I think if you put everything together, it's the way that the sport is growing.  
 8:25 Paco: More people playing, more support, social support, because right now you are living in Spain, you can see that the main sport is football, and it's just too difficult to get into the TV and in the magazine and everything.  
 8:46 Paco: And then like people recognize you that you're like a sportman or you're doing a job or the sport is your, your job. When you are a football player everybody just clap on you when you are like a rugby player or basketball or whatever, they are thinking, "You're crazy, man What are you doing? You have to work in this as an engineer? How are you doing sport, your job?" And that's the social recognition that we need just to make rugby a sport.  
 9:27 Paco: Not a main sport, but just an option for young players just to come.  
 9:57 Paco: It's a balance. At the end, you need players like Pol Pla just to show how to work for the young generation. But because when you are young, you think you're invincible. But then you have like an old man saying, "Oh, you have to work, you have to

Figure F2b: Paco Hernandez Pre L.A. Interview Transcript pt. 2

work." And it's a balance. We are trying just to do that mix, because the young generation, they are better prepared than we were because they started rugby before [earlier] and also rugby in Spain is growing.

**10:39** Paco: And the level of the guys that are coming up in the national team, they are better because they started before and the competitive that we are having in Spain is higher and higher. But then you have like I said, Pol Pla, Juan Ramos, they are the captains right now, they are trying to canalize that energy, that level of rugby that they have, just to be better and put everything together.

**11:26** Paco: Well, we did a really big change. When I was a player and also with the former coach, they only trained 10 days before any competition. And now we changed the program, the 7s program. We moved all the players to Malaga, [where] we are based from October to May. That is the main season.

**11:53** Paco: And we are working every day. And you are like putting more hours, better hours, the level of the conditioning is better because we can also control the trainings, control everything, not everything, but at least we can see every player every day, so that makes a lot of change to the players as well.

**12:22** Paco: The first two seasons as a head coach with the new staff, it wasn't easy because we changed a lot and also the mindset of the players to be more professional, to do rugby, the main thing in their lives. Before, it was like a side thing of their lives and now it's the main thing of their lives. It's true that they are studying and everything, but to be like every day working as hard as we can to be better, it's paying off now.

**13:02** Paco: Last season we played well. But this season we are playing better. Hopefully the next season we play better and better. Also, the rugby 7s competition is changing as well. So the next year it will be only eight teams playing the 7s circuit and now we are in that top eight. So it means that the level of the competition is getting higher and higher, but hopefully the Spanish team will be better and better.

**13:44** Paco: We never won a cup or like a tournament on the world stage. So it will be massive for Spanish rugby. We are doing pretty well during the season. We had two bronze, one silver medal. But we're aiming for the gold.

**14:04** Paco: It's true that it's really hard and it's really difficult just to get even in the final or semi-finals because of the format of the competition. But for us, if we win, it will be like the best season in the history of Spain. So far, it is, but do or be the final in L.A. will be massive for us. We are trying to do it. After one week or after L.A., we can talk and hopefully we're talking about the best or the first win of the competition. But right now, it's just, trying to be the best team that we can in that competition.

**14:56** Paco: Just compete every game, every single game, every minute, and then enjoy it. That's the most important thing. Because if you are doing this with no fun, it's hard. Even training is hard, but we're trying to do it funnier and harder as well. But just the guys need to enjoy it.

Figure F2c: Paco Hernandez Pre L.A. Interview Transcript pt.3

Jeremy Trevithick, Wednesday 23 April 2025

**(00:08)** Jeremy, take one.

**(00:13)** Perfect. So would you mind just again starting with just saying your name, age, and position please

**(00:20)** Hello, my name is Jeremy, I am 23 and I play prop.

**(00:23)** Perfect, thank you. What inspired you to start playing Rugby, like why did you originally start?

**(00:28)** So I played a bit of, like, a lot of sports when I was young. I played football, I played tennis, I did some karate as well. And we kept passing by the Marbella Rugby Club, which was my home club when I was younger. And my dad was a rugby player back in England when he was younger, so he decided to, to make me play rugby. And yeah, ever since then, it's a sport I've loved.

**(00:53)** So, when your dad was playing did he play 15s or did he play 7s?

**(00:56)** Yeah, my dad didn't really take rugby, like, seriously, but he was a 15s player. He was a wing and I was, I was a little kid when I was 8. So he said, "I want you to be like me, so you play rugby and you can become a winger like I was."

**(01:10)** And then what made you start playing like 7s instead of like going down the normal route of 15s

**(01:15)** So I've been a 15s player my whole life since a few years back, and obviously I had been in contact with the previous coach in 7s, so I knew it was a sport I could play if I wanted to. And last season was, I had the opportunity to play Olympic Games because it was Olympic year last year. So I decided to take the chance and hop into the team last year. We weren't lucky enough to qualify for the Olympics, but at least I, I lived some great memories with the team.

**(01:46)** Like from your experience what's the difference between 7s and 15s and why do you prefer playing 7s?

**(01:50)** I'd say it's the physical aspect of it. Obviously, 15s is a longer game. It's one game, but it's longer. But seven is the intensity of it is another level, especially not only physically, but mentally as well. The fact that you have to play a game to reset, play another one, maybe even play three games in one day. So I'd say the mental and physical aspect of it is a lot tougher in seven.

**(02:14)** And then, Spain's been doing kinda better in 7s compared to 15s. Why do you think that is?

**(02:20)** Well, I think it's because our team we have now has been training together for quite a few years now. Obviously, 15s only see each other once every few months, maybe. So I think the team that's been training that we have now has been training together quite a few years now. Plus, there are a few young players who have come in which has helped the group. So I would say that chemistry the team has is obviously one of the most important factors of it.

**(02:45)** What's the biggest challenge you've overcome in your rugby journey so far? Has there been any, like, issues, struggles, injuries, anything you've had?

**(02:50)** Yeah, I'd probably say the start of last season was a bit tough for me. Obviously, seven is a new, is a new sport, it's obviously very different from 15s. And I injured my ankle in December. So, for me to hop in to, like, get my position into the team, coming back from an injury in a new sport was very, very tough for me. I had to push myself to the limit in training, maximize my recovery and diet. And yeah, just hope for the best and hop into the team.

**(03:18)** What does it mean to represent Spain, but also why did you specifically decide to represent Spain? Like, I guess you could have had multiple countries.

**(03:27)** Yeah, so I think representing Spain is a dream for every single one of the rugby players who play rugby in Spain. Since we're kids, we all look up to being 15s a side or 7s a side. So, I think representing Spain is something I've been thinking about forever. I mean, having the chance to, to play for this team is something really special for all of us. I don't think anyone would say no to this, this chance.

**(03:52)** What do you, what would you say is the kinds, like, future of rugby in Spain? We've seen like so much growth, kind of, especially like in the last couple of years but what do you think like 5 years down the line. What are you hoping for, like what do you think?

**(04:01)** Yeah, well, Spain's a top- is a tier two team now, which is like from 10th to 20th position. And I think that now Spain have qualified for the 15s World Cup and for the 7s are in the one of the best teams in the world. I think hopefully maybe in five years' time we can be a Tier One team, which is obviously I think for the federation and for every single player in Spain would be, would be really, really good. So I think yeah, it's going to be a very, very tough, tough path to get there, but I think we can make it.

**(04:30)** So you're in a pool with Fiji, Australia and New Zealand. How are you feeling, like specifically about these opponents? Like how are you feeling for LA as well?

**(04:39)** So every single opponent we would have gotten in this tournament is going to be really, really tough. So instead of focusing so much on who we go, which is obviously something we are going to do, we're going to focus on ourselves a lot, on those little details on the field, you know, fix little problems we've had in the last tournament. So I think focusing on ourselves is the main, the main problem we have. And closer to the tournament, we all study like the opponents a bit more. And yeah, we know that every single opponent is really, really tough and it's got to be mentally clear and go for it.

**(05:10)** What would like, hypothetically what would a win in LA mean to both yourself and like the wider team?

**(05:20)** I mean, I can't, I'm trying not to think about it because it's unbelievable. Like the fact that Spain have a chance of even winning one of these tournaments is insane, like it's unbelievable for all of us, especially for some of the players who have been in the circuit for like seven or eight years. I can't imagine how, how motivated they must feel. So just think it's something unexplainable, honestly it's it's amazing.

Figure F3: Jeremy Trevithick Interview Transcript

**15:40** Paco: More funds, that's for sure. If you have more money, you have a better environment. But the one thing that we need to improve is the National League of 7s. Nowadays, we don't have. It's part, like, at the end of the season, 15s. But we need to promote rugby 7s in Spain. It's true that we are crazy, crazy guys that we are doing 7s. Like, everybody from 15s, they say, yeah, "this is a summer game, no?" But we are doing, like, during the whole season. And we need to promote that in Spain.

**16:20** Paco: Because right now, I think we need to bring more players for the rugby sevens program. And we need just to watch players' performance in 7s. Today, we are picking up players from 15s, but we don't know if they are good at 7s or not. So that's a big challenge for us as a head coach. But the union needs to promote 7s as well, in Spain, and also rugby 15s or the clubs of rugby 15s need to help to develop this right now, just to support this movement as well.

**17:03** Paco: Because at the end if we think as an union, as a country, if we have better players competing in better levels, we can do better things. So that's the main thing. And then after two or three, four seasons of like a player who is playing 7s on the world stage, they can go back to the clubs and the Spanish rugby is getting higher. So that's, if I were the vice sport director or the CEO or whatever, I would support rugby 7s for sure. They are doing [it]. But we need at least a national competition of 7s.

**18:30** Paco: Yeah, well this is a circle, no? That if you win, you get more funds. If you get more funds, you get more support. If you get more support, you're on media or social and it's like a circle. So it's true that we need like a base. We are trying to do that base in Málaga for the Rugby 7s. Right now it's the men, but the women came two or three times during the last two seasons. And we are trying just to do Costa del Sol, of the main things the main base of the Rugby Sevens, because also the weather here is much better than in the rest of Spain; warmer and sunny at all of the places that we are playing, except Canada, Vancouver, but it is a stadium that is covered.

**19:28** Paco: But the rest, we're playing in summer time so it's the best way just to acclimate to do it better and this is how it's supposed to be, so. Yeah it's true that if we have better facilities as well like a stadium and like a main thing just like every player can go there just for training, without any national training camp or... it could be better for us as well but uh it takes time it takes money, but we know that the the union is working for that as well but let's see what happened in the next few years

**20:16** Paco: Just follow us. In Spain 7s, we are really happy just to be in the middle of the social things. We are doing really great during the season. Just support rugby, support rugby 7s and support Spain.

Figure F2d: Paco Hernandez Pre L.A. Interview Transcript pt.4

**(00:05)** Paco Cosculluela, Take one.

**(00:12)** Name, age and position

**(00:15)** Paco Cosculluela, 24, fly half.

**(00:19)** Uh, ok, first question. Did you play 15s prior?

**(00:23)** Yes, I played until I got to senior year. I played 15s.

**(00:29)** And then is that when you transitioned so 7s or how did that...?

**(00:32)** I had a transition. I played for the under-18 15s team, in the national team. And then the next year they called me to join the academy of the national rugby 7s team.

**(00:46)** Describe your team in three words.

**(00:50)** Well, passion would be one. Another would be, like, a group. We're more like a family. Passion family, and I would say also happy or having fun. Yeah, happy, passionate family.

**(01:11)** What has been the best moment of your career so far?

**(01:15)** Well, it has to be getting to the finals in Dubai. Playing for the first time in history and hearing the anthem and everything, that would be the best.

**(01:30)** What would a win in LA mean to you and how would you celebrate?

**(01:38)** A win? Like, first place? Well, it would mean a lot. It would be, like, ending the year like we should, like, finishing on top. It would be not history but the next level because our name will be written like forever in the rugby 7s history. That would be crazy and we would celebrate like as always, like together and just partying and having fun and also going back to the family and just enjoying the whole year because it has been a long year and we've enjoyed it a lot.

**(02:16)** What does it mean to represent Spain as a country?

**(02:19)** It means a lot. It's something you dream of when you're a little kid. You don't really see yourself that high, but once you start getting in and getting in, it's just you're getting more. Now we are at the point that we are in the national team. We are a very good group, and we want to get this team to the highest level possible, so that's really, really nice.

**(02:41)** And then describe how it felt the first time you stepped out onto the pitch representing Spain.

**(02:48)** Well, the first time, official tournament that I played, I played only 30 seconds so I didn't like that much that time, but the next one, it was the European Championship that I played with the whole team and it was very good. Like, I don't know, the feeling of representing with, like not only yourself but your family, your place, your club, you represent so much things that it's just, it's a little bit of pressure because you want to do really well forever people. But it's always just start enjoying it a lot when you feel like you've reached there because you've trained for that. And also being like a team sport helps a lot. And feeling connected with your partner is the best thing you could have.

**(03:46)** And then what do you see as the future of rugby and of Rugby 7s in Spain as well? Like how do you...?

**(03:46)** Well, Rugby Sevens is going to be the thing that now the kids dream about, because we are reaching such a high level that everybody is just looking up to us, and that's a really important thing. And for the rugby in general in Spain, I think it's growing a lot. But the most important thing is growing a lot of, like, catching more and more people that's training and joining their clubs, joining the little clubs. A lot of more clubs are starting to grow and everything. That's the important thing. A lot of people play the sport because when you have that big mass of people, I don't know how you can say it, that makes the sport grow.

**(04:25)** And then just off of that. You said that earlier today you guys were at a school, do you just want to tell us a bit about that experience, what were you guys doing...?

**(04:32)** Yes, we are joining the Ayuntamiento de Málaga in, like, a type of project. We go through around all these schools because we have some free time that we can use. And we just go there, explain what we do. Like, they, like, just motivate them not to just join rugby. That would be crazy if we motivated them for that. But just to have a good life, like, train, have fun, eat good, sleep good, and just to, it's always, it's very beautiful when you just talk to the kids and they just see you and they just are happy for hearing from you. We also always play with them a little bit, just a little ball passing. For them, it's cheers and love and everything, so that's very beautiful.

**(05:18)** How do you feel knowing that there are kids out there that look up to you, you're a role model?

**(05:41)** Yes. Well, it's a really nice feeling that I'm starting. I don't really think about it much because I live my life how I want to live it. I don't really try to live it differently because people are looking up to me. But that's a big responsibility. I think, because of how I'm living my life, I'm sure about it, I don't need to change anything. So I'm very happy and I feel really grateful for all that.

**(06:09)** What message would you want to send to any kids thinking about joining rugby?

**(06:21)** Well, if you're thinking about rugby, just go for it. It's a beautiful sport, just a familiar sport. It's a sport for everybody, for every shape, for every body, for every person. Because you will, I'm for sure certain that, it doesn't matter what club you join, you're going to feel like a family, very social and very joyful. And just moving and having fun with people, that's the important thing. So just try things, it rugby doesn't catch you, just try things, just move, go out and just have fun with people.

Figure F4: Paco Cosculluela Interview Transcript

To support the analysis and production reflection in this paper, a selection of four interview transcripts from the men’s team has been included in the appendices. These interviews were selected based on their relevance to themes explored in the documentary, including team culture, preparation for international competition, and the growth of rugby 7s in Spain. The selected participants represent a range of perspectives, including players at different stages of their careers and a member of the coaching staff. While a total of 31 interviews were conducted with members of the men’s team, the four presented here represent a broader dataset. The complete set of transcripts is available upon request or stored in the project archive.

## Appendix G: Selected Interview Transcripts – Women’s Team

00:00:45  
Hi, I'm Maria, take one.  
Q: What's your name? What do you do?  
00:01:01:00:01:11 (10 seconds)  
A: My name is Maria, and everyone calls me Maribí, and I'm the head coach of the Women's National Team, 7s team.  
Q: Do you have a job outside of being the Spain rugby 7s head coach?  
00:01:13:00:01:19 (6 seconds)  
A: No. The girls give me a lot of jobs to do every day. I can't have more jobs.  
Q: So we know you were a player. Tell us about your career.  
00:01:25:00:01:53 (28 seconds)  
A: Oh! I have been playing ~~too many years~~ since I went to four World Cups, the Olympic Games in Rio de Janeiro. And I have been playing in too many clubs that we could win our competition and played in England too, in Richmond, and I make a lot of friends, and we could be speaking around my career too much time, so it's been great.  
Q: This is the first year you coach the national team, correct?  
00:01:38:00:02:03 (5 seconds)  
A: At the first year alone, but I did it the last year too with another guy.  
Q: Tell us about your transition from being a player to becoming the coach of the Spanish national team.  
00:02:04:00:03:06 (58 seconds)  
A: I was before it with a club team, three years, not three, no, five years. And I coached it to the under 18. So, a lot of the girls I know from the under 18 national team. And it's been great. It's like I would like to give the women the team that maybe I couldn't have, and at the same time. All the knowledge that really good coaches have given me. So when you have a big career and really good coaches with you, maybe it's easier to know what you want and what you don't. So that is the thing that I tried, to be the best that I can be every day. And it's the same that how I feel it the rugby when I was a player but I enjoyed more being player than coach.  
Q: How did it feel playing in the Olympics and representing your country, Spain?  
00:03:13:00:04:04 (11 seconds)  
A: Yeah, that was great. That was amazing. We told ourselves that we didn't realize what we have done until that happening and the last two Olympic games, we couldn't qualify the team Spain haven't been there, men's and women's. So it's really hard for the European teams because there is a lot of great countries. So, that was amazing to be there. Maybe we don't enjoy it as much as we would like it because we qualified one month before it with the last position. But it's like when you take the driver's license. You have that revelation forever. So, you are Olympic forever. So, that is a sport that you want to give to another sport players.  
Q: How did you initially get into rugby?  
00:04:04:00:05:13 (11 minute and 5 seconds)  
A: Good question. I was kayaking for a long time, like 11 years. All my life I have been kayaking. I always say that I was in the national team really soon. When I was only been playing one year because I did kayaking before. So, I used to train six days per week. When there was summer or there was holiday, we used to train two times per day. So that made me to have a strong mentality and a strong personality like athletes. And then when I come to rugby, I push all that values that I took from individual sport to rugby and that was easy to always push myself a lot. And I introduced in rugby in the university. So with 21 years old and since 22 until 32 I was playing in the national team.  
Q: You have at least 3 or 4 injured players, including your captain. You have very essential players from your starting lineup that are injured. How are you coping with that, with the Los Angeles tournament around the corner?  
00:05:30:00:07:02 (11 minute 32 seconds)  
A: Yeah, my way to cope the life is like you can do nothing when the things that are happening. You only can change the things that you can change. So being stressful or being bad or being sad about what we have lost, don't make us to be stronger. So, that's my behavior. It's a shame that Jimena, Olivia, Paula, Calvo, four of our players that they were starting players the last year, when we qualified the team against South Africa, are injury and are more of the more experienced players but that has happened. So, we have been working really hard all the year to push as players as individuals as much as they can and to push the team as much as we can without thinking that anyone is the most important to achieve or to get goals. So, that's happening. I'm sad for them. I'm sad because maybe the team will be better, but we are ready to play with them, because we have had a really bad luck and we have had that problem all the season. And it's like that. The best thing that we can do for the team is to get all our best, with the things that we can change. I can change Olivia, Jimena and Calvo, and I can change the players that are OK.  
Q: It's been quite a tough season. How has the team been performing? How are you preparing for the season?  
00:07:10:00:08:03 (53 seconds)  
A: We are really good because we finished in Singapore and Hong Kong, as best as we did in all the seasons. So that means that we are growing up, like I told you, like individual players, that all of them most of all of them are new and like a team. So we arrive to LA being better sport athletes, better individual players, knowing more rugby and with more tools to play and to manage the game. So that is 7s and that is crazy. Even if you are the best and you have everything under control, that is not like that. But we are happy and we are confident that we are arriving at our best moment.  
Q: You said this is a fairly new team. So where do you see this team in five years?  
00:08:11:00:08:55 (44 seconds)  
A: I see them in the Olympics. We want that. It's been really hard. But for the thing that I told you, because the qualify way to do it, I think they have to change it. Canada, USA have really easy to qualify. The South America too. Oceania with the fourth position that gives in the World Series too. And Europe is really hard. But we're training every day to go to the Olympics. I really think that they can do it. And it's not going to be for sure that they, but most of them can arrive it and it's where we want to be and for sure where we want to stay.  
Q: You've been playing and coaching rugby for many years. How far has rugby come for women in Spain?

Figure G1a: María Ribera Interview transcript pt.1

Yeah, no, and you're a cheerleader. And why you didn't want to throw with you out there, the cheerleaders are in the air all the time. Oh my goodness. No, I don't want to tell anyone that. Thank you for everything. All the coverage that you could give us is always, we appreciate it. We have been really comfortable and we take a lot of fun with all of you.  
Q: Describe your team in one word or sentence.  
00:19:36:00:20:00 (24 seconds)  
A: One word. Typical. No, not typical, like, or special. I don't know, like, unique. Unique. In English, describe in one word: Unique. You like to, too hard for me. Unique. No, no, no, no. That finish is really good. Unique. Unique.

Figure G1c: María Ribera Interview transcript pt.3

00:09:06:00:10:08 (11 minute 2 seconds)  
A: It's been a long time like I have been playing the last 15 years, 16 years, so I mean that rugby is here, 30 years behind, so really far away. But the thing that we have to become in Spain, in life, become the rugby more high performance and to have our competition stronger and everything stronger. But it's a lot of rugby, a lot of girls that are playing and we are still wanting more and more and more. But I think that the change that we really have to have it, is like to have a really good high-performance environment to develop more and more players and to be in the top countries. That obviously is hard, but it's the thing that I think that Spain can do it, to focus, to have a better high-performance environment away for the young players.  
Q: There is little media coverage about women's rugby here in Spain. Do you think media outlets are missing out by not covering women's rugby more?  
00:10:20:00:11:24 (11 minutes 4 seconds)  
A: I think that that interview and that media thing that you are going to do will be the best thing that they have done for us. So imagine how it's been but not for you that they think that you are amazing, but about how many things like that we have it. But everything can be better. The women's sport is not covered as much as the men's sport. Most if you play a sport that is not the strongest in Spain, here only the people speak football, basketball, tennis and some handball or nothing more and in women, less. Maybe football because they won the World Cup and they have more things for the men. So I really think that we have to do a big way, a big impact to really have the same chance or better chance than the one that we're having right now.  
Q: Can you describe a moment of pure joy you had with the team this season?  
00:11:35:00:13:09 (11 minute 34 seconds)  
A: Ah, now I'm really happy. I don't know why, but I'm really happy right now that this month. It's been really hard. We have worked a lot, a lot, a lot, a lot. Like staff, individually, everything. And so each day to put all the things in the field. It's been great. Singapore has been great. Won the match against USA defense like we did it. It's like amazing. And seeing them smiling and happy face is the best that one coach can feel because we work only for them, and for that I told you that I was happy being a player because I only had to worry about me. And now I have like to worry about 20 girls, and I'm more worried for them that how they are for themselves sometimes. You always think that you can do more and more and more for them, or maybe that you didn't do something as much as you did it so that is a lot of responsibility. And now I'm happy because I see they're happy. Everything that can happen, everything in LA, but I really think that we are going to be together, and that's the most important thing. So maybe the best moment is being that how the environment of the team has become until right now. So, it's not one moment, it's about how we feel it now.  
Q: What makes your team special?  
00:13:15:00:14:34 (11 minute 19 seconds)  
A: They are crazy. They are happy. They are happy. They are new. They are young. The young people have a really good energy. Some of them have a really good experience. So, I think that there is a really mixed of too many essential things that have everyone that make all of us strong and all of us great. I think that they take care of each other a lot, right now. They have learned to push the team before themselves, and that makes us stronger. And it's hard when you lose too many matches, like we do. So that, because that, we are really strong. And the thing that makes us a better thing or special is like we are Spain. We like to be Spain. And I think that we have a really high way to become better and that we are as good as crazy than good person, good athlete. I couldn't describe what makes us special. You could see when you have been speaking with all of them.  
Q: If a young girl, wondering if she belongs in rugby or any other sport, sees this documentary, what message would you like to send to her?  
00:14:46:00:15:55 (11 minute 9 seconds)  
A: First that tell me that they want to play rugby because maybe I don't know them. So we would like as much as competition and as much as athletes that the people want. So if they become that or they believe that they can be here, write me please and then next is like to enjoy the journey, enjoy the way and never give up about who they are and about to be better and better. And the more important is to enjoy the journey, because maybe sometimes you don't get the goal that you take it or that you want, but if you handle it if you have do as much as you want and you have make around the people that give you things and you can be grateful about you how or what you have lived, the journey will always be positive. And be happy, be really happy. I think that the passion is the best thing to do. So don't do anything to be obligatory. Do because they want and write me.  
Q: What do you wish people knew about women's rugby that they don't necessarily know?  
00:16:27:00:17:06 (59 seconds)  
A: I don't think that. It was a really difficult question, but I don't know. I think that it's as much as spectacular that the main sport. It's like, it's crazy, it's fun, it's fast, it's combat, it's everything that you can imagine. But I will do the same for men and women. Rugby is incredible. Rugby 7 is crazy. And you always are going to enjoy it one match. So if you don't know something about our sport, I only will like to invite that person to join the show and to enjoy us.  
Q: Was there ever a moment this season when you felt like you wanted to give up? What kept you going?  
00:17:16:00:18:11 (11 minute 35 seconds)  
A: Yeah, too many times it's really hard because we don't have as much of a facility as the environment that we prepare and we fight for. So, too many times, like the players doesn't know, but the head coach have all the responsibility to really fight it with the union and with everything for the things that we really think are elementary and that are the minimum. So, it's been too many moments that have been really hard to take it that minimum things, but the thing that makes me to be strong and not to give up is for them because it has been players and their passion and to see every day how they feel it that is. That behavior doesn't deserve that I give up. And the other thing is my staff mate. If you're good with where the people that you work, and like you support each other a lot. So it's been hard, but I'm really positive girl, like I told you. So we're not going to give up ever. I hope so.  
Q: Is there anything you would like to add?  
00:18:33:00:19:28 (53 seconds)  
A: Thank you very much girls for all your covers, everything. I don't know what we have to do to give you the best mark in the university, but if I will have to give you a mark it will be 10. 10 is the best mark in USA or more? 10 10. I will give you 11. And I don't have nothing to tell you more. If you want to play rugby, let us know. I know that you're a really good jumper. (She's a cheerleader).

Figure G1b: María Ribera Interview transcript pt.2

Marta F Transcript

Q: What's your name? Where are you from? How old are you? And what do you do?  
00:00:17  
My name is **Martha Fresno**. I'm 21 years old. I live in Madrid. And I study law in university and I play sevens in the Spanish selection.

Q: You play for a club outside of where?  
00:00:35  
I have a club. I have been there for five, six years and now this year I don't play because I don't have time to play with the sevens team.

Q: How do you balance being a law student with being a professional rugby player?  
00:00:57  
I have been studying law. It's my fourth year, and I have been here (on the national team) just one. So I tried to study a lot the first years, and it's difficult because I don't really have time. And when I train, I get really tired, and I don't have the same effort to study as I didn't. But I always try to do my best.

Q: What does it mean to you to represent Spain?  
00:01:28  
It's a lot because I have been living here since I was born and for me, I'm really proud for myself to be representing this team.

Q: Do you remember the first time you stepped on the pitch as a national team player and how did it feel?  
00:01:47  
Yeah, it was this year in September and it was against France and we won. And it was really happy and I liked it a lot.

Q: What are some challenges you faced as a female rugby player?  
00:02:11  
Outside.

Q: Any challenges you faced? People saying, 'Oh no, it's a male-dominant sport, why are you playing this sport for boys?'  
00:02:27  
Well, I know people that are not in the rugby circle, and they usually say it's a boys' sport. But I don't really get hurt because of the words. I don't mind. And I usually get support from people who I love, and I don't care about the other ones. I have been playing for six, five years, and I started in 19th, and this is my, well, last year I played sevens, but I got injured from my shoulder, and this is my first year playing sevens.

Q: How long were you injured for, and how was it mentally? Like, how difficult was it for you physically, mentally, not being able to play?  
00:03:21  
As it was my first year coming here to train, I got injured in January, and I've been training for four months. And I was not really into the team, so I really got it, like, the rehab, I did it really good because I got, like, the chase to go. The next year and play, and it was good.

Q: Do you have any personal goals or dreams for yourself in rugby?  
00:03:59  
Well, I think as everyone playing a sport, going to the Olympics in four years, and I think we can do it.

Q: When did you realize or know that rugby is a sport for you?  
00:04:17  
I tried a lot of sports, and my father has been playing rugby for a long time, and he always tried to introduce me to rugby. I didn't want to, but when I tried, like people and the atmosphere that rugby creates, I loved it, and I stayed.

Q: What do you wish people knew about women's rugby?  
00:04:48  
I think the respect and the people you know in this sport is not the same as the other ones. The values we've got coming here are really important and you don't get it in another sport.

Q: Do you have any role models and why are they your role models?  
00:05:11  
My father, as I said before, he always supports me in everything in my career in rugby; he always tried to help me in training sessions, he knows a lot about rugby so he tried to give me some tips and in studies, he tried to help me to organize myself sometimes.

Q: How does it feel being the role model?  
00:05:42  
It's really important because it has to be, people have to see what they can become and girls usually don't play rugby since they're little, so nowadays it's coming, it's growing and it's really important to me to be the one who they see.

Q: What would you tell younger girls watching this?  
This is a sport that gives you people for life, and you will love it because people think it's really aggressive, but it's not that much. And you can really be happy here with people.

Q: Describe your team in one word: Brave  
00:06:42  
I think we are young people who are trying our best every day and we're giving all of our best for everything.

Q: Any last messages? Last words?  
No.

Figure G2: Marta Fresno Interview transcript

Juana Spanish Interview

Q: What is your name? Where are you from? How old are you? What do you do?  
00:00:14  
A: "Soy Juana, nací en Argentina pero vivo en España desde hace 14 años, tengo 18 años y juego en la Selección Española de Rugby 7s".

Q: How does it feel being one of the youngest players on the team?  
00:00:30  
A: "La verdad es buena, como lo veo con muy calma, somos un equipo bastante joven, todos somos similares en edad, todos estamos llenos de alegría y mucho esfuerzo, por lo que se siente normal y no muy diferente".

Q: Do you play for the U20 Selection and the main team?  
00:01:01  
A: "Sí, he jugado 2 años, los 2 torneos europeos, bien".

Q: Do you play for any club other than the national team?  
00:01:11  
A: "Jugué en un club de Alicante, donde viví, donde está mi casa, pero a partir del año pasado que vine a la selección, solo juego aquí por ahora".

Q: What does it mean to you to represent Spain?  
00:01:25  
A: "Para ser honesto, siempre ha sido mi sueño, desde que empecé a jugar al rugby cuando era joven, y llegar a este nivel es una locura, y llegar a hacer esto todos los días, es un sueño, y sigue siendo un sueño todos los días".

Q: Do you have any role models? Why are they your role model?  
00:01:43  
A: "Mi padre, mi padre siempre ha sido la persona que en el rugby, y en todo, es mi ídolo. También jugó rugby cuando era joven, es entrenador, está loco por el rugby, le encanta entrenar a niños y mostrar lo que sabe, y eso me encanta".

Q: Do you play rugby 15s? Did you ever play rugby 15s?  
00:02:15  
A: "Por el momento no, solo juego a 7s". "Sí, jugué hace 2 años en mi club, pero eso es todo".

Q: Do you study as well?  
00:02:30  
A: "Sí, estoy haciendo mi título de bachillerato, me queda 1 año, está yendo".

Q: How do you balance studying and rugby?  
00:02:40  
A: "Más o menos, no va tan bien, pero poco a poco voy llegando allí. Bueno aquí en España, normalmente aquí en España se hace en dos años. Lo hago en tres porque antes estuve en Valencia y tuve que hacerlo en tres porque nos formamos mucho. Así que me queda este año, realmente debería haber terminado ya, pero bueno, poco a poco se está haciendo. Estudiando lo que puedo."

Q: Do you have any personal goals/dreams in rugby?  
00:03:10  
A: "Obviamente ir a los Juegos Olímpicos y bueno, si es posible jugar un Mundial de 15 algún día, incluso si no en 7s. Pero vaya a los Juegos Olímpicos, a partir de ahora vaya a los Juegos Olímpicos". "Sí, por supuesto que sí."

Q: Are you preparing from now for the Olympics happening in four years, and how are you preparing?  
00:03:38  
A: "Bueno, veamos, ahora, como se mencionó antes, es un grupo bastante nuevo, todos somos bastante jóvenes. Pero bueno, este año está siendo complicado, pero es un proceso que tenemos que pasar para llegar a los Juegos Olímpicos en buena forma. Por lo tanto, me parece que estamos dando todo lo que estamos en el campo y que a pesar de que somos un nuevo grupo, en unos años estaremos en el Top 3 del mundo."

Q: What is your most memorable match  
00:04:11  
A: "Lo mismo que Marta y Jimena. El año pasado debatí en Dubai en la primera serie, jugué en todas las series, y el último torneo fue en Madrid. Vino toda mi familia, mi abuela de Argentina también había venido a verme así como todos mis amigos, y la verdad es que fue una locura estar en ese estadio, que es un estadio enorme, y que se lo des todo, y que todo el estadio te anime, y que espere que tu familia está ahí mirándote, súper orgullosa. Creo que eso fue lo más importante."

Q: Do you remember the first time you stepped on the pitch as a national team player? How did it feel?  
00:04:48  
A: "La verdad es que es un poco borroso, pero sí lo recuerdo. Era esa sensación de nervios y mucho, mucho deseo. Estaba muy nerviosa, pero buenos nervios, los que te gustan."

Q: How has rugby shaped who you are as a person off the field?  
00:05:07  
A: "Creo que el rugby te da valores que si no jugaras, nadie más tendría. Creo que te da compañía, empatía y cosas que si no hubieras estado aquí, yo no tendría. Y me gusta, me gusta mucho porque creo que todos somos muy buenas personas e individuos valiosos."

Q: What do you wish people knew about women's rugby that they wouldn't know?  
00:05:42  
A: "Creo que la gente no es consciente de cuánto entrenamos y cuánto sacrificamos para estar aquí. Lo ven como si llegáramos al estadio, jugáramos un partido, perdiéramos, y somos muy malos, y no sé qué. Pero estamos aquí todos los días, al menos tres horas al día entrenando, y creo que eso debería reconocerse un poco más."

Q: Can you describe a moment of pure heartbreak in rugby?  
00:06:31

Figure G3a: Juana Stella Interview transcript pt.1

A: "Bueno, esto no estaba jugando con la selección, no importa, ¿verdad? Estaba jugando en un torneo de siete cuando tenía 16 años, y fui a atacar a alguien y me golpearon en la cabeza, y es como si perdiera el conocimiento por un par de segundos. Me desperté y no recordaba lo que había pasado, y creo que fue lo más difícil que experimenté jugando al rugby."

Q: Have you ever felt like giving up? What kept you going?  
00:07:57  
A: "No, nunca. Creo que mi padre transmitió la locura y la pasión de nunca querer renunciar. Su verdadero lve tuvo días malos o semanas de no querer entrenar o querer ser pereoso, pero nunca quería dejar de jugar."

Q: What makes your team special?  
00:07:29  
A: "Creo que el impulso que tenemos y la alegría que tenemos. Vamos a jugar en los torneos y no veo ningún otro equipo cansado, baltando, tendo. Todos son muy serios y me gusta bailar, sonreír, disfrutar de lo que estamos haciendo. Y eso es lo que amo de nosotros."

Q: Describe your team in one word or sentence.  
00:08:00  
A: "Creo que diría sacrificio. Como dije antes, estuvimos aquí todos los días, y tal vez alegría. Tenemos tanto manejo, no podemos manejar la cantidad de manejo que tenemos, y estamos felices todos los días, pase lo que pase."

Q: How does it feel being a younger player and being a role model to the younger generation?  
00:08:20  
A: "La verdad es que nunca pensé que sería un modelo a seguir para alguien, nunca pensé que sería posible. No lo sé, lo pienso como si estuviera con mi equipo de rugby sevens, y si una joven me admira y me mira, creo que es genial, porque así era yo cuando era más joven, y es normal que la gente te mire como un modelo a seguir porque juegas para la selección nacional, y eso es lo que hay que mirar hacia arriba."

Q: If young girls watch this documentary, what message would you like to send them?  
00:09:09  
A: "Yo les diría que si quieren alcanzar este nivel, que es el nivel más alto, necesitan trabajar duro. El sacrificio es lo más importante. Si trabajan todos los días constantemente, tuve un sueño y decidí unirme a un instituto en Valencia, donde nos formábamos dos veces al día. Y ahí estaba, si quería ir lejos, al final era lo que tenía que hacer."

Bye!

Figure G3b: Juana Stella Interview transcript pt.2

Denisse Post LA Interview

Q: Can you tell us about Los Angeles?  
00:00:11-00:01:02

A: When we got there, we got two weeks earlier before the tournament and it was the key because we could do really good trainings and we could be more relaxed. Mentally, we got that confidence we needed. And the first match were against Kenya, who won the challenge. So they were the strongest team. And, yeah, we beat them. And it was super good because we got the good sensations for the rest of the match, the tournament. It was super good.

Q: What was the best moment in LA (play, try, game...)?  
00:01:05-02:02:07

A: In my case, were against Colombia because we were 12 versus 12 until 30 seconds. And I had to do one tackle. So, like, I don't know how to say that. She went to the touchline and we got the touch for us so we could try, and we won the match because if we didn't win, we could have reached the challenge, so it was so important, and I think that was the key. Because Anna um kicked a drop and and she, it entered, so so yeah, we won that match because of that.

Q: You won 3 out of 4 matches. Is this the result you hoped for?  
00:02:11-00:02:47

A: Yeah, we have worked a lot this year with um too much people that have been like getting and going out, um, they were like one two months so, so heavy about the trainings all about that and yeah, we were so happy, so yeah, that was that was like i, we could um accomplish that challenge.

Q: What's next for the team?  
00:02:51-00:03:04

A: We want to keep improving every day, getting better. And yeah, that's the final result.

Q: Is there anything else you would like to add?  
00:03:08-00:03:18

A: I've been enjoying this time so much and I'm so happy for the team and with my teammates.

Figure G4: Denisse Gortazar Interview transcript

In addition to the men’s team interviews, a selection of four interview transcripts from the women’s team has been included in the appendices. These interviews were chosen to reflect a diverse range of voices and experiences within the team, capturing insights from both veteran and emerging players, as well as members of the coaching staff. The selection highlights key themes addressed in the documentary, including the challenges faced by female athletes in a developing sport, team dynamics, and aspirations for growth on the international stage. Out of a total of 13 interviews conducted with the women’s team, these four were selected for their relevance and narrative value. The complete set of transcripts is available upon request or archived with the project materials.

## Appendix H: Documentary Storylines

- Men's Documentary Storyline**
- 14 Minutes total**
1. Big Paco:
    - a. sitting down explaining the result in LA (May 19th)
      - i. Empty chair
      - ii. "Hi I'm Paco Hernandez, I'm head coach of Spain Rugby 7s and we've just won silver in the 2025 Sevens Series
      - iii. One of us off camera: "and how'd you get there?"
      - iv. Paco: smile or funny face
  2. Transition of a clock rolling back
  3. Roll it back to commentary and compilation of Spain 7s struggling (last season timeline)
    - a. "Spain are not a strong rugby nation"
  4. Proof it's paying off: 24/25 season recap highlights and compilation
  5. Two weeks pre-LA
    - a. "We're not heading to LA fighting to stay up, but we're fighting for a medal in the world championships"
  6. Players and coaches saying:
    - a. We're changing how it all works this season: living together, living in Malaga, taking it more serious, and it is paying off this season
    - b. Focus is mainly on brotherhood and the unique connection they have- messing around, living together, driving together etc
    - c. Jaime Mata- Spain is a unique/different team
    - d. Training b-roll
    - e. Would be such an incredible way to round off the season- show successes are not a fluke but a way of change
  7. POST LA x LA Highlights
    - a. B-roll of the competitions
      - i. Aus, New Zealand, Fiji, Argentina, South Africa
      - ii. Sound bytes: "Fiji was an important match for us, we had to win by 8 points to advance out of the group stage"
    - b. Back to Big Paco
      - i. We see him
      - ii. "So proud to represent Spain, this means a lot for us to have come in second. But still so much left to go and room to improve, building on momentum for next season" "one team, so strong coming back" "next season, we come back"
        1. While these types of things are being said, we see b-roll of brotherhood and togetherness and love
      - iii. "Excited for next season, let's see what we can do"

Figure H1: Men's Documentary Storyline

- The Rise of Las Leonas 7 - Storyline**
1. Opening
    - a. Clips of previous games, the girls losing
    - b. Voice over of the coach saying how they have struggled
    - c. Then ending on her face and continuing
    - d. The team standing with their arms crossed, strong stance
      - i. With title: Rise of Las Leonas 7
  2. Training and interviews
    - a. Quick montage of the training facility and some clips of the girls preparing for training and clips of training
    - b. Then it flips through the girls preparing for interviews ending on Marta c
    - c. Marta c is captain
      - i. Then she starts talking about how it feels/ what it means to be captain, and that responsibility
    - d. Coach interview
      - i. Introduction
  3. Exposure and attention of Rugby in Spain (women's)
    - a. Question about the coverage of the sport
      - i. Answer from the coach
      - ii. Then an answer from Marcos Lopez about the same topic
  4. Rain Shots & Preparation, the team's thoughts on being part of the sport to Rugby
    - a. Players preparing to train in the rain and walking out onto rainy pitch
    - b. Marta F interview, about how she reacts and feels when people say rugby isn't for girls
    - c. Denisse interview, her thoughts on how rugby is changing for women
    - d. Juana interview, the traits rugby instills in its players
  5. Injuries
    - a. Jimena interview, introducing injuries
    - b. Abril interview, about her injury and how it happened, with footage from Hong Kong
    - c. Klar interview, talking about having had a shoulder injury and making the switch to 7s from 15s
  6. Gym
    - a. Hype edit of the girls working out in the gym
    - b. Last sequence before going to LA
  7. Arrival in Los Angeles
    - a. Flight landing at LAX
    - b. Slow-mo vertical training videos, with voice over from captain about their preparation in Los Angeles
    - c. Team huddle with captain leading the huddle
    - d. Slow-mo vertical tunnel videos before heading onto the field
  8. Los Angeles game highlights
    - a. In-order game highlights from LA
    - b. With voice overs from the coach & players about how they felt during the games, and game commentary
    - c. Inclusion of post game interview from the coach
  9. Post Los Angeles
    - a. "We arrive back in Madrid as the men's and women's 7s teams play each other at training in a game of football
    - b. We see 3 key players, Juana, Denisse, and Marta C, as well as the coach, in post-LA interviews.
      - i. Discussion key moments, what it means for the future of the team, and what's next for them
    - c. Finishing on a team huddle cheer
  10. Disposable Camera pictures, and youth playing picture montage
    - a. What does the team mean to you

Figure H2: Women's Documentary Storyline

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