Record winning Tweets give rise to a Favourit worth backing.

Sporting entertainment soared to new heights with a Twitter volume record at the Women's World Cup. This flurry of real time data reveals something previously unseen: the ultimate crowd-sourced opinion of who the real Favourit is.

Therecent Japan vs. US World Cup Womens Soccer match was a true crowd pleaser,with the Japanese team scoring a 3-1 victory in the penalty shootout, the firsttime an Asian nation has won the competition. Reported widely around theblogosphere including prominent tech commentators Techcrunch, Twitterrecorded an astonishing 7196 Tweets per second beating most recent winnersincluding the News of the World Phone Hacking scandal, the Royal Wedding andOsama Bin Ladens death.

Meanwhile,in the lead up to its anticipated global launch, Favourit, a unique onlinesports betting and entertainment network monitored some revealing statisticsthrough its cutting edge technology. Favourit monitored online conversationsabout the game in real time and identifed that despite the bookmakers pricingthe match for a USA victory, the crowds opinion thought differently in volumeand sentiment, which peaked at 11:1 in favour of Japan during the course of thegame.

Favouritscommunity is designed to allow users to find the true match favourite throughreal time conversation, insightful analytics and media. Members can utilizethis type of information to make more informed decisions about backing a teamand getting better visibility in the market. Favourit provides a completelyunique application to bet on sports, entertainment and new emerging markets,whether using a bookmaking partners integrated account or in virtual currencyfor kudos and rewards.

To find out who is favourit, registerfor priority access before invites run out or follow @favourit_sportat Twitter for the latest updates.

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About Favourit

Favourit is a unique online sports betting andentertainment network (developed and commercialized by Agility Interactive) thatallows friends to connect and share the experience of following and supportinga team, performer or popular figure.

Connecting premium bookmaking and media partnersaround the globe to the platform, the solution allows users to create acompletely personalized experience and get exclusive access to information anddata from our Favourit crowd.

Favourit puts users in the front row for theultimate online entertainment experience.

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