

















EDIA GUIDE - VENDÉE GLOBE 2024

The Vendée Globe Media Guide is the key tool for all media wishing to follow and cover the event. It brings together all the practical information you'll need, whether you want to get to the village or follow the race from start to finish. The aim of this guide is to support you throughout the event. In addition, the Press Kit will be your reference source, providing you with all the essential information about the race, its history and its sailors.





ZE MICHEL DURAND VENDÉE LE DEPARTEMENT

1. MEDIA ACCREDITATION IN THE VILLAGE

Media accreditation allows you to enter the village through one of the 3 entrances in a privileged way (dedicated queue for accredited people), without going through the ticket office and to have access to the Vendée Globe pontoon until Friday 8th November inclusive as well as to the Media HQ for the duration of the start village. To do this, we invite you to fill in a media accreditation form. Only journalists in possession of a press card or a letter from their editorial office will be able to claim this media accreditation, after validation by the Vendée Globe media department:

Accreditation form

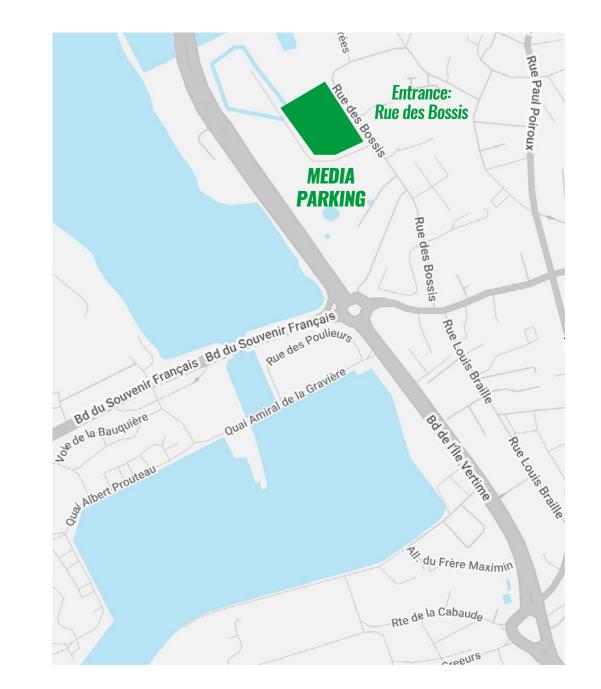
Collecting media accreditation

- Where can I collect my media accreditation? At the accreditation centre from 9am to 6pm every day from Tuesday 15 October to Sunday 10 November. accreditations@vendeeglobe.fr
- How do I collect my media accreditation? Can I collect my colleagues' media accreditation? Once your request for media accreditation has been accepted by the media service, you will receive a counter-mark to present when collecting your badge (with photo, surname, first name). You will have to provide proof of identity. It is not possible to collect another person's media accreditation.
- What does media accreditation give access to? It allows you to enter the village through a dedicated queue, to access the media centre and the pontoon from Saturday 19 October to Friday 08 November. For the start weekend, see below.
- Can a underage person accompany an accredited person to the media centre?

Any person, whether a child or not, accompanying an accredited person must also be accredited to access the areas, including the pontoon.

NOTE

- Accreditation requests must be made 24 hours before arriving at the village.
- The countermark given at the end of your accreditation request is strictly personal and non-transferable.
- Lending or reselling your badge to a third party will result in the permanent deactivation of your accreditation.
- In the event of loss or damage to your accreditation, you will be billed €30 excluding VAT for the replacement of your badge.
- Media accreditation allows access to the Village without having to use the free general public ticket office.



Media Parking

You can request a car park when you apply for accreditation. The car park is located in the former sailors' cellar and is called Media Parking. If the media service approves your parking request, the media must collect their green press parking sticker from the accreditation centre. The media must stick their badge on the top left of

their windscreen to access the media car park.



2. THE MEDIA HQ

The Media Department is pleased to welcome you to the **Vendée** Globe Media HQ from Saturday 19 October 2024 to Tuesday 12 November 2024, located in the village. A dedicated team will be there to help you work in the best possible conditions.

The Media HQ will provide the media with:

- A media reception desk
- 1,300 square metres of space on 3 levels
- A press conference room equipped with a console with audio jacks where press conferences will be organised by the race organisers and the skippers. The schedule for these conferences can be found at the Media HQ reception desk.
- Small meeting rooms (available on request from reception)
- A media room for quiet interviews (schedule available from the Media Centre reception desk)
- Two work rooms equipped with tables, chairs, electrical sockets and RJ45 cables
- The Press Café: a convivial area in partnership with Sodebo where you can get free snacks and drinks at any time of day.
- Lockers (padlocks provided by the organisers in exchange for ID) accessible every day until 8pm
- Wifi and printers available for the media
- Chasubles for TV crews and photographers will be compulsory for filming in the village. To be collected from the Media Centre in exchange for ID.

NOTE

TIMES : From Saturday October 19 to Monday November 11, 2024 from 8am to 8pm. Tuesday, November 12 from 8am to 12pm.

ADRESS (for delivery):

Media HQ : Allée du Frère Maximin 85100 Les Sables-d'Olonne



TV COMPOUND

The TV Compound, (N°. 14 on the plan) will accommodate the different television channels for recovery of the departure signal.



3. THE VILLAGE FOR THE PUBLIC

The Vendée Globe village will be open to the public from Saturday 19 October to Sunday 10 November 2024 from 10h00 to 20h00. Throughout the three weeks, it will be offering a wide range of entertainment. The V and B Globe bar will be open until 1am.

How to get to the Village?

• Low-carbon mobility: To come to the Vendée Globe, we encourage you to favour low-carbon mobility. Many solutions are available to you:



- Train: additional trains from Paris Montparnasse and adaptation of train timetables to the village timetable.



- Car pooling: take other people with you on our dedicated platform.
- If you're coming by electric car: a number of recharging points are available in Les Sables d'Olonne.
- Once in Les Sables d'Olonne: enjoy reduced-price buses and shuttles, oto self-service bicycles in the town and electric sea shuttles.



- On foot:
- SNCF train station 12 minutes away (850 m)
- The main beach 12 minutes away (850 m)
- Fishing port 8 minutes away (600 m)
- Arundel Tower and Château St Clair 17 minutes away (1.3 km)
- MASC 19 minutes away (1.4 km)
- All the information: on our website, as well as an impact calculator to help you choose the most carbon-free means of transport from your home.
- Media accommodation: The organisation does not provide accommodation for the media. Accommodation in the region can be found here: <u>vendee-tourisme.com</u>

THE RACE FOR THE OCEAN

On Saturday 26 October, at 8.30am, SAEM Vendée and its Official Supplier Oceane Auto/Hyundai are organising a charity run of around 4km around the village and the pontoon for skippers, partners and the media. The start and finish will be at the Hyundaï stand. Océane Auto will donate each kilometre covered by all the participants to the Vendée Globe Foundation.





THE TOOLS

1. THE MEDIA SERVER

The Vendée Globe media server is a platform dedicated to the media and supplied by the Vendée Globe organisation and the skippers' teams. It aims to provide photos, videos, audios, press releases and press kits to the French and international media to help them work. You will find below details of the content produced by the organisation. Please note that access to certain formats and content depends on the type of media and the associated function.

All images produced before and during the race (with the exception of the live start and finish signal) will be available on the platform.

media.saemvendee.org

VIDEO CONTENT

For all TV questions related to the media server and throughout the Vendée Globe: Victor VARGIOLU / <u>vvargiolu@aso.fr</u> - Lola GALBAN / <u>lgalban@aso.fr</u>

BEFORE THE RACE

- For each skipper
- Image bank of the boat (on board, aerial, in the shipyard and training)
- Studio interview
- 3D boat animation
- 3D Vendée Globe course
- Rough cut preparation rushes (food, safety, transmission, medical assistance, pooling, training, etc.)
- Pre-start skipper interview
- Rough cut village atmosphere
- Rough cut drone footage of Sables d'Olonne, pontoon, channel, village
- Rough cut official ceremonies
- Ready to broadcast FR and EN versions

START DAY

- Several rough cut from the start pontoon
- Pontoon atmosphere
- Drone and helicopter
- Interview with each skipper
- Fairway and crowds
- Several ends of the start
- Helicopter images
- Speedboat images
- On board skipper
- Ready to broadcast start FR and UK versions

DURING THE RACE

- Every day
- On board skippers (videos made by the skippers during the race)
- Visio with skippers
- Daily 3D summary
- PAD subjects in FR and UK versions
- Every week
- Ready to broadcast 26' FR, UK and VI versions available on Fridays

AFTER THE RACE

• Final ready to broadcast 52' FR, UK and VI versions



PHOTO CONTENT

For all PHOTO questions related to the media server and throughout the Vendée Globe:

Arnaud LETRÉSOR / <u>aletresor@sailsandrods.com</u>

BEFORE THE RACE

- Image bank supplied by the teams, aerial and onboard, completed if necessary by the Vendée Globe photo team during the 3 weeks before the start
- Studio portraits of each skipper
- Best of the 2020 edition
- Photos illustrating the sporting, educational and fun activities in the start village

START DAY

- Photos of the pontoon departures and the channel/public atmosphere
- Photos of the start with images from the helicopter and chaseboats + photos sent in by the skippers.

DURING THE RACE

- On-board images sent by the skippers, uploaded approximately every 3 hours
- Photos of the atmosphere in the village as well as vacations and guests

2. CARTOGRAPHY

If you would like to integrate race mapping into your website, contact Cécile Dumas / <u>cdumas@addviso.com</u> She will provide you with a personalized integration code.

3. THE PRESS PACK

4. THE WHATSAPP MEDIA GROUP

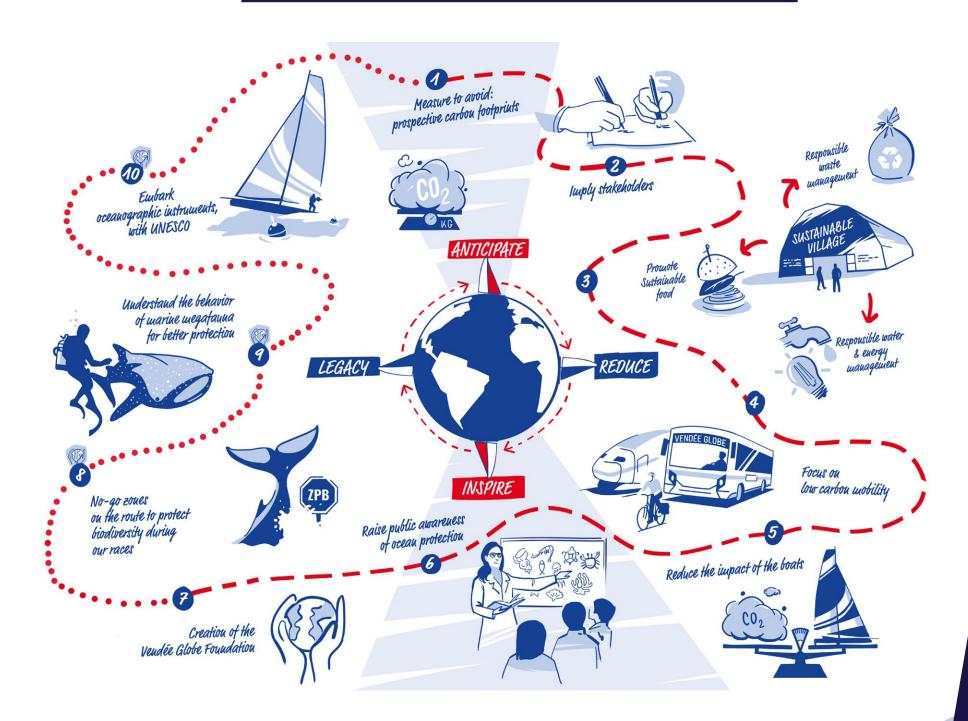


When you get your media accreditation in the village, you can sign up for the media WhatsApp group, which you can also join via ce lien and this QR Code. This group will be updated by the media team to keep you up to date with all the latest race news.

5. ENVIRONMENTAL COMMITMENTS

Appendix to the press pack

vendeeglobe.org/our-commitments





TV RIGHTS

In addition to the content listed above and in order to promote the Vendée Globe throughout the world, the organisation will produce a wide range of content for the media (television channels, digital platforms, websites, etc) which will be available on request from A.S.O (Amaury Sport Organisation):

- International live coverage with commentary in English and French (channel exit, start at sea and winner's arrival in Les Sables)
- Weekly summaries of 26' (13 occurrences)
- 52' final programme
- Daily 6' bear news
- Daily 2' digital clips

The use/dissemination of these images must systematically go through prior discussion with the A.S.O media department:

- Mathieu LE COSSEC / <u>mlecossec@aso.fr</u>
- Eliot PEYBERNES / <u>epeybernes@aso.fr</u>

The content accessible on request is royalty-free, but a contribution to technical costs will be requested.

SERVICES FOR TV AND RADIO BROADCASTERS

We can also provide dedicated production services (commentator stations, isolated signals, etc.) for the start and finish of the Vendée Globe.

If you have any questions, please contact:

- Lola GALBAN / Igalban@aso.fr
- Lisa COURTEILLE / <u>lcourteille@aso.fr</u>

AIRSPACE

For any request related to airspace (helicopter, drone), contact: Frédéric BOISARD / boisard.frederic@free.fr



THE START WEEKEND

In order to enable the media to follow the start of the Vendée Globe, the media department is sharing practical information with you:

How will the general public follow the start?

- In the warmth, in front of a screen, on the race's digital platforms Facebook, Youtube, website or in front of the TV on France TV (other broadcasters to come).
- In Les Sables d'Olonne, from the village where screens will be set up, from the mythical channel at the Chaume side or the fishing port (be careful, plan to be there very early), from the embankment of the main beach or further away from the town from Tanchet, le Puits d'Enfer, Cayola, la Paracou, Sauveterre... But be careful, these sites are Natura 2000 areas. Respect these fragile ecosystems: stay on the marked paths, follow the instructions given on site, don't leave any rubbish and avoid trampling so as not to endanger the animal and plant species found on the sites.

1. ACCREDITATION AND MEDIA ACCESS

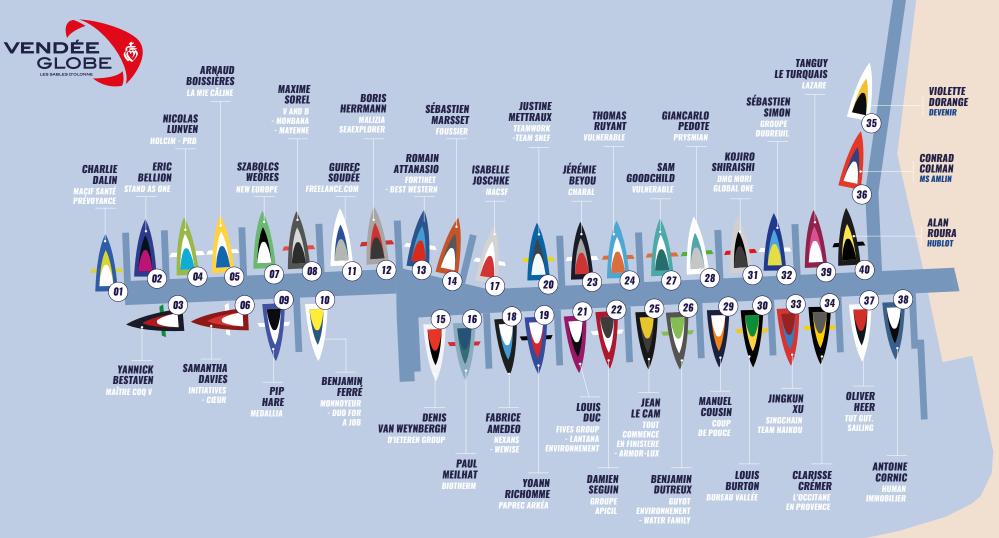
The departure plan will be communicated very soon.

2. PHOTOGRAPHERS' BRIEFING BEFORE THE START

A photo briefing will be given to all photographers by the Vendée Globe media department the day before the start (Saturday 9th October). The date and time of the briefing will be announced at the Media HQ reception desk.









On the start day, a specific traffic plan will be put in place by the Préfecture of Vendée with a restricted access zone to the Village and the centre of Les Sables d'Olonne. Anyone with a parking space (green Parking Média badge) will need a second sticker (orange ZONE RESTREINTE sticker) to gain access to the Parking Média. These Restricted Area badges will be supplied by the Media service.

5. IMOCA BOARDING

If the media obtains permission from a skipper to come aboard an IMOCA to go down the channel, the media will have to stay aft and not go beyond the mast base, in order to respect the quality of the image around the skipper and the associated emotions.

6. MEDIA BOATS

As part of the start of the Vendée Globe, SAEM Vendée is offering the media and content creators the opportunity to watch the start from the water. A fleet is dedicated to this purpose.

IDENTIFICATION OF THE BOATS

To facilitate exchanges, the boats are identified by a visible number on the bow and transom. These identifiers are distributed as follows:

- 1 to 3: Audiovisual production (3 units)
- 4 to 5: Photographic production (2 units)
- 6 to 8: Digital production (3 units)
- From 9: Media boats / content creators

The boats are also identified by a flame that determines their perimeter on the water.

PUBLIC

Media boats are intended exclusively for media or content creators producing images (photo/video) for live or recorded broadcast.

APPLICATION TO BOARD

Anyone wishing to embark for the start must indicate this when applying for accreditation in the village (before 30/10/2024 at 8pm). The organization team will examine each application to ensure that expectations are met as best as possible. However, the number of places is limited and a selection will be made.

If the boarding request was not made with the accreditation request, it is still possible to make it to Matthieu HONORÉ / +33 (0)6 30 54 42 90 <u>media@vendeeqlobe.fr</u> before 30/10/2024 at 8pm.

📕 AGENDA

- 1st October: Opening of boarding requests
- 6 November (at the latest): Confirmation of your embarkation
- **30 October:** Closing date for applications
- 9 November: Briefing at Media HQ
- 10 November: Start of the Vendée Globe

RESPONSIBILITY

Applications to embark must be accompanied by a liability waiver provided by the organiser and signed by the applicant. No application will be considered without this document.

As the start approaches, a Whatsapp 'Vendée Globe media boats start' group will be set up with the people concerned by boarding. This group will be used to share weather forecasts, embarkation times and locations as well as any useful information.

A briefing will also be organised the day before the start with those embarking.

THE BOAT

Except in exceptional circumstances, the boats are motor boats rather than RIBs. They are recent boats supplied by our official supplier Beneteau and perfectly adapted to the conditions of the start. They are driven by experienced pilots who are used to using them, even in rough seas. It is also possible to store your equipment under cover.



TIMETABLE

The media boats will leave the pontoon from 0h30, after the IMOCA boats. They will be back in the port of Les Sables d'Olonne around 3 hours after the start of the race, i.e. from 16:00 onwards.

Channel: if you have obtained, via a team, the possibility of sailing down the channel aboard one of their boats (IMOCA or speedboat), it will be impossible in the timing to be at the start of the speedboats set up by the organisers for the start of the race.

LOCATION

The boats are located at pontoon K Bis, at the base of the footbridge. They are therefore accessible on foot from the village.

WEATHER CONDITIONS

The bay of Les Sables d'Olonne is exposed to swell and westerly winds. On the day of the start, the water is rough due to the other boats following the race. These conditions can be physically demanding and, barring a medical emergency, no early return to land is possible.

OUTFIT

Please bring appropriate clothing for the time of year and sea conditions, i.e. oilskin jacket and trousers, fleece, hat and boots. You should also bring sunglasses and sun cream! Lifejackets (mandatory) are provided by the organiser and will be given to you when you board the boat in exchange for an identity document.

BRAND VISIBILITY

Journalists or content creators commenting on the start from the sea must take care not to promote, intentionally or unintentionally, any textile brand competing with Helly Hansen, the official race supplier.

NUMBERS

The water is secured by several levels of access, strictly controlled. The media boats can position themselves approximately 200 m from the start line and follow the competitors for the first few minutes of the race (depending on the weather). The pilot will take everyone's expectations into account as best he can, but he is the only one to decide on his positioning and speed.

SAFETY

To ensure the best possible safety conditions, please observe the following rules:

- Wearing a life jacket is mandatory
- No alcohol or smoking on board
- Always have a hand to hold on to
- Keep an eye on each other



Media boarding referent Matthieu Honoré : +33(0)6 30 54 42 90 / <u>media@vendeeglobe.fr</u>



RACE FINISHES

It will also be possible to get on board at the finishes, especially for the first competitor. This will be subject to a separate application.

FOLLOW-UP DURING THE RACE

Throughout the event, SAEM Vendée will continue to provide information to the media to help them understand the race.

Content will be added to the media server throughout the day. E-mail alerts summarising the latest content put online are also offered by the organisation (register when you apply to join the media server).

A news item will be posted on the website every morning before 7.30am. A press release will be sent to the press every day around 3pm.



MEDIA VACATIONS IN PARIS

On Thursdays 14/11, 28/11, 12/12, 26/12, 09/01, 23/01 from 0am to 11am, media sessions will be organised at the Musée de la Marine in Paris (17 Pl. du Trocadéro et du 11 Novembre, 75116 Paris) with the opportunity to talk to a skipper at sea. Registration via media@vendeeglobe.fr.

Opportunity to visit the 'Single-handed around the world' exhibition



INTERVIEW REQUESTS

VENDÉE GLOBE AND VENDÉE DEPARTMENT PRESIDENT ALAIN LEBOEUF

For all interview requests concerning the organisation of the event and the race, please contact the media department: media@vendeeglobe.fr

THE SKIPPERS

To contact the skippers, please contact their press officers

FABRICE AMEDEO NEXANS - WEWISE

Press contact: Constance Marle +33 (0)6 89 89 27 70 cmarle@oconnection.fr

ROMAIN ATTANASIO FORTINET - BEST WESTERN

Press contact: Laure Lunven +33 (0)6 66 12 61 88 presse.fortinet.bw@gmail.com

ERIC BELLION STAND AS ONE

Press contact: Lucie Hardy +33 (0)6 13 97 19 43 lucie.hardy@kaori.fr

YANNICK BESTAVEN MAÎTRE COQ V

Press contact: Stéphanie André +33 (0)6 84 79 76 01 infos@agencelignebleue.fr

JÉRÉMIE BEYOU CHARAL

Press contact: Mathieu Legrand +33 (0)6 66 48 97 28 mlegrand@oconnection.fr

ARNAUD BOISSIÈRES LA MIE CÂLINE

Press contact: Cloé Bahuaud +33 (0)6 32 69 17 49 cbahuaud@sportmarket.fr

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ANTOINE CORNIC HUMAN IMMOBILIER

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VIOLETTE DORANGE DEVENIR

Press contact: Manon Maléjacq +33 (0)6 86 92 87 55 manon@teamdevenir.fr

LOUIS DUC

FIVES GROUP - LANTANA ENVIRONNEMENT

Press contact: Soizig Guého +33 (0)6 62 08 75 44 soazig@palolemcom.com

BENJAMIN DUTREUX **GUYOT ENVIRONNEMENT** - WATER FAMILY

Press contact: François Quiviger +33 (0)6 27 59 80 33 francois@rivacom.fr



BENJAMIN FERRÉ

MONNOYEUR - DUO FOR A JOB

Press contact: Ninon Bardel +33 (0)6 58 54 42 42 ninonbardel@hotmail.com

SAM GOODCHILD VULNERABLE

Press contact: Eve Mailho +33 (0)6 30 01 54 04 eve.mailho@tbpress.fr

PIP HARE MEDALLIA

> Press contact: Lou Adams 447 734 664 638 lou@piphareoceanracing.com

OLIVER HEER TUT GUT.

Press contact: Philippine Lauraire +33 (0)6 76 15 84 10 philippine@plrp.fr

BORIS HERRMANN MALIZIA - SEAEXPLORER

Press contact: Hélène Katz +49 176 62521967 helene@borisherrmannracing.com

ISABELLE JOSCHKE MACSF

Press contact: Julie Cornille +33 (0)6 62 88 81 18 cornille.julie@gmail.com **JEAN LE CAM** TOUT COMMENCE EN FINISTERE - ARMOR-LUX

Press contact: Laurence Caraes +33 (0)6 80 66 30 69 laurence.caraes@kaori.fr

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NICOLAS LUNVEN HOLCIM-PRB

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PAUL MEILHAT BIOTHERM

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GIANCARLO PEDOTE

PRYSMIAN

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Press contact: *Italy :* Stefania Salucci +33 (0)6 27 59 80 33 +33 (0)6 02 22 23 46 francois@rivacom.fr stefania.salucci@amail.com

YOANN RICHOMME PAPREC ARKÉA

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ALAN ROURA HUBLOT

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THOMAS RUYANT VULNERABLE

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SÉBASTIEN SIMON

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MAXIME SOREL

V AND B - MONBANA - MAYENNE

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GUIREC SOUDÉE FREELANCE.COM

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DENIS VAN WEYNBERGH D'IETEREN GROUP

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SZABOLCS WEÖRES NEW EUROPE

Press contact: Irina Gracheva +33 (0)6 49 92 95 79 irinagrachevaracing@gmail.com

JINGKUN XU SINGCHAIN TEAM HAIKOU

Press contact: Zhimin Yao Marzin +33 (0)6 88 21 21 47 xjkracingteam@hotmail.com



CONTACTS

- TV rights: Sales manager: Mathieu LECOSSEC / <u>mlecossec@aso.fr</u>
- Production and TV relations: Technical Director: Fred OLIVIER / fred.olivier@seaevents.tv Production Director: Clara JESTIN / clara@seaevents.tv Producer: Erwan RIQUIER / <u>erwan@seaevents.tv</u> Production Manager: Lola GALBAN / <u>Igalban@aso.fr</u> Production Officer: Lisa COURTEILLE / <u>Icourteille@aso.fr</u> Production Officer: Victor VARGIOLU / vvargiolu@aso.fr
- Web manager: Cécile DUMAS / <u>cdumas@addviso.com</u>

• Media Director: Audrey TORT, Maxime DEGUIN, Matthieu HONORÉ, Caroline CONCETTI / <u>media@vendeeglobe.fr</u> Media boat manager for the start: Matthieu HONORÉ / <u>media@vendeeglobe.fr</u>

• Media server manager: Alain PAULHAC / <u>contact@k-conseil.fr</u>

Sales representative: Eliot PEYBERNES / epeybernes@aso.fr

• Head of photography: Arnaud LETRÉSOR / <u>aletresor@sailsandrods.com</u>

• Air coordinator: Frédéric BOISARD / <u>boisard.frederic@free.fr</u>







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