

# MEDIA GUIDE



**START**  
**10**  
**NOV**  
**2024**

# VENDEE GLOBE 10<sup>th</sup> EDITION



[VENDEEGLOBE.ORG](http://VENDEEGLOBE.ORG)

**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.

# VILLAGE



**DÉCOUVREZ LE PLAN INTERACTIF**

Discover the interactive map



- |                              |                                    |                                 |                                   |                  |
|------------------------------|------------------------------------|---------------------------------|-----------------------------------|------------------|
| Toilettes<br>Toilets         | Écran géant<br>Giant screen        | Poste de secours<br>Aid station | Fontaine à eau<br>Water dispenser | Bar<br>Bar       |
| Toilettes PMR<br>Toilets PRM | Entrée / Sortie<br>Entrance / exit | Foodtruck<br>Foodtruck          | Parking vélo<br>Bike parking      | Boutique<br>Shop |

## ZONES GRAND PUBLIC - PUBLIC AREA

- |   |   |  |  |
|---|---|--|--|
| 1 Pavillon d'accueil<br>Welcome pavilion                | 3 Village Partenaires<br>Partners' area | 5 Stands Expositants<br>Exhibitors' stands | 7 Pavillon du Tourisme<br>Tourism pavilion |
| 2 Espace du Département de la Vendée<br>Vendée pavilion | 4 Plateau TV<br>TV studio               | 6 Radio France<br>Radio France             | 8 Pavillon Culinaire<br>Culinary pavilion  |

## ZONES ACCRÉDITÉES (NON ACCESSIBLES AU PUBLIC) - RESTRICTED AREA

- |  |   |                               |  |
|--|---|-------------------------------|--|
| 9 Retrait accréditations<br>Withdrawal of accreditations | 11 Zone Équipage<br>Crew Zone           | 13 PC Média<br>Media HQ       | 15 Salon des Partenaires<br>Partners' lounge |
| 10 PC Course<br>Race HQ                                  | 12 Espace Bénévoles<br>Volunteers' area | 14 TV Compound<br>TV Compound | 16 Espaces Hospitalités<br>Hospitality areas |

# 1. MEDIA ACCREDITATION IN THE VILLAGE

Media accreditation allows you to enter the village through one of the 3 entrances through a dedicated line without going through the ticket office. It will grant you an exclusive access to the VG pontoon until Friday 8th November and to the Media HQ for the duration of the village. Request may be submitted by journalists holder of a press card or in possession of a mission letter issued by their editorial office. Media accreditation will be edited after approval by VG 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. (indicate point 9 on the map) [accreditations@vendeeeglobe.fr](mailto:accreditations@vendeeeglobe.fr)
- **How do I collect my media accreditation?**  
**Can I collect my colleagues' media accreditation?**  
Upon approval of your request by the media department, a counter-mark will be sent to you by mail to be presented alongside your ID or passport at the accreditation center. Each person is to collect its own accreditation. Media accreditation will not be handed to a third party.

- **What does media accreditation give access to?**  
It allows you to enter the village through a dedicated line, to access the media centre and the pontoon from Saturday 19 October to Friday 08 November. Specific measures are to be implemented for the Departure weekend, see below for details.
- **Can a underage person accompany an accredited person to the media center?**  
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 **submitted 24 hours prior to arrival at the village.**
- The countermark generated 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.

**PICTOGRAMMES AND ACCESS**



Access to the Vendée Globe pontoon



Access to the Media PC



Access to the Café de la Presse by Sodebo



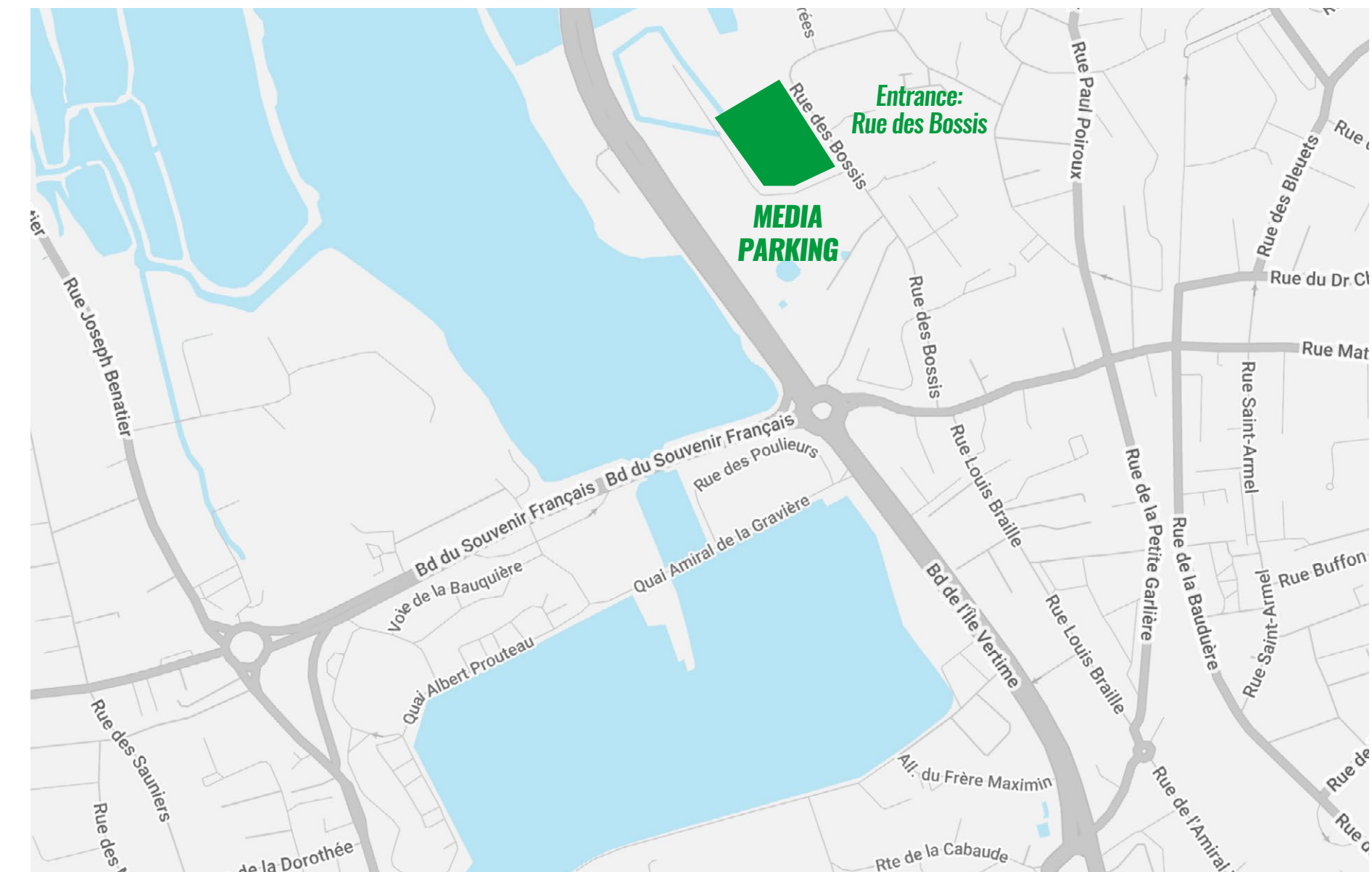
Access to the TV Compound  
(for TV and Radios only)



Access to the gangway opposite the Media Centre,  
a shortcut to the Vendée Globe pontoon.

**Media Parking**

You can request a parking badge when applying for accreditation. The parking is located in the former sailors' cellar and is called **Media Parking**. In case of approval, the media must collect, **the media Department must collect their green press parking sticker from the accreditation centre**. The badge must be placed and sticktd on the top left of the windshield to access the media parking. Special arrangements have been made for the day of departure (November 10). If approved by the media department, a special badge will be issued to the media concerned. Please contact the media department to make your parking request for the day of departure.



## 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** 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 upon request at the Media centre reception desk)
- 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 snacks and drinks are available at any time.
- **Lockers** (padlocks provided by the organisers in exchange with an ID) accessible every day until 8pm
- Wifi and printers available for the media
- **Bibs for TV crews and photographers will be compulsory** for filming in the village. To be collected from the Media Centre in exchange with an ID.

### NOTE

#### ■ TIMES :

- From Saturday October 19 to Friday November 8, 2024 and Monday, November 11 from 8am to 8pm
- Saturday November 9 from 8am to 10pm
- Sunday November 10 from 5am to 10pm
- Tuesday November 12 from 8am to 12pm

■ **ADRESS** (for delivery): Media HQ : Village du Vendée Globe  
Allée du Frère Maximin 85100 Les Sables-d'Olonne



### TV COMPOUND

The TV Compound, (N°. 14 on the plan) will accommodate the broadcasters' technical facilities (SNG, commentator positions, etc.).

### 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 use low-carbon mobility. Many solutions are available to you:



- **Train:** additional trains from Paris Montparnasse and timetables have been arranged according to the village opening hours.



- **Car pooling:** take other people with you [on our dedicated platform](#).



- **Electric car:** [a number of recharging points are available in Les Sables d'Olonne](#).



- **Public transport: once in Les Sables d'Olonne:** enjoy reduced-price buses and shuttles, self-service bicycles and electric sea shuttles.



- **By 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)
  - Museum of Modern and Contemporary Art 19 minutes away (1.4 km)

- **Please find all useful 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: [vendee-tourisme.com](http://vendee-tourisme.com)

### 4. PONTOON CORRIDOR ACCESS FOR MEDIA INTERVIEWS

If a member of a media wishes to conduct an interview with a skipper or team on the pontoon, they can access the team corridor. To do so, they must :

- Access this corridor at the pontoon entrance.
- Obtain a pass from the team concerned or the Vendée Globe media department (to be presented to security).

#### 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 about 4km around the village and the pontoon for skippers, partners and the media**. The start and finish will be at the Hyundai stand. Oceane Auto will donate each kilometre covered by all participants to the Vendée Globe Foundation. ([Registration link](#))



# 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. 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](https://media.saemvendee.org)

## VIDEO CONTENT

For all TV questions related to the media server, please contact:  
Victor VARGIOLU / [vvargiolu@aso.fr](mailto:vvargiolu@aso.fr) - Lola GALBAN / [lgalban@aso.fr](mailto:lgalban@aso.fr)

### ■ 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
  - 3D summary
  - PAD 2/3' 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, please contact:

Arnaud LETRÉSOR / [aletresor@sailsandrods.com](mailto:aletresor@sailsandrods.com)

### ■ 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 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 / [cdumas@addviso.com](mailto:cdumas@addviso.com)  
She will provide you with a personalized integration code.

## 3. THE PRESS PACK

[vendee globe.org/media](http://vendee globe.org/media)

## 4. THE WHATSAPP MEDIA GROUP

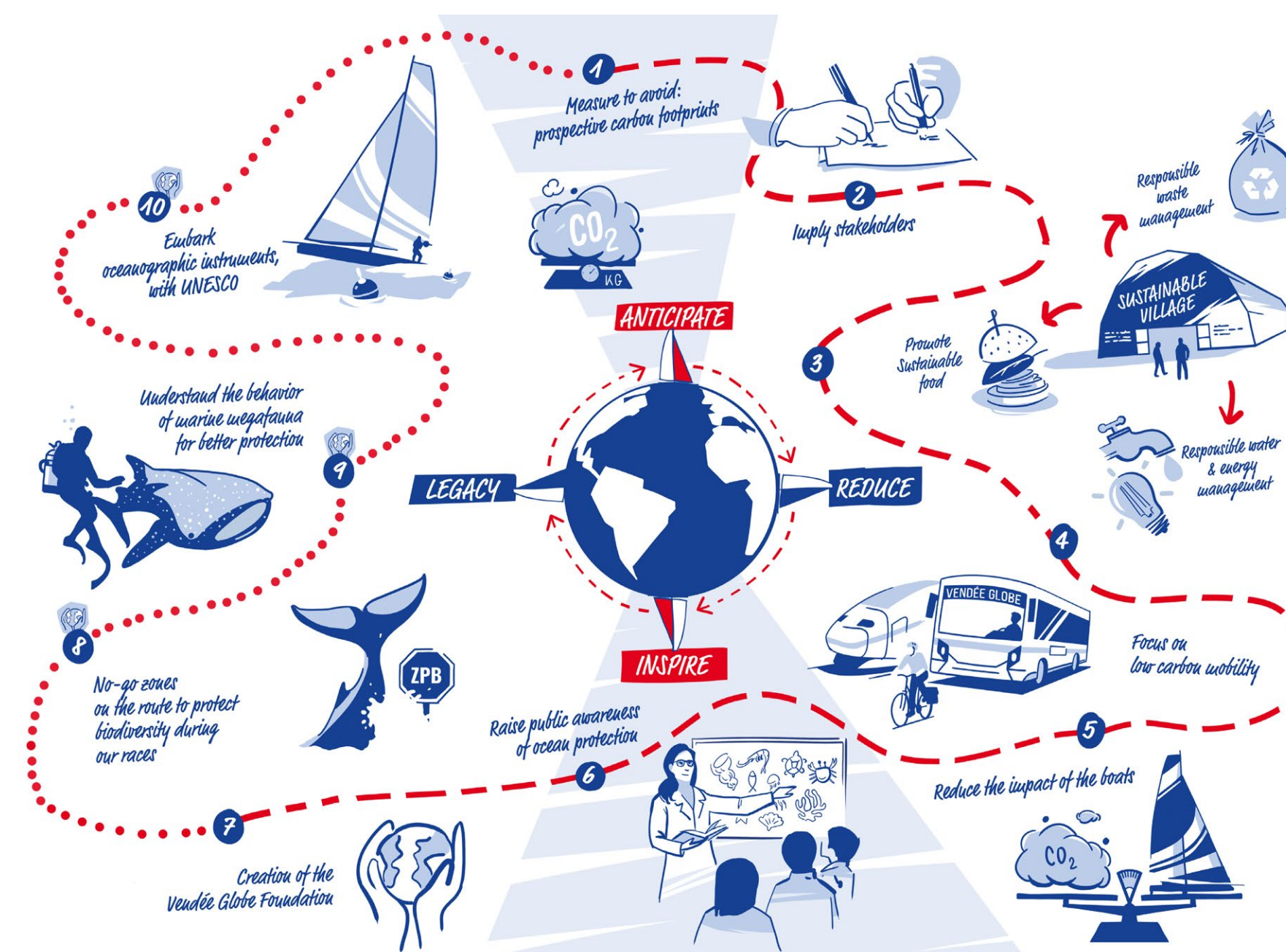


When you get your media accreditation in the village, you can sign up for the media WhatsApp group, which you can also join via [this link](#) and this QR Code. This group will be updated by the media team to keep you up to date with all the latest race news.

## 5. ENVIRONMENTAL COMMITMENTS

Appendix to the press pack

[vendee globe.org/our-commitments](http://vendee globe.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 content accessible on request is royalty-free, but a contribution to technical costs will be requested.

The use/dissemination of these images or requests concerning archive images of the Vendée Globe must systematically go through prior discussion with the A.S.O media department:

- Mathieu LE COSSEC / [mlecossec@aso.fr](mailto:mlecossec@aso.fr)
- Eliot PEYBERNES / [epeybernes@aso.fr](mailto:epeybernes@aso.fr)

## SERVICES FOR TV AND RADIO BROADCASTERS

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

**If you have any questions, please contact:**

- Lola GALBAN / [lgalban@aso.fr](mailto:lgalban@aso.fr)
- Lisa COURTEILLE / [lcourteille@aso.fr](mailto:lcourteille@aso.fr)

## AIRSPACE

**For any request related to airspace** (helicopter, drone), contact:

Frédéric BOISARD / [boisard.frederic@free.fr](mailto:boisard.frederic@free.fr)

# THE DEPARTURE WEEKEND

## 1. HOW WILL THE GENERAL PUBLIC FOLLOW THE START?

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

- **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.



## 2. HOW CAN THE MEDIA FOLLOW THE DEPARTURE?

### ■ A UNIQUE MEDIA DEPARTURE SET UP

#### HOW DOES THE MEDIA CAN EXPERIENCE THE START OF THE VENDÉE GLOBE?

##### MORNING: PONTOON DEPARTURE

**In Mixed Zone**  
(before pontoon access for skippers)

~~~~~  
**On the Pontoon, in the Central Zone**  
for a limited number of journalists

~~~~~  
**In RIB for channel tour**  
(A-R channel, departure every 10min)

~~~~~  
**Alongside a skipper and his team - IMOCA**  
(on invitation from the team)

~~~~~  
**From an area dedicated to shooting,**  
at La Cabaude (50 places)

##### AFTERNOON: DEPARTURE AT SEA

**By special media passenger ship**  
(230 seats)

~~~~~  
**By media boat**  
(68 seats)

~~~~~  
**At Media HQ**  
(departure signal on TV screens)

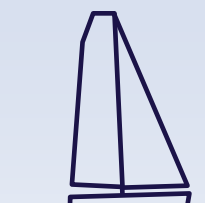
#### A SET UP FOR



**Safety and comfort**  
for skippers and  
their families



**Iconic pontoon image**  
created for  
international TV signal



**Safe channel exit**  
for the  
40 IMOCA boats

### ■ MEDIA AND BOARDING ACCESS

Find out all about the media start protocol, as well as the registration link enabling accredited media to request access (boarding, pontoon...) in this document:

Start protocol - media

# 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, 5/12, 19/12, 9/01 et 16/01 from 10am 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@vendee-globe.fr](mailto:media@vendee-globe.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@vendeeeglobe.fr](mailto:media@vendeeeglobe.fr) / Caroline Concetti : 06 07 57 28 02

## ■ THE SKIPPERS

To contact the skippers, please contact their press officers.

### ■ FABRICE AMEDEO NEXANS - WEWISE

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