

MEDIA GUIDE FINISHES



START
10
NOV
2024

VENDEE GLOBE 10th EDITION



VENDEEGLOBE.ORG

The Vendée Globe Media Guide is the essential 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 (at the start and finish) or follow the race over time. The aim of this guide (which may be updated) is to accompany you throughout the event. In addition, the press kit will be your reference source, providing you with all the essential information on the race, its history and its sailors.

FINISHES VILLAGE

Accreditation
collection

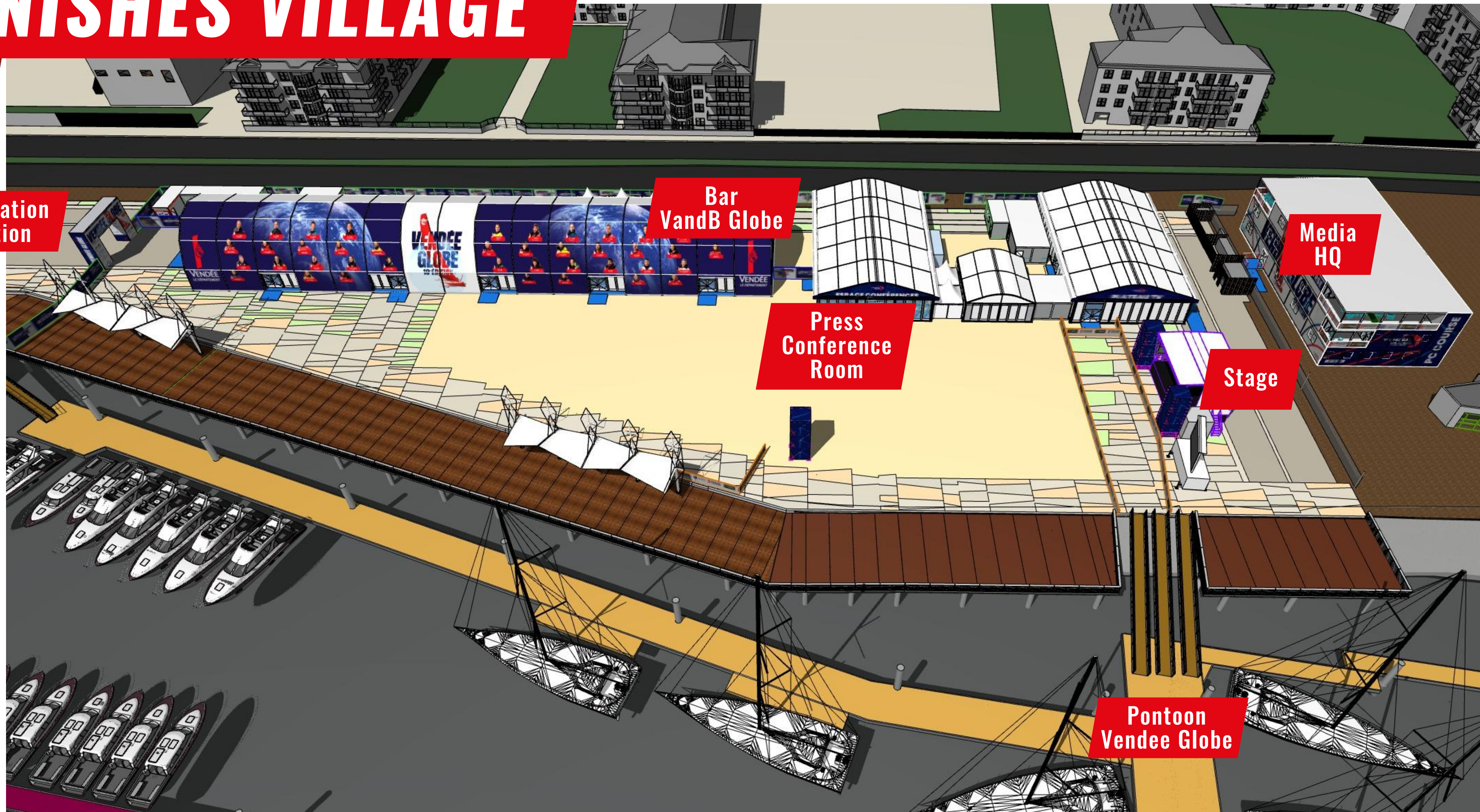
Bar
VandB Globe

Press
Conference
Room

Media
HQ

Stage

Pontoon
Vendee Globe



1. MEDIA ACCREDITATION

Media accreditation gives you privileged access to the Vendée Globe Finishes Village (dedicated lane for accredited persons), as well as to the Media HQ (located on the ground floor of Race HQ) and the press conference room. For this, we invite you to fill in a media accreditation form (even if you had already obtained accreditation for the start of the race). Only journalists with a press card or a letter from their editor and content creators (with a letter from their editor) will be eligible for media accreditation, after validation by the Vendée Globe media department.

If you have already obtained media accreditation for the Start Village, you will need to complete the Finishes accreditation form, logging in with the e-mail address you have already used, indicating your wishes for the finish (presence, boarding, etc.). Please bring your accreditation to the Finishes Village. If you have lost your accreditation, you can ask for it to be reissued (please allow time).

[Accreditation form finishes](#)

Withdrawal of media accreditation

- **Where can I collect my media accreditation?**
At the entrance of the Finishes Village, in a dedicated accreditation pavilion (see plan - Page 3).
- **How do I collect my media accreditation?**
If your request for media accreditation has been accepted by the media department and you do not yet hold a badge, you will receive a countermark (with photo, surname and first name) to present when collecting your badge. You will be asked to show proof of identity. It is not possible to collect another person's media accreditation.

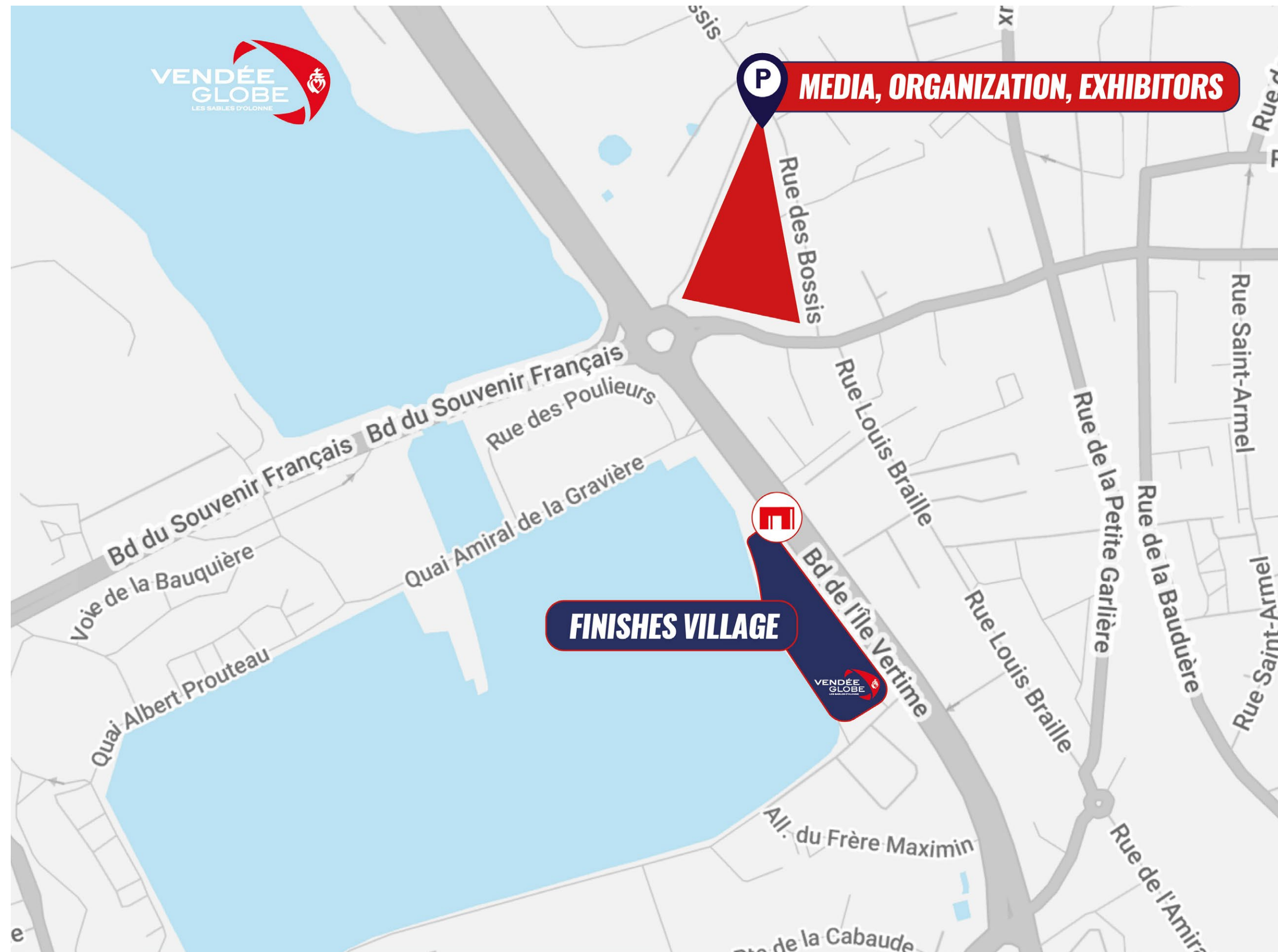
- **Can a underage person accompany an accredited person to the media center?**
All persons, whether minors or not, accompanying an accredited media must also be accredited media to gain access to the media zones, including the priority line on the pontoon.

WHAT YOU NEED TO KNOW

- Media accreditation must be **requested 24 hours before coming to the Village.**
- The badge issued when you apply for accreditation **is strictly personal and non-transferable.**
- The loan or resale of 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 Parking

You can request a car park when you apply for accreditation. The car park is located close to the **Finishes Village** (map opposite). If the media department validates your parking request, the media must collect their **red Media Parking sticker at the accreditation centre**. Media who have been allocated a car park will be informed at least 24 hours before their arrival. Media representatives must stick their sticker in the top left-hand corner of their windscreen to gain access to the media car park.



2. PRACTICAL INFORMATION ABOUT THE MEDIA HQ

The media department is pleased to welcome you to the **Vendée Globe Media HQ, which will be open in the event of a finish.** A dedicated team will be on hand to help you work in the best possible conditions.

The Media HQ will provide the media with:

- A workspace on the ground floor of Race HQ with over 100 workstations
- Internet access (Wifi and Ethernet) and a printer
- A coffee machine

Press conference room

A press conference room for over 200 journalists will be accessible when each skipper arrives. This room is located in the Finishes Village, on the Vendée Globe Esplanade, close to the V and B Globe Bar and the TV studio.

PRACTICAL INFORMATION

■ OPENING HOURS:

On finish days, the Media HQ will be open from 10am to 6pm and 3 hours before the skippers cross the finish line for night finishes.

■ ADDRESS (for delivery):

Rez-de-chaussée du PC Course - Village Organisation, Esplanade Vendée Globe, 85100 Les Sables d'Olonne

3. THE VILLAGE FOR THE GENERAL PUBLIC

The Finishes Village will open its doors for the winner's finish and all the events will be accessible from 16 January to 2 February, from 11am to 7pm. Throughout these more than two weeks, it will offer a wide range of events for the general public. The bar V and B Globe bar will be open until 1am (2am on Friday and Saturday).

How to get to the Village?

- **Low-carbon mobility:** To get to the Vendée Globe, use soft mobility. A number of solutions are available:



- **Train:** The SNCF station is a 12-minute walk (850 m) from the village.



- **Car pooling:** don't hesitate to 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:** take advantage of the buses and shuttles available at reduced prices, the self-service bicycles in the town and the electric shuttle boats.



- **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:** [our website](#) as well as an impact calculator to help you choose the most carbon-free means of transport from your home.

TOOLS

1. THE MEDIA SERVER

The Vendée Globe media server is a platform designed for the media and supplied by the Vendée Globe organisation and the skippers' teams. Its purpose is to provide photos, videos, audio files, press releases and press kits to the French and international media to help them in their work. Details of the content produced by the organisation can be found opposite. 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 as well as at the finish (with the exception of the live start and finish signals) will be available on the platform.

media.saemvendee.org

For all TV questions relating to access to the media server:
 Victor VARGIOLU / vvargiolu@aso.fr
 Lola GALBAN / lgalban@aso.fr

VIDEO CONTENT

■ 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

■ RACE FINISHES

- **First Finish**
 - Several end-to-ends (to be confirmed according to schedule and weather)
 - > Helicopter images - Offshore approach
 - > Crossing the line: helicopters, speedboats
 - > First interview on board
 - > Channel passage
 - > Interview on pontoon
 - > Finish atmosphere (channel, pontoon, esplanade)
 - > Trophy presentation
 - BR programme with commentary and FR and UK subtitles
- **Second Finish**
 - Several end-to-ends (to be confirmed according to schedule and weather)
 - > Helicopter images - offshore approach
 - > Crossing the line: helicopters, speedboats
 - > First interview on board
 - > Channel passage
 - > Interview on pontoon
 - > Finish atmosphere (channel, pontoon, esplanade)
 - > Trophy presentation

• Third and other finishes

- Several end-to-ends (to be confirmed according to schedule and weather)
 - > Helicopter images - offshore approach
 - > Line crossing: helicopter, speed boats
 - > Interview on board (only for the third)
 - > Atmosphere during channel passage
 - > Interview on the pontoon
 - BR programme with commentary and FR and UK subtitles for the finish of the third boat
 - Daily BR programme with commentary and FR and UK subtitles up to and including 2 February
- **From 3 February**
- 2 BR programmes per week with commentary and FR and UK subtitles, including the finishes and footage from the skippers still at sea

■ AFTER THE RACE

- Final 52' BR programme FR, UK and VI versions

PHOTO CONTENT

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

Arnaud LETRÉSOR / 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

■ DURING THE RACE

- Photos of all the boats as they cross the finish line (weather conditions permitting)
- Photos of all the skippers as they come in to land

2. PRESS KIT

vendee globe.org/media

3. WHATSAPP MEDIA GROUP

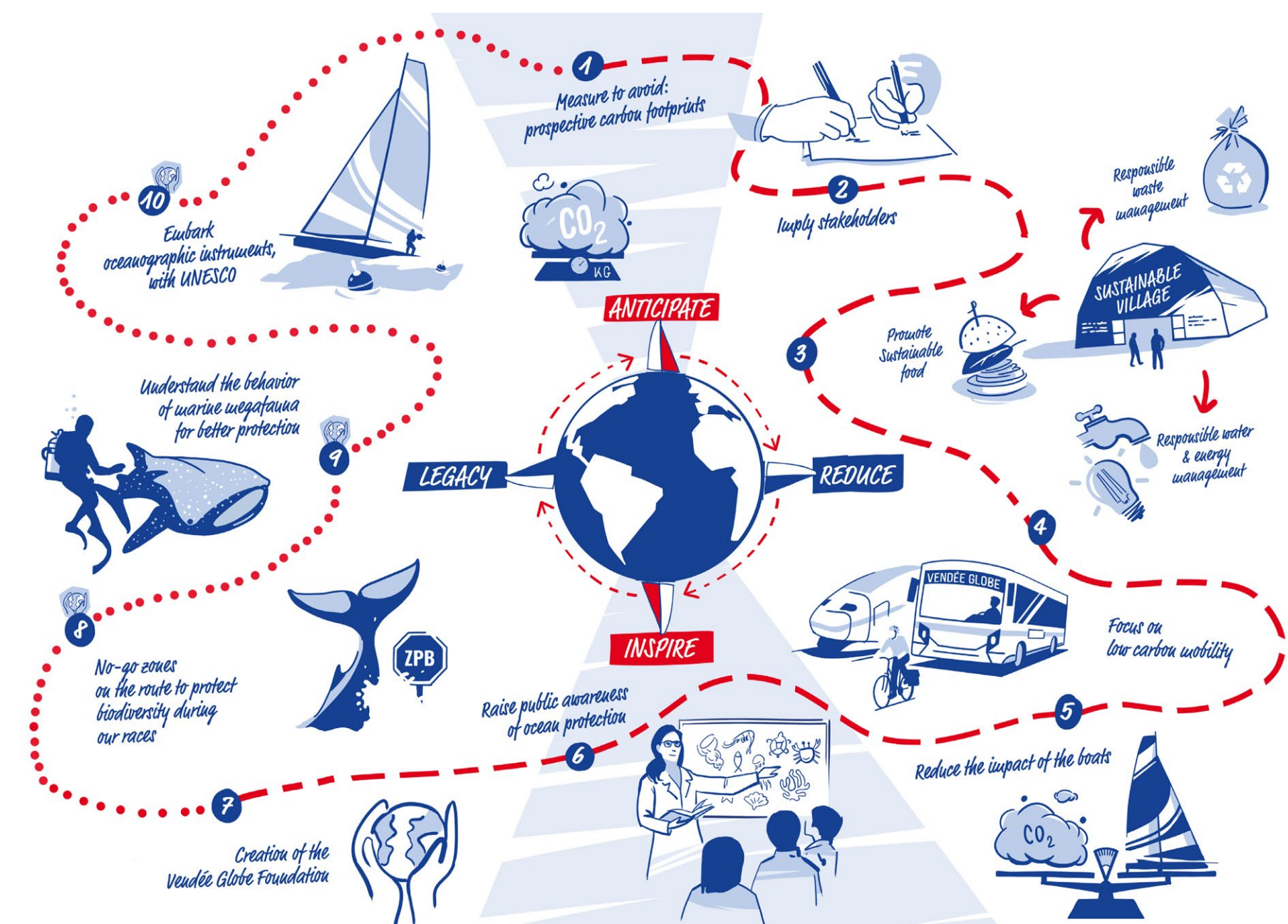


As part of your media accreditation to the Village, you will have the opportunity to sign up to the WhatsApp Media group, which you can also join via [this link](#) and this QR Code (opposite). This group will be updated by the media team so that you can keep up to date with all the latest race news. For the race finishes, the ETAs (Estimated time of arrivals) will be sent regularly to this group.

4. ENVIRONMENTAL COMMITMENTS

Please find below the Vendée Globe's environmental commitments:

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 (exit from the channel, start at sea and finish of the winner in Les Sables)**
- **Weekly summaries of 26' (13 occurrences)**
- **52' final programme**
- **Daily 6' highlights**
- **Daily 2' digital clips**

The content available on request is free of rights, but a contribution towards technical costs will be requested.

The use/broadcasting of these images or requests for archive images of the Vendée Globe must systematically be discussed in advance with the A.S.O. media department.

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

SERVICES FOR TV AND RADIO BROADCASTERS

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

If you have any questions, please contact:

- Lola GALBAN / lgalban@aso.fr
- Lisa COURTEILLE / lcourteille@aso.fr

AIRSPACE

For any request related to airspace

(helicopter, drone), please contact:

Frédéric BOISARD / boisard.frederic@free.fr

RACE FINISHES

How can the general public follow the finishes?

■ IN FRONT OF A SCREEN: TOTAL IMMERSION FROM THE COMFORT OF YOUR OWN HOME!

The race organisers are putting in place a major production programme to cover the winner's finish: onboard cameras and helicopters to capture spectacular images.

- **Live finishes on TV:** the crossing of the line and the winner's ascent of the channel will be broadcast live on numerous TV channels in France and abroad.
- **Live finishes on social networks:** all the finishes, day and night, will be broadcast live on the official Vendée Globe pages, in French and English, via YouTube and on the race's Facebook page.
- **Analysis and summaries:** you can find out more about each skipper's route, highlights and performances on the race website. The interactive map also allows you to explore the multimedia content associated with each trace around the world.

■ IN LES SABLES D'OLONNE: AT THE HEART OF THE EXCITEMENT

For the lucky ones, experiencing the finish on site is an unforgettable experience. A firework display will accompany the winner as he/she makes his/her way up the channel, and a special Finishes procedure will be set up to welcome the first skipper:

- **Entertainment and a festive atmosphere:** a stage and a giant screen will be set up to welcome visitors in a convivial atmosphere.
- **The TV studio** to watch the Vendée Live programme every day at 12:30, which will remain open until 2 February.
- **A unique moment: the ascent of the channel:** a magical moment when the skippers, greeted by thousands of spectators, wave to the crowds gathered on the quays.

From 16 January to 2 February, 11am to 7pm: Museum area of the Vendée Department, with a new immersive exhibition of the race.

- **A VandB bar area** open from 11am to 1am (2am on Fridays and Saturdays) with round-table discussions every day at 3pm. At 6.30pm, a meeting with the skippers having finished. Live music from Thursday to Saturday.
- **- Savoury and sweet foodtrucks**, including the Sodebo foodmobile

The finishes are an opportunity for the public to celebrate these heroes of the seas and their incredible adventure around the globe. Every moment promises to be charged with emotion. The ETAs (estimated times of arrival) will be broadcast on the race website and updated in real time.

■ ON THE WATER

Weather conditions can be difficult at this time of year, the seas choppy, the manoeuvres of the IMOCA boats unpredictable as they approach the finish line, etc. However, as the sea is a free space, it is not possible to prohibit access to it. For those who still wish to go there, it is imperative to strictly respect the safety instructions and not to approach within 60 metres of the boats to guarantee the safety of all.

How can the media follow the finishes?

- **Media arrangements** will be set up for the winner's finish as well as for all the skippers' finishes in order to follow the crossing of the line as well as the onshore procedure. Boarding possibilities will be offered to the Media. A briefing to present the finishes arrangements to the media will be held on Thursday 9 January, by videoconference.
- **A press conference** for the winner will be held on his/her finish, as well as on the arrival of all the finishers (if requested by the media). All press conferences will be translated (French - English) **and accessible remotely via a single Zoom link**, with a choice of language between French and English.
- **A WhatsApp group dedicated** solely to boarding options will be open to media who have made a boarding request. This group will be used to communicate all information relating to boardings (departure times, distribution, etc.).

Media finishes procedure

INTERVIEW REQUESTS

■ THE PRESIDENT OF THE VENDÉE GLOBE AND OF THE VENDÉE DEPARTMENT ALAIN LEBOEUF

If you would like an interview concerning the organisation of the event and the race, please contact the media department:
media@vendeeeglobe.fr

■ THE SKIPPERS

To be put in touch with the skippers, please contact the skippers' press agents.

■ FABRICE AMEDEO NEXANS - WEWISE

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 - Production Officer:** Lisa COURTEILLE / lcourteille@aso.fr
 - Production Officer:** Victor VARGIOLU / vvargiolu@aso.fr
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- **Web manager:** Cécile DUMAS / cdumas@addviso.com
- **Air coordinator:** Frédéric BOISARD / boisard.frederic@free.fr

TITLE PARTNER



MAJOR PARTNER



PREMIUM PARTNER



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



UN PARTNERS



OCEAN PARTNERS



MEDIA PARTNERS



TECHNICAL SUPPLIERS





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