

CONCEPT SUMMARY & MEDIA REPORTING



 **THE
OCEAN
RACE
EUROPE**

AUGUST & SEPTEMBER 2025

CONCEPT SUCCESS



THE OCEAN RACE EUROPE: CORE MARKETING OBJECTIVES

Intensity Of The Ocean Race

7 Countries In 7 Weeks, Mixed And International Crews,
Always On (Off And On Shore),
Strong Content And Value For Each Team

European Key Markets Focus:

France, Germany, Italy, Spain, UK

Strong *Fan Orientation* At Stopovers And Introduction Of *New Concepts*:

Pitlane | Fan Days | Speed Runs | 3H Fly-By

New *Ocean Live Park Design And Experiences*

Cockpit Container | Ocean Dome

Continuous *Following of the Race*

- ON-BOARD LIVE
- TRACKER

Broadcast and Media Strategies

- WBD Partnership
- News

SAILOR'S TERRACE Hospitality Concept



SAILING IN NUMBERS

14

Countries represented
by sailors participating in
the Race

27

Sailors competing for the
first time in The Ocean
Race (Including OBR's)

6,200nm

Nautical miles sailed from
Kiel to Boka Bay

1,400nm

Longest leg of the Race
(Leg 2 from Portsmouth to
Cartagena via Matosinhos)

47 days

Length of the event from
Kiel's opening ceremony
through the Awards Night at
the Grand Finale in Boka Bay

62

Total number of sailors
including the OBR's

17

Female sailors (including
OBR's)

23

Number of previous Vendée
Globe campaigns among the
competing sailors



© Mark Lloyd / The Ocean Race

Source: The Ocean Race Marketing Research

CLOSER TO THE FANS



INSTALLATIONS



OCEAN DOME



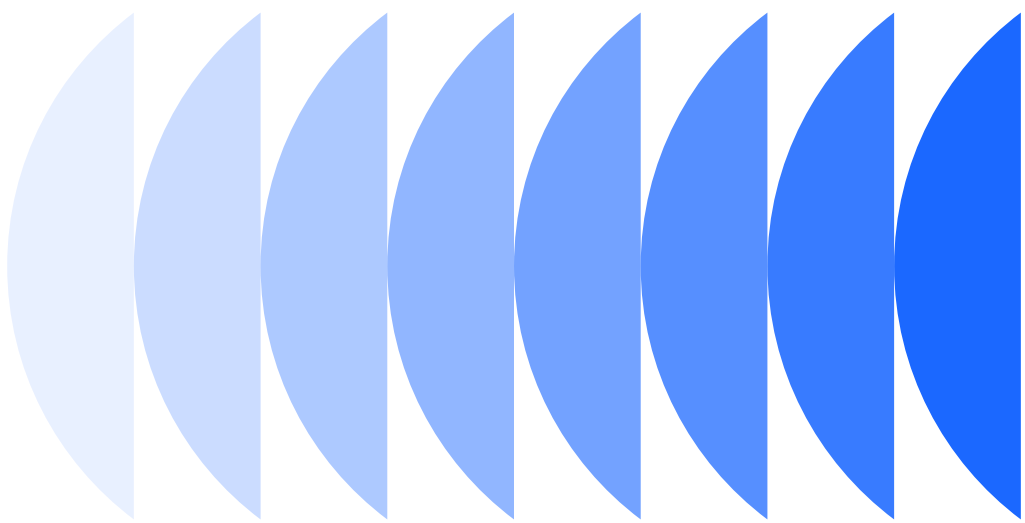
FAN DAY



PIT LANE

OCEAN LIVE PARK

THE OCEAN LIVE PARK



572,736
Ocean Live Park
visitors

27
Event Days

48,000
Footfall peak day (Sun
10 August in Kiel)



Source: The Ocean Race Marketing Research

PIT LANE & BEHIND THE SCENES

1,125

Pit Lane paying guests throughout the Race

100%

Sold out VIP Pit Lane tours throughout the Race

1,180

Behind the Scenes paying guests throughout the Race

Source: The Ocean Race Marketing Research



RACE COCKPIT

**THE
OCEAN
RACE**
ROUND THE WORLD
SINCE 1973

**RACE
COCKPIT
EXPERIENCE**



9,740

Visitors experiencing the Race Cockpit

1000+

Race Cockpit tours delivered by local sailing experts

3,379

Peak stopover, Race cockpit visitors (Boka Bay, Montenegro)

7

The Race Cockpit was present in 7 Host Cities throughout Europe

Source: The Ocean Race Marketing Research

GUEST EXPERIENCE

2,461

Corporate guests hosted during the Race

591

Guests hosted on VIP boat tours

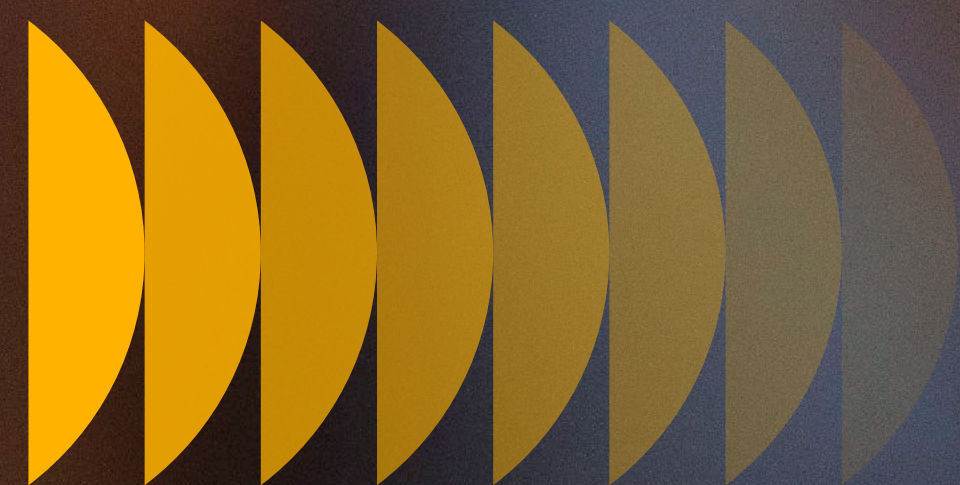
2,728

Spectator boats on the water during the Race

Source: IRIS, The Ocean Race Marketing Research



REACHING NEW AUDIENCES



RACE IN NUMBERS

TOP NUMBERS

2.06B

Total Media Reach

44.75M €

Total Media Value

245

Hours of TV broadcast

392M

Social Media Reach

2.9M

Total Unique Users Tracker

320.000

User in the Busiest Day - AUG 1

90 markets

Online Reach

87%

Earned Social Media channels contributed 87% to the Reach

49.5M

Video views on YouTube

63%

With Germany, France, Spain accounting for 63% of the online reach



BIOHERM



© Vincent Curutchet / The Ocean Race

42,697

Mentions across all media
(top performing team)

4

Out of five leg victories

14.4M€

Total Media Value

100K

Over 100,000 plankton
images recorded



"I'm just happy to share the victory first with the crew and now with the shore team. That's really important, because there are two parts of this victory: the organisation on shore was crazy, the boat preparation was crazy, we didn't break anything in over a month and a half, so it is much easier to get the boat's best performance."

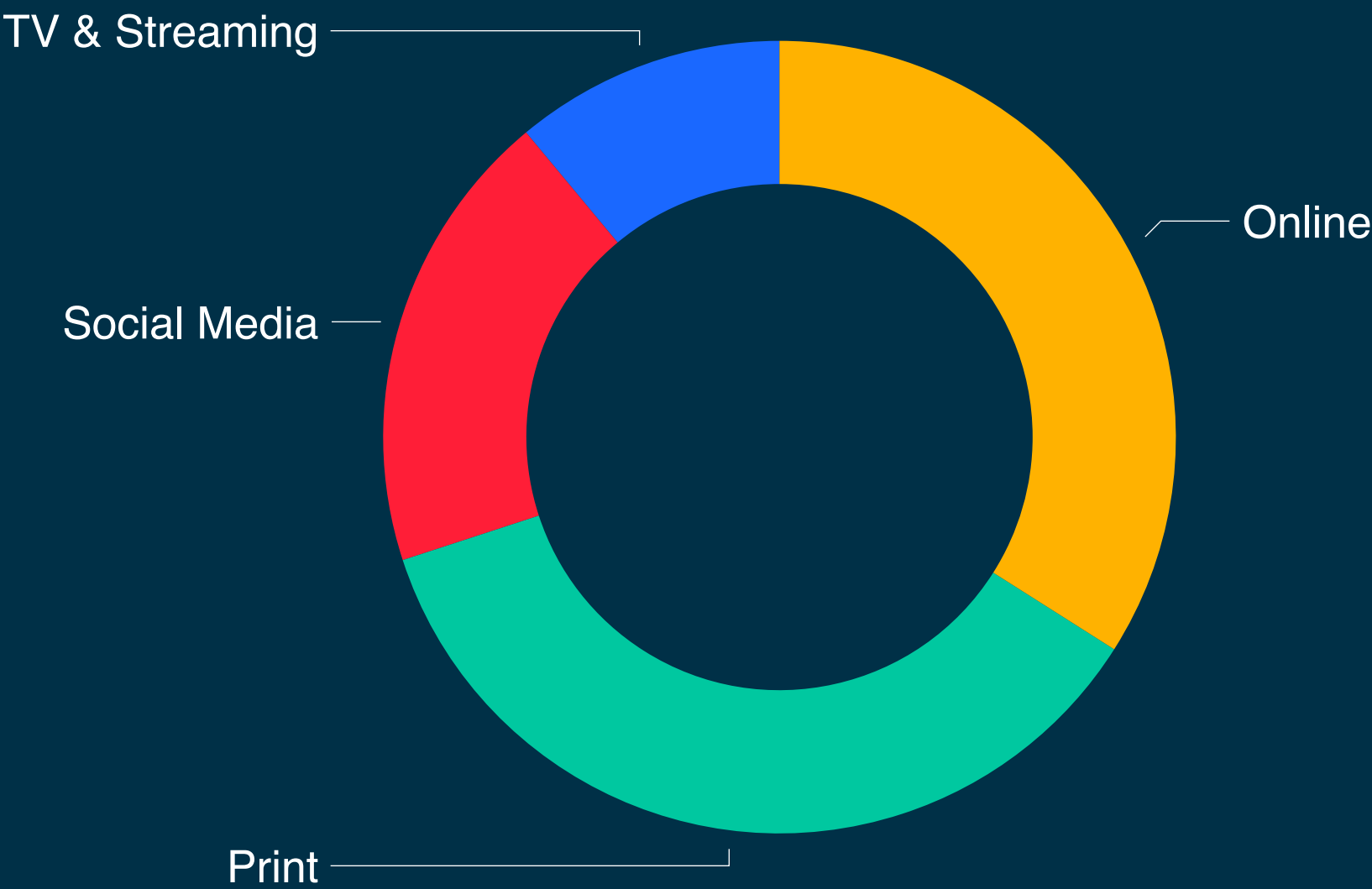
Paul Meilhat
Skipper, Biotherm

TOP MEDIA NUMBERS

TOTAL MEDIA REACH

2.06B

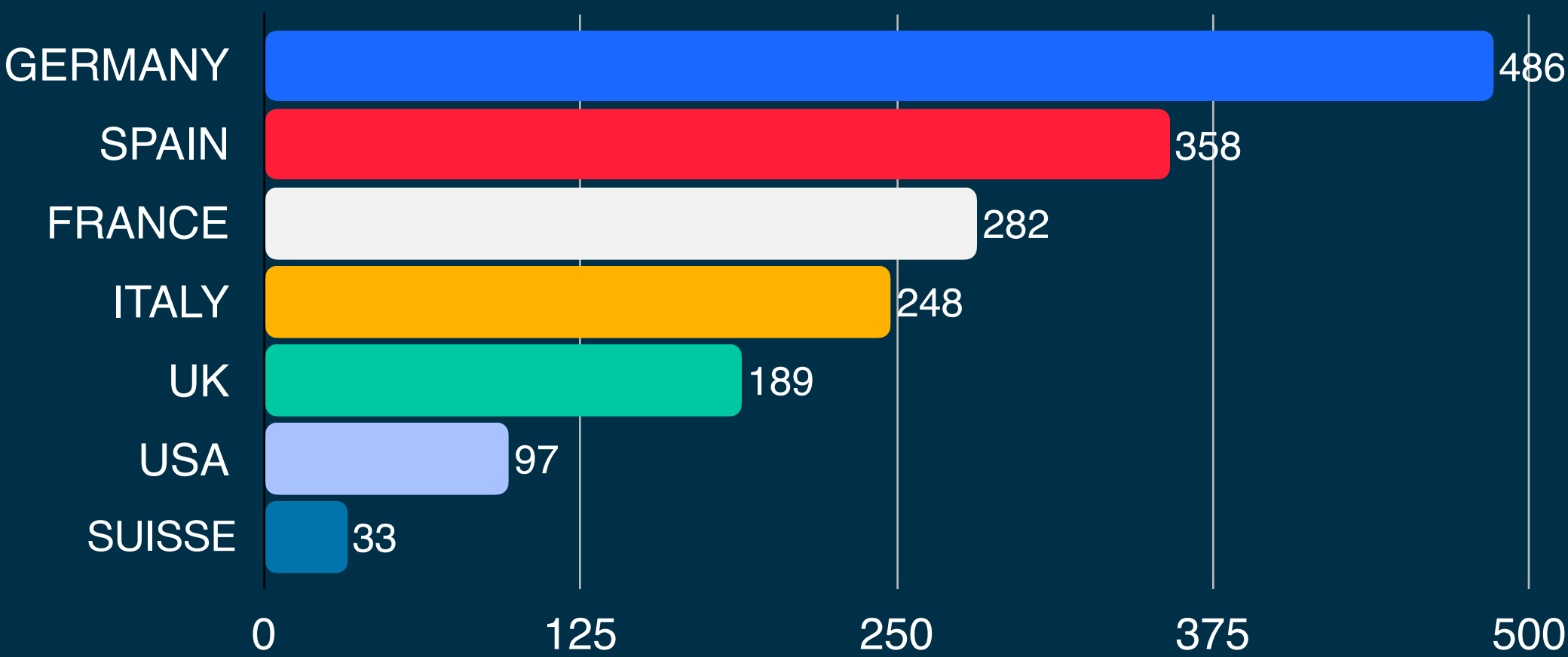
REACH



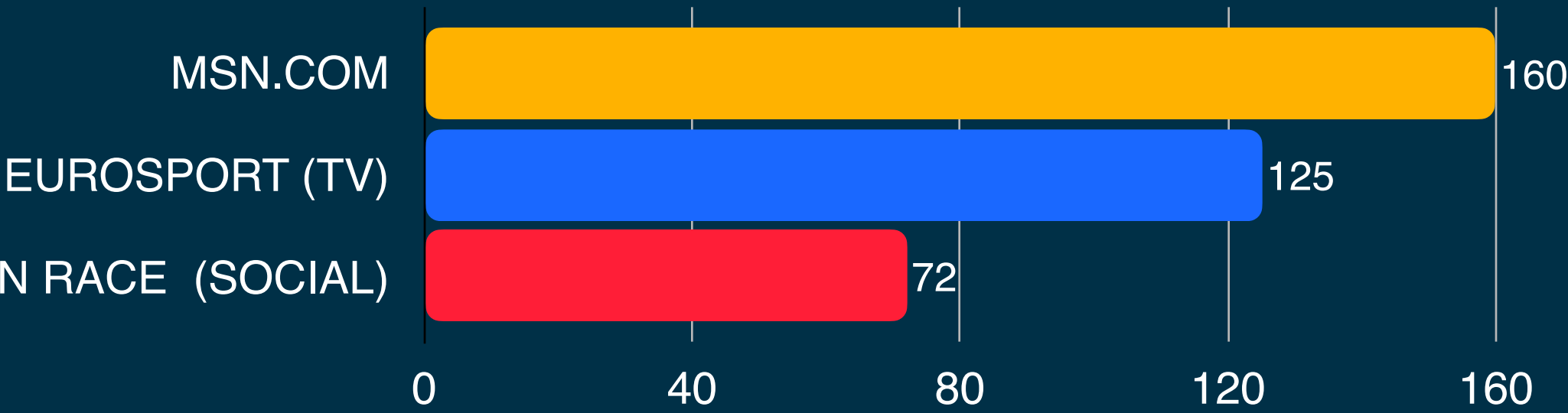
TOTAL 2,064.94

- ONLINE 702M
- SOCIAL MEDIA 392M
- PRINT 743M
- TV & STREAMING 227M

TOP COUNTRIES



TOP PLATFORMS REACH



REACHING NEW AUDIENCES

ONBOARDLIVE©

14TB

Video data generated via OnboardLive system

33TB

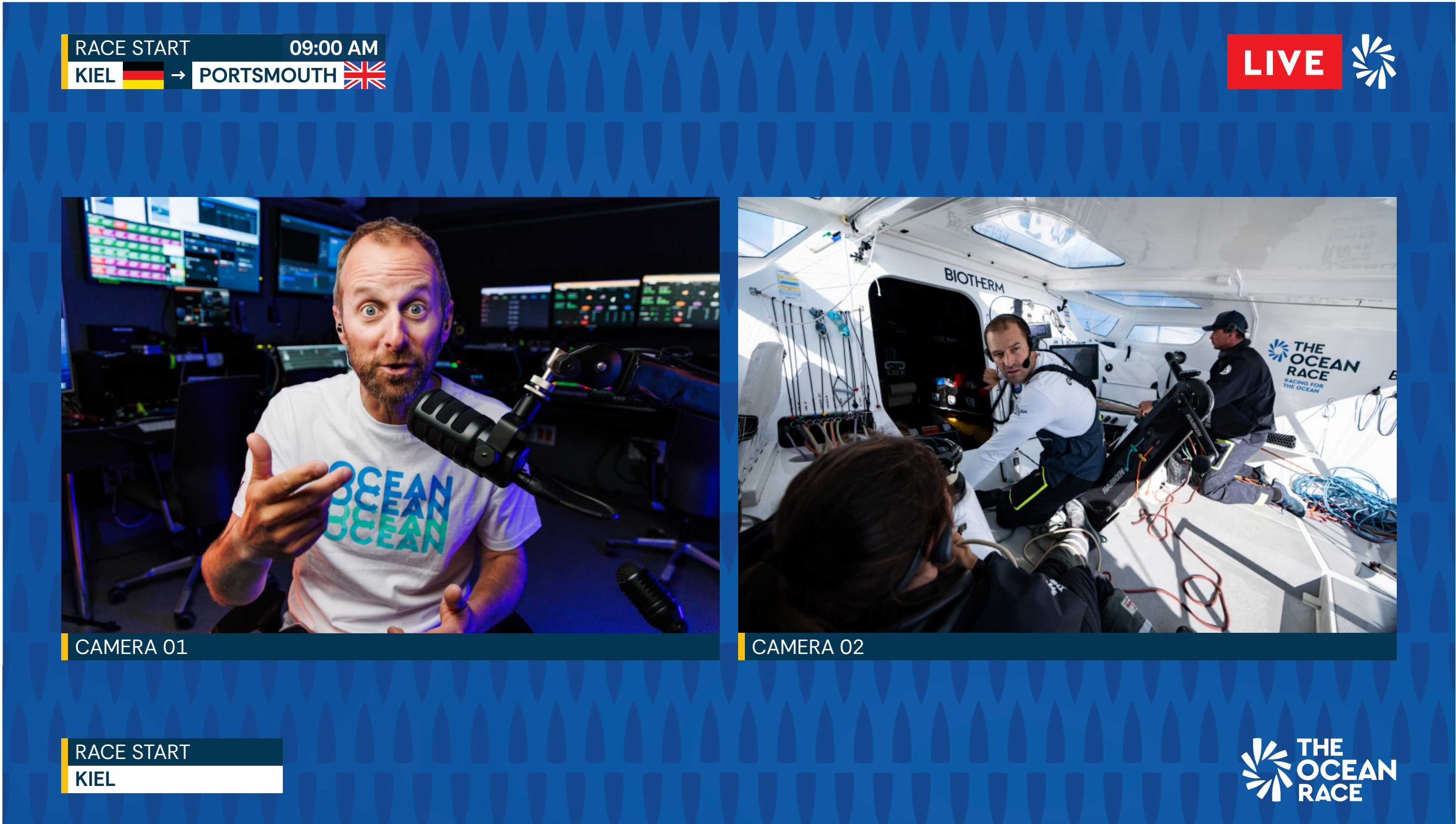
Total Content Generated during The Ocean Race Europe

7

Number of Onboard Live shows broadcast by Warner Bros. Discovery

2,100

Hours of streaming content viewed on theoceance.com video platform



Source: The Ocean Race Marketing Research

TOP NUMBERS

Number of followers on The Ocean Race social media channels

Starting base

1,8M combined

 **308K**

 **1.2M**

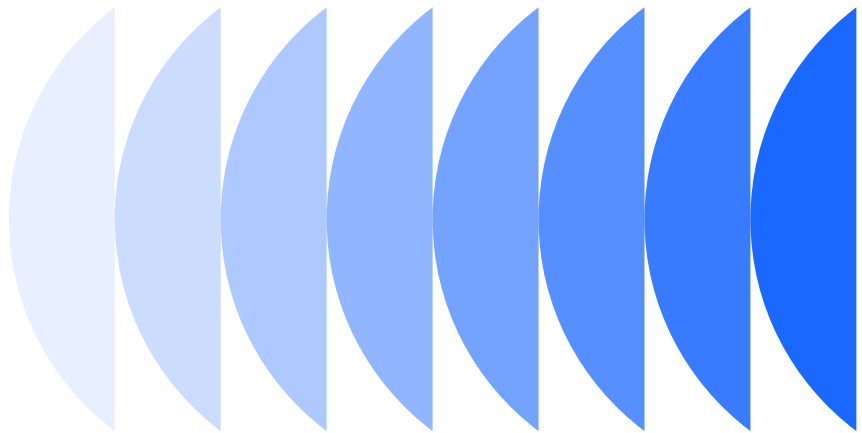
 **104k**

 **188K**

 **16K**



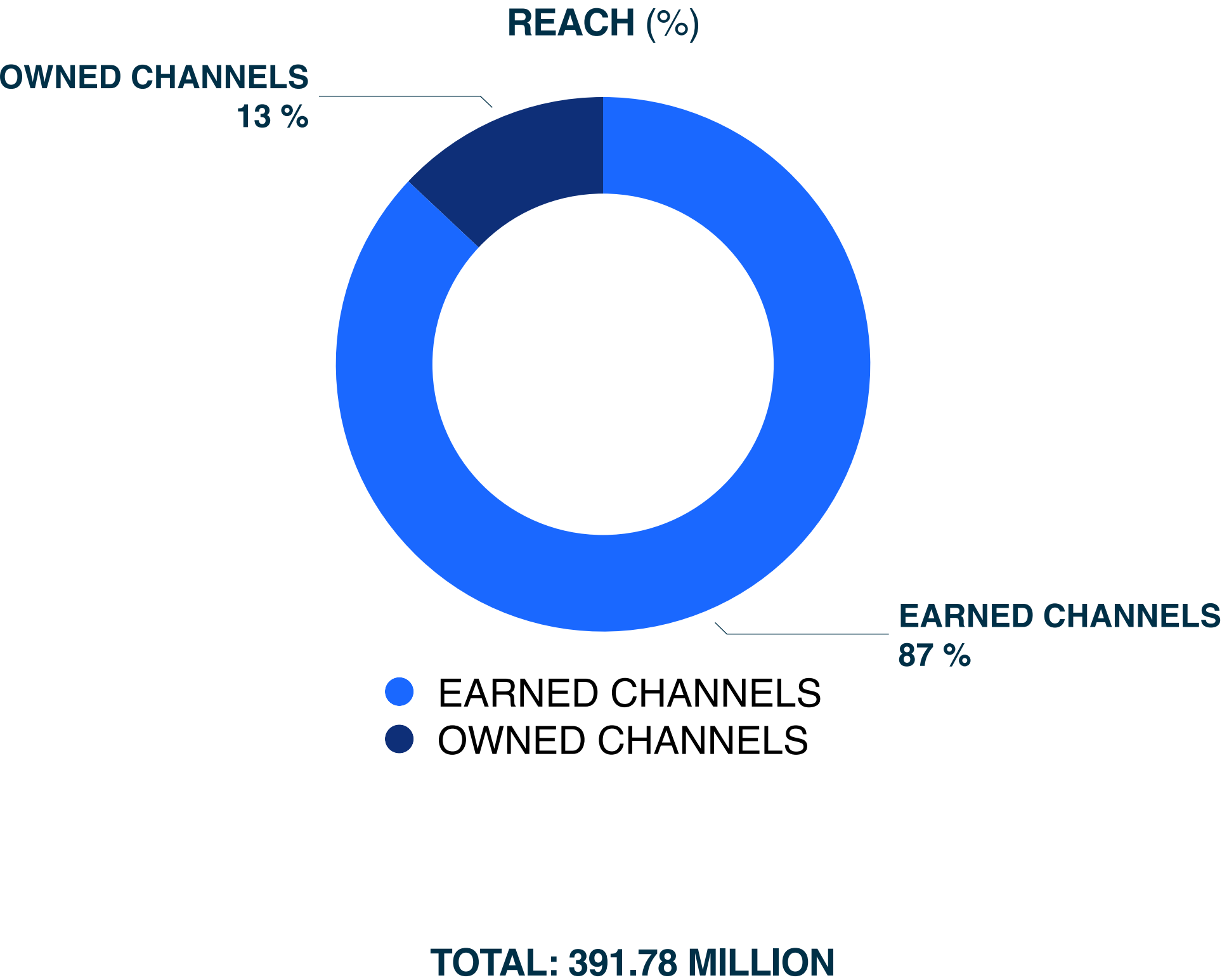
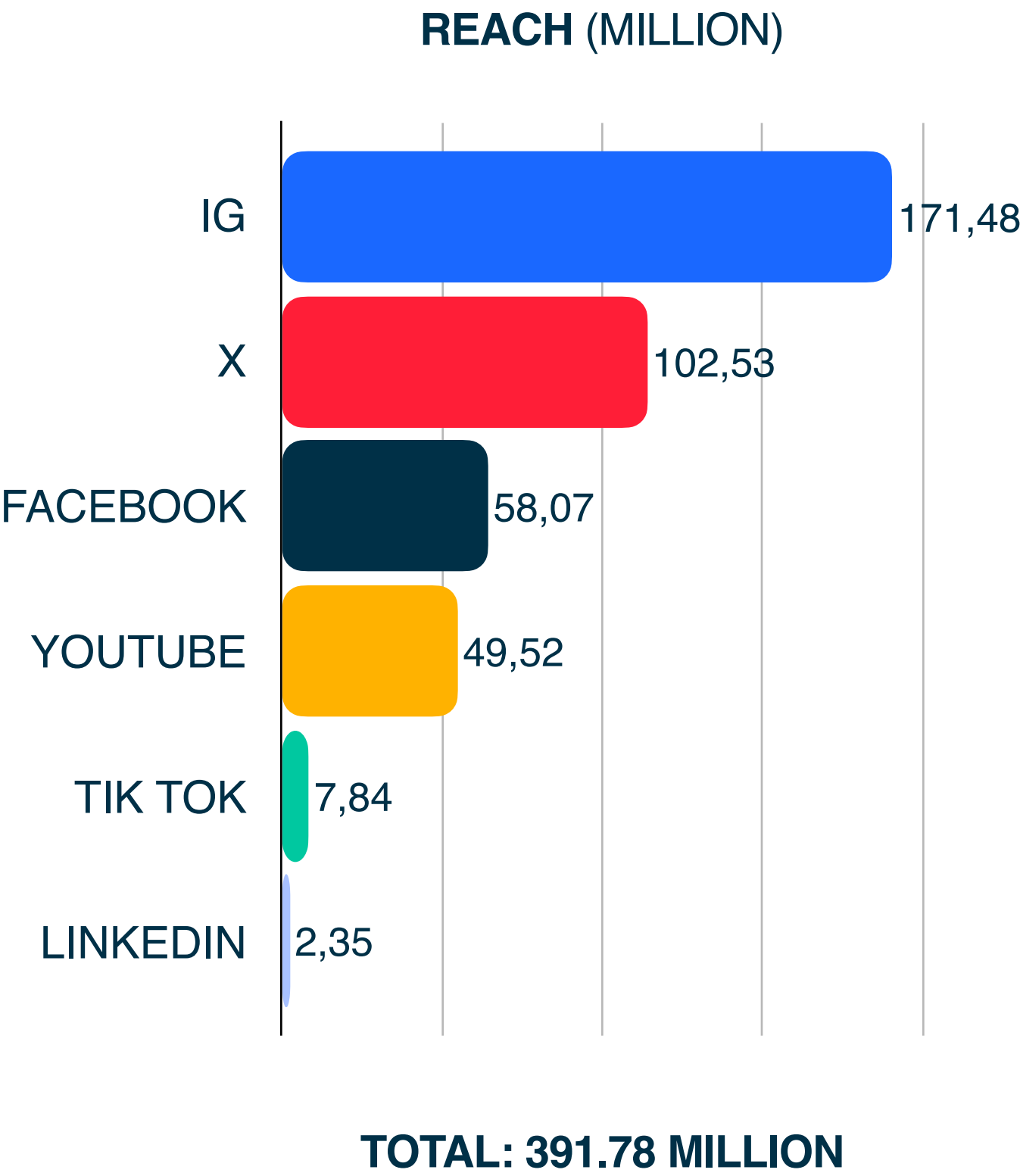
TOP NUMBERS



SOCIAL MEDIA REACH



Earned Social Media channels contributed 87% to the Reach



SCIENCE PROGRAMME

3M+

Measurements collected across 5,000 nautical miles by 7 teams, covering 19 ocean parameters

2

Innovative science instruments tested

100k+

Plankton images recorded
Revealing how Europe's marine ecosystems are changing

10

Scientific organisations
Analyse data from 4 The Ocean Race Science Instruments, 7 drifters, 26 microplastic samplers, 33 eDNA stations





THE OCEAN RACE ATLANTIC

- BREAKING SPEED
RECORD ROUTE
- 50/50 MIXED CREW
- HOSPITALITY AND
GUEST EXPERIENCES
- OCEAN LIVE PARK
- MEDIA COVERAGE





THE OCEAN RACE ATLANTIC

EUROPE
ARRIVALS
8-9 SEPTEMBER

**NEW
YORK**
START
01 SEPTEMBER

THE RACE
COURSE
2026



THE EPIC SPEED RACE ACROSS THE ATLANTIC



TIMELINE TOTAL EVENT

WED
26.08

THU
27.08

FRI
28.08

SAT
29.08

SUN
30.08

MON
31.08

TUE
01.09

THE OCEAN RACE
ATLANTIC

WED
09.09.

THU
10.09

FRI
11.09

SAT
12.09

SUN
13.09

ASSEMBLY PERIOD

PUBLIC ACTIVATION - OCEAN LIVE PARK

EVENT ACTIVITY PERIOD

SAILOR'S TERRACE

Event at
NYYC

Guest Sailing
Speed Runs

Official
Media Day



Start

- Live Stream
- Tracking
- Special News Format
- 24/7 comms from the Race

ARRIVALS PERIOD

SAILOR'S TERRACE

Public
Prize
Giving

Speed
Runs

Ocean
Day

Awards
Night

Fan
Day

YOUTH SAILING ACTIVITIES

NEW YORK

ARRIVAL CITY



JOIN US

Carla.Nebreda@theoceanrace.com

Julia.Huve@ext.theoceanrace.com