



ANNEX AUDIOVISUAL: VIDEO and PHOTO

GENERAL

- This year, 2015, the Transat Jacques Vabre celebrates 22 years and its twelfth edition. Along with their loyal partners, Le Havre and Jacques Vabre
- The 12th edition of the Transat Jacques Vabre, again underlines the race's status as the benchmark double handed Transatlantic, racing the coffee route from Le Havre to Itajaí, Brazil.

And so to this end the Transat Jacques Vabre Association delivers a comprehensive package of media productions and media partnerships to reflect and publicise the sporting stories and the human performance stories of the competing pairs of sailors.

- Continuing the actions and initiatives which were set in train in 2013, all possible distribution channels will be utilised to share this journey with the greatest number of people.
- The distribution of images of the race will always on the principle of non-exclusivity with following the key drivers of:
 - o Quantitative (terrestrial, national, cable and satellite, internet and mobile sites, social networks).
 - o Qualitative:
 - General valuing of the event, reflecting the ethical values of the sport.
 - Valuing and respecting competitors, owners and sponsors.
 - Valuing and respecting the institutional and commercial partners of the event. Impartial (without favoritism or bias).
 - International (with emphasis on the country of origins of the competitors).
 - Broadcast (technically compatible with international TV norms and standards)



VIDEO

1. MANDATE

The organisers of the Transat Jacques Vabre contract the audiovisual production company Sea Events (from below as the "Production") to fulfil the role as executive producers of the Transat Jacques Vabre 2015.

This mandate covers the following tasks:

- Production, generation of video images on the race in closely cooperation with Competitors and / or their representatives before, during and after the event.
- Facilitating the technical means of distribution of images and with secure access to images
- Collaboration and/or co-production with all French and overseas broadcasters in relation to the media service of the race
- Defending the interests of rights holders.

2. PRINCIPLES AND MEANS OF PRODUCTION SET UP BY THE ORGANIZATION

The format of filming and editing used for all of the race is 16: 9 HD.

2.1 Establishing distribution agreements with the media to optimise the wider broadcasting of the race.

2.2 Optimization by the Production of all onboard video systems of all competitors from October 1, 2015.

2.3 Establishing a server to receive images transmitted by Inmarsat or all other means from October 1, 2015 receipt system.

The FTP address will be communicated to all teams from October 1, 2015.

From the start of the race until the crossing of the finish line by competitors, it will receive images sent from on board by competitors to the server, it will host images of the production (excluding video conferencing)

2.4 In Le Havre, the production will cover the final preparations and starts of competitors.

2.5 In Le Havre, the production will prepare ready to air packages without commentary from october 22, 2015. These topics will be available on the video server

2.6 Co-production / live broadcast of the start with France Télévisions, the official media partner of the Transat Jacques Vabre 2015.

Proviside to SERTE 10 minutes before the starting signal to all live TV media 1:58 p.m. to 2:08 p.m., royalty free for all broadcasters to broadcast live or deferred pre recorded playout.

2.7 The Production will deliver packages ready to air without commentary for the start on october 25, 2015.



2.8 At the finishes, the production will run (to the greatest possible extent) the finishes of the finishes of the three first placed boats in each class.

2.9 In Itajaí, production will prepare packaged ready to air subjects without commentary. These topics will be available on the video server.

2.10 Set up a video server for free distribution to accredited media, to partners and to each competitor. This server will remain accessible until at least two months after the finish of the last competitor.

2.13 Set up in the PC Press a duplication service for audiovisual output for media, sponsors, and competitors (so they can access all the images and sounds of their competitor during the race). This service is exclusive of technical costs and will reflect that news takes the priority in the race.

3. PRODUCTION FACILITIES NEEDED BYCOMPETITORS

3.1 A range of output in 16:9 HD before the race which must all be with the official branding of the race, making available an image bank of on board and from the air, if possible sailing at different speeds and in different weather conditions.

3.2 MULTI 50, IMOCA, ULTIME

- Arrange a number of on board fixed and mobile cameras along with media supplies (cards, batteries, waterproof case, chargers 12V) to store and deliver images.
- Have on board at least one editing software package and image compression package and know the principles of pre-editing and sending images in compressed format, sending through the existing transmission system on board.
- 16:9 HD 720 P/25 is imperative and mandatory. The resulting file should have an internal rate of at least 4 Mbit / sec.
- To have on the boat the transmission means such as Inmarsat or any other applicable system with global coverage (fleet antennas 250 or 500, Bgan, OpenPort, etc ...) to send images and sounds.
- To have a videoconferencing system with the possibility of shooting indoor or outdoor images entirely compatible with the standards used by the media.
- To have the facility for such videoconferences and a back up solution via Skype with an onboard computer and a mobile camera.
- To have HD / SDI output to connect to a wireless system provided by the media partner.



3.3 CLASS 40

- To have on board at least one mobile camera with adequate media supplies (cards, batteries, waterproof case, chargers 12V) to make images. 16:9 is imperative.
- Have on board at least one editing software programme and an image compression programme and know the principles of pre-editing and sending images in compressed format, through the existing transmission system on board.
- Have on board the boat a minimum of a transmission means with comprehensive coverage (Iridium OpenPort, fleet 150) for sending images and sounds.
- Have a videoconferencing system with the possibility of taking exterior or interior views.
- Have a back up solution via Skype with onboard computer and a mobile camera.

3.4 The entire shooting process assembly, compression, transmission on board each boat must be tested and validated with the production before October 24. It must be compatible with the receiving device set up by the production. During the entire test, a Hot Line will be implemented by Sea Events to address the problems and questions of the teams about on board shooting and transmissions.

4 OBLIGATIONS OF COMPETITORS

4.1 Name for the whole race a person of reference and an alternate video (only 2 people) commissioned to work directly with the production. These persons must be available at all time during the hours of production (5h-23h), for the entire duration of the race, including weekends and holidays. (see section 5-2)

They will not enter into any exclusive agreement, commercial or not, with any publisher, producer or distributor, whatever and whatever the media outlet used for the period between October 1, 2015 and the finish the abandonment of the competitor. By definition an exclusivity agreement is the fact that a competitor reserves to deliver images to exclusively to a diffuser.

4.2 Must report all specific audiovisual agreements, non-exclusive to the race media service before the start of the race, with objective of informing all fans of the race

4.3 Transmit their stock images to Production in High Definition format no later than October 18, 2015.

These stock images will be delivered as a file on hard disk or any other means of suitable transmission (no tape) OP1A HD MXF format. It is understood by the competitors that it is in the interest of the organization, competitors, partners and suppliers, that these stock image banks are made as soon as possible and these images are communicated to the production. without delay.

4.4 Participate in the meetings organized by location Production.

In Le Havre and Itajaí competitors agree with the production to make themselves available on prior appointments in order to achieve the necessary communication of the race pictures.

4.5 Send to Competitors having the necessary equipment, via Inmarsat or any other transmission system, necessarily and exclusively on the server receiving the production, as often as possible, usable video production for broadcast by the "news", free rights of all channels agencies images and official sites for the event.



4.6 Respond in a timely manner to requests from the media race, including video conferencing applications.

4.7 Provide to the press service of the race, and to Race Direction any information relating to the general interest of race, its media, data, or interviews or a videoconference, within two following hours.

4.8 Allow the media partner to install HF equipment on board their boat for the start period.

4.9 Welcome on board a film crew primarily from the organization after crossing the finish line, during any technical stop or after its abandonment. This team will be responsible for collecting the first images and sounds of the first competitor to be distributed to all media.

5 - OBLIGATIONS OF THE ORGANIZATION

5.1 Competitors are allowed to communicate directly with all videoconferencing, broadcasters or media of their choice during the race after informing the Race Organization and Production.

Authorization allows sailors to be contacted by the media for videoconferencing as applied only within the strict framework of videoconferencing and its definition: "Videoconferencing is characterized by the ability to transmit real-time and interactively the visual and auditory information (images and sound) from one site to one or more remote sites and allows synchronised communication."

Outwith of this strict framework, sending images comes into the context of Article 4.2 of the non-exclusivity above.

For example, a sequence of images recorded before transmission from the boat should be on the production server exclusively. Similarly for a sequence that is not interactive.

5.2 The Production is obliged to consult with the video manager (or his deputy) of the competitor while receiving images off the boat via Inmarsat or other embedded images sent by the Competitor's system. A secure communication to the boat will be implemented.

Reminder protocol:

The video manager (or his deputy) of competitor will be informed (phone call or sms) as images sent by boat on are placed on the official receiving server Transat Jacques Vabre 2015/Sea Events.

Between 05h and 23h (French time), the video manager (or his deputy) has 90 minutes to view and validate images. This validation will be done by email and / or phone (call or SMS). The lack of response from the manager after 90 minutes is considered to be agreement.

The images will be one part in low resolution to enable a quick reference video viewing, and one part in high definition for download by the media.



6 RIGHTS FOR USE BY THE ORGANIZATION OF THE IMAGES

The organiser owns all the footage shot during the race by its production teams.

It is not the owner of the images shot by competitors

6.1 Uses related to the audiovisual coverage and promotion of the race for all commercial or promotional uses

Competitors, sponsors and event owners the Association Transat Jacques Vabre and its partners assign operating rights for a period of ten (10) years of :

- their images stocks images shot by the competitor and sent to the production during the race images shot by the competitor and not sent during the race

These rights are assigned under the terms of use:

- for the free distribution of rights "news" magazines and reports internal use of the organization, its partners and official suppliers promotion of the race by the Organization all uses external communication involved in the promotion of race

6.2 Other Uses

All other uses by the organization, its partners and suppliers will be subject to negotiations with competitors both financially and time of transfer of rights.



7 OPERATING RIGHTS of IMAGES by COMPETITORS

The footage shot on board by competitors remain their property. The use by a competitor and its partners of footage shot by the organization inside and from outside and off the boat, is subject to the legislation on the right to the image of others. The use made by a competitor and / or sponsor, images of other competitors therefore assume authority thereof, and the Organization can not replace this authorization request.

7.1 Internal use

The Association Transat Jacques Vabre transfers freely to the competitor and its partners, all images shot by the Organization for all internal uses. This transfer means in all media, and all territory for a period of 10 years from the date of publication of the broadcasting schedule to the exclusion of all commercial and advertising use. A copy of each production must be sent to the organisation as an MP4 file.

7.2 External Uses with no potential revenue generation

The Transat Jacques Vabre Association transfers freely to the competitor and its key partners, all images shot by the Organization for all uses which have no potential external revenue value. This transfer means in all media, and all territory for a period of 10 years from the date of publication of the broadcasting schedule to the exclusion of all commercial and advertising use. A copy of each production must be sent to the organisation as an MP4 file.

7.3 Other Uses

All other uses by the competitor and its key partners will be negotiated with the Organisation or another competitor, both financially and the time of transfer of rights.

8 – AMENDMENTS

Any modification by the Organization in this appendix will be by rider (s) published and release (s) to all competitors.

9 - PENALTIES

The Transat Jacques Vabre Association reserves the right in case of non-compliance by a competitor of the obligations described in this audiovisual Annex and may apply a penalty of a maximum of 5,000 € for each violation.



PHOTO

1. MANDATE

The organizers of the Transat Jacques Vabre contract the DPPI Media to undertake the photographic production of the Transat Jacques Vabre 2015.

This mandate covers the following tasks:

- Production, taking photographs of the event in close relationship with competitors and / or their representatives before, during and after the event.
- The delivery of royalty-free images for press
- Defending the interests of rights holders.

2. OBLIGATIONS OF COMPETITORS

2.1 Transmit their banks photo images to the organization with the race branding (as described in paragraphs 5.2.4 and 5.2.5 of the Notice of Race) in high definition by appointed sizes on 1 September 2015.

2.2 These photos provided by competitors (portraits - helicopter pictures and star) will be used for www.transat-Jacques-vabre.com website, the press or other communications and will be royalty free for press distribution (with the exception of covers of magazines or newspapers and those with rights held by the teams and their photographer)

2.3 In Le Havre and Itajaí, competitors agree to be available, by prior appointment, to the official photographers of the organization to achieve the necessary communication of the race pictures.

2.4 It is required that competitors carry a suitable digital camera and transmit regularly to the organization (a selection of ...) pictures for use on the website: illustration on the official site and for distribution to accredited media. These photos are copyright free for the press for a period of 3 years.

Competitors and their communication/media services retain the distribution rights and commercial rights uses of these images

2.5 In the case of partnerships with media, photos should be sent to the organization at the same time and they will distribute after initial publication, provided that the photos are properly marked with the race branding



3. OBLIGATIONS OF THE ORGANIZATION

3.1 The audiovisual manager of competitors may ask for the removal of an image from the photo database.

3.2 The photographs taken by the organization will be made available to teams to illustrate their official newsletters and their website in low resolution but without the possibility of downloading the press. Access to these pictures will be through the press area of the accredited organization approved by the audiovisual visual manager of teams.

4 - OPERATING RIGHTS PHOTOS BY ORGANIZATION

The organization owns the property rights of all photographs taken by their own teams before and during the race: These pictures may be used in addition to the distribution by the official agency.

The organization does not own the photos taken by competitors.

Drawn up in Paris, July 1, 2015