

Conditions for the use of content (video, programs, photos, sound, etc.) from SAEM Vendée events

Period of operation: from 17/10/2024 to 30/06/2025

I. SAEM VENDÉE EVENTS :

SAEM Vendée events include:

- The Vendée Arctique Les Sables d'Olonne ;
- The New York Vendée Les Sables d'Olonne ;
- The Vendée Globe ;

II. VIDEOS CONTENTS :

The video images, extracts, sounds and programs of SAEM Vendée events made available on the "media.saemvendee.org" server remain the full and entire property of SAEM Vendée and/or the skippers (economic rights).

The video images and extracts may be used freely (without misappropriation or intention to harm or damage the image and reputation of the skipper, the SAEM Vendée and its events, including in particular the Vendée Globe) in newspapers, broadcasts, news magazines and digital platforms for editorial purposes covering the event.

PAD (ready to air) stories in French or English must be used in their entirety without cuts or additions.

The international version of the PAD stories (without dressing, without voice-over, unmixed) may be used with cuts and additions at the broadcaster's convenience.

For live broadcasts of Departure and Arrival(s), prior agreement must be reached with the distribution manager: Mathieu Le Cossec.

All other uses (advertising, product placement, brand content, short programmes, stock programmes, documentaries, series, etc.) of SAEM Vendée's images and event programmes will require prior written agreement.

VIDEO REFERENTS:

Production:

Fred Olivier

fred.olivier@seaevents.tv

+33 (0)6 22 54 18 35

Technical Support:

Alain Paulhac

contact@k-conseil.fr

+33 (0)6 98 01 63 82

Distribution:

Mathieu Le Cossec

mlecossec@aso.fr

+33 (0)6 17 30 39 00

III. PHOTOS CONTENTS:

Photos of SAEM Vendée events made available on the "media.saemvendee.org" server are intended to illustrate any editorial article dealing with SAEM Vendée events, and/or any promotion of SAEM Vendée events for its official partners.

All use is free of press (editorial) rights: print or digital.

Any use must mention the associated copyright:

- Either by integrating this copyright © in hard copy on the image.
- Or by mentioning this copyright © visible near the image.
- These copyrights © can be found next to the photos and in the IPTC fields.

The skippers remain the authors, with the associated economic rights, of the photos sent from the sea.

Unless expressly authorised by the photo referent, the following are prohibited:

- Any promotional or advertising use (with or without purchase of space).
- Any use in the form of an isolated portfolio, without an accompanying editorial article.
- Any redistribution by a third party such as a photo or multimedia agency.
- Any alteration of photo files without prior agreement.

PHOTOS REFERENT:

Arnaud Letresor

al@aleaproductio.com

+33 (0)6 77 34 99 75

IV. SOUND / AUDIO CONTENTS

Audios/videos of SAEM Vendée events made available on the "media.saemvendee.org" server may be used for NEWS purposes only and/or for subjects related to SAEM Vendée events only.

SOUND / AUDIO REFERENT:

Laurent Yonker | laurent@6eme-sens.tv | +33 (0)6 09 81 96 36

V. RIGHTS OF SAEM VENDÉE

The SAEM Vendée, in accordance with the provisions of articles L.333-1 et seq. of the French Sports Code, is the owner of the right to exploit the sporting event that it organises.

The SAEM Vendée remains, through the investments it makes to hold its competition and its reputation, the producer of the films, videos, photos and other audiovisual products, within the meaning of articles L.132-23 and L.215-1 of the French Intellectual Property Code.

SAEM Vendée is in this triple capacity (organiser of the competition, producer of the audiovisual work and producer of the videos) the owner of the intellectual property rights to the images in the broad sense of the competition and its accessories.

Consequently, its providers of "photographic coverage" and "audiovisual coverage", their staff and subcontractors, and the Partners of its events, their staff and subcontractors, act as technical operators and, as such, cannot claim any ownership rights over the images, texts, sounds and other materials in the production of which they do not participate as authors, co-authors, producers or co-producers.

The SAEM Vendée's exploitation rights cover in particular, without this list being exhaustive:

- The phrase "Vendée Globe", alone or followed by a vintage year.
- The logos and figurative, nominal and semi-figurative trademarks linked to the Vendée Globe as well as all the graphic elements that make them up or form part of the event's graphic charter.
- All graphic creations and representations linked to the event, such as mascots, pictograms, etc.
- All terms and names associated with the event, such as "Vendée Globe 2024", "VG2024".
- All films, musical works, motifs and artistic works created by SAEM Vendée and produced for SAEM Vendée.
- All still or animated images created by SAEM Vendée and produced for SAEM Vendée.
- All other symbols, motifs, works, terms or expressions that are translations of the properties listed above.