

# The Volvo Ocean Race - a media machine

By [Terry Levin](#)

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Bizcommunity was privileged to receive an invitation to the Volvo Ocean 65 Practice Race, the in-port manoeuvres designed to give participants of the the Volvo Ocean Race a practice run ahead of the 10 December 2017, third leg start and a rare opportunity for media to have an exclusive experience with the "rockstars" of sailing, who include previous Olympic Gold medalists, veterans and America's Cup winners!

The Biz crew were assigned to team [Brunel](#), whose skipper, Bouwe Bekking, has completed seven Volvo Ocean Race challenges!



## The media machine

The race is not only characterised by extreme excellence at a sporting level, but is also a state-of-the-art "media machine" providing up-to-the-minute multimedia, multi-platform content and data from the world's oceans onto the screens of fans around the world.

To achieve this requires facilities such as the below-deck media stations, complete with production and editing desks operated by the official OBR's - the onboard reporters assigned to each vessel, who are not part of the racing crew, but 'report' on the race, sending back videos, photos and text on an up-to-the-minute basis.



Custom-designed hardware and software on the boats, along with handheld Canon and Garmin cameras, helmet cameras, 3D cameras, HD night vision cameras, bow cameras, mast cameras, stern cameras, processors that send data back to race control and motion sensors recording things like wave height and the state of our oceans, demonstrate leading edge technology and services from some of the biggest players in the satellite and imaging technology industries in action.

## #TurnTheTideOnPlastic #CleanSeas

With the brand focus on the health of our oceans and on taking action to help ‘Turn the Tide on Plastic’, The Volvo Ocean Race has positioned itself as a global sustainability “roadshow”, partnering with [11th Hour Racing](#), [AkzoNobel](#) and [United Nations Environment Clean Seas](#) campaign to bring together science, government, sport and business to spread awareness and action on these pressing issues.

## Widgets, digits and hashtags

Follow the Volvo Ocean race on [Twitter](#) and [Facebook](#) download the [app](#), desktop widget, [live trackers](#), [ranking scoreboards](#), [subscribe to Volvo Ocean Race or individual teams on Youtube](#) or [www.volvoceanrace.com](#) for news updates, stats and videos.

[#volvoceanrace](#), [#CleanSeas](#), [#TurntheTideonPlastic](#), [#LifeAt45Degrees](#)

The prevailing South easterly wind conditions in Cape Town provided an electrifying start for the fleet as they departed Cape Town’s iconic Table Bay Sunday on the 6,500m, third leg of the extreme contest across the Southern Ocean towards Melbourne, Australia.

Bizcommunity would like to thank Volvo Ocean Race and Purple pine Communications. Wishing *bon voyage* and fair winds to all competitors, Brunel we're following you!

## ABOUT TERRY LEVIN

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