

POST EVENT PRESENTATION – KIEL

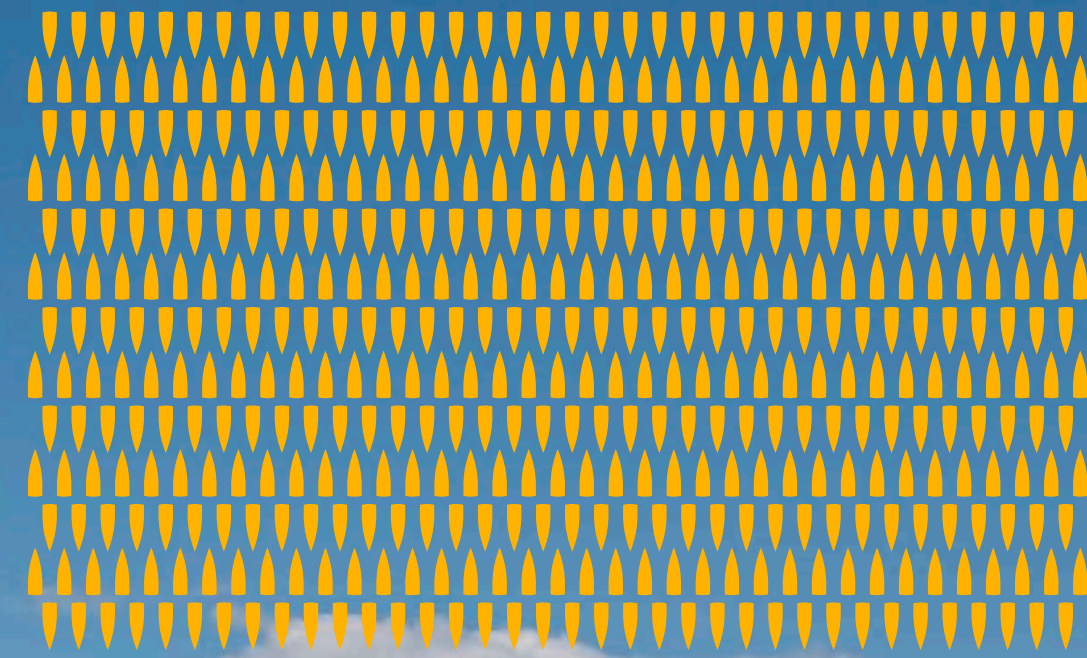


THE
OCEAN
RACE
EUROPE

DEZEMBER 2025



THE OCEAN RACE EUROPE



RACE IN NUMBERS

KEY RACE NUMBERS

2.06B

Cumulative media audience

572,736

Ocean Live Park visitors

€44.8M

Event Media Value

392M

Social media reach

4,760

Articles/Channels/Posts

201

TV channels

2.8M

Unique users of the Race Tracker

90

Markets online reach



© Mark Lloyd / The Ocean Race



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

LEARNING PROGRAMME

6,521

Young people directly engaged in ocean literacy activities

1,153

Young people participated in Wisdom's Way

40

Women participated in Women's Voices Workshop

60

Young sailors took part in Marine Career Pathways Tours

Source: The Ocean Race Racing for the Ocean



SUSTAINABILITY

100%

Renewable energy in
The Ocean Race
Headquarters

1,021Kg

Of ocean bound waste
collected at beach cleans in
Portsmouth, Cartagena,
Nice and Boka Bay

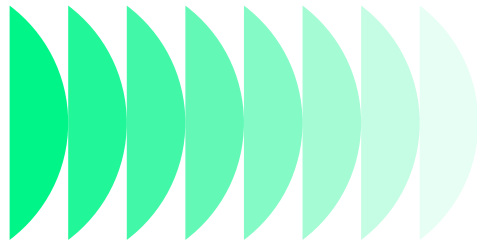
100%

Of greenhouse gas
emissions to be balanced

1,200

Zero single use plastic
lunches provided to school
children visiting the Ocean
Live Park

Source: The Ocean Race Racing for the Ocean



CLOSER TO THE FANS



INSTALLATIONS



OCEAN DOME



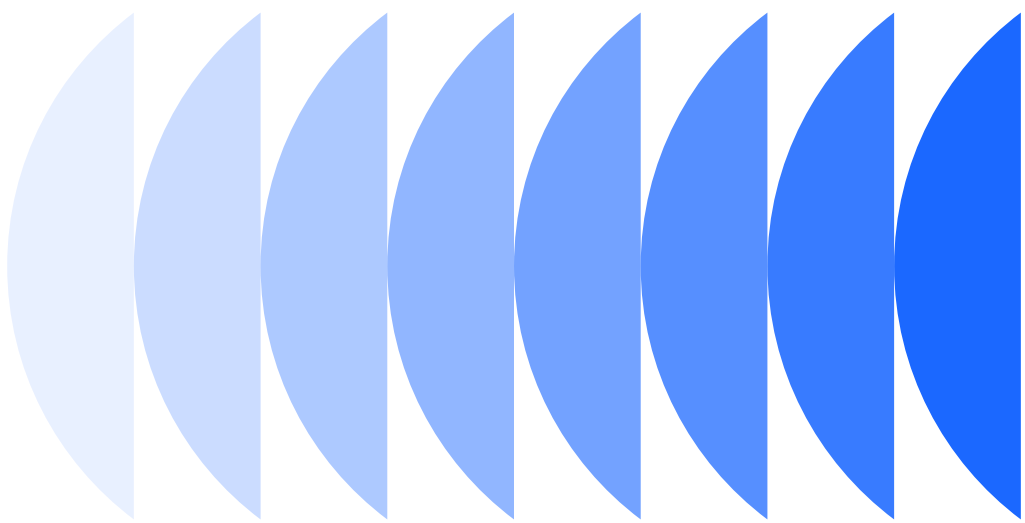
FAN DAY



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)

85%

Visitors spent more than
1 hour in the Ocean Live
Parks throughout the
Race

Source: The Ocean Race Marketing Research

FOOTFALL NUMBER PER STOPOVER



KIEL



PORTSMOUTH

KIEL
165,000

PORTSMOUTH
115,441

MATOSINHOS
20,000

CARTAGENA
83,133



MATOSINHOS



CARTAGENA

NICE
20,047

GENOVA
60,000

BOKA BAY
109,115



NICE



GENOVA



BOKA BAY

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



9,740

Visitors experiencing the Race Cockpit

1000+

Race Cockpit tours delivered by local sailing experts

3,379

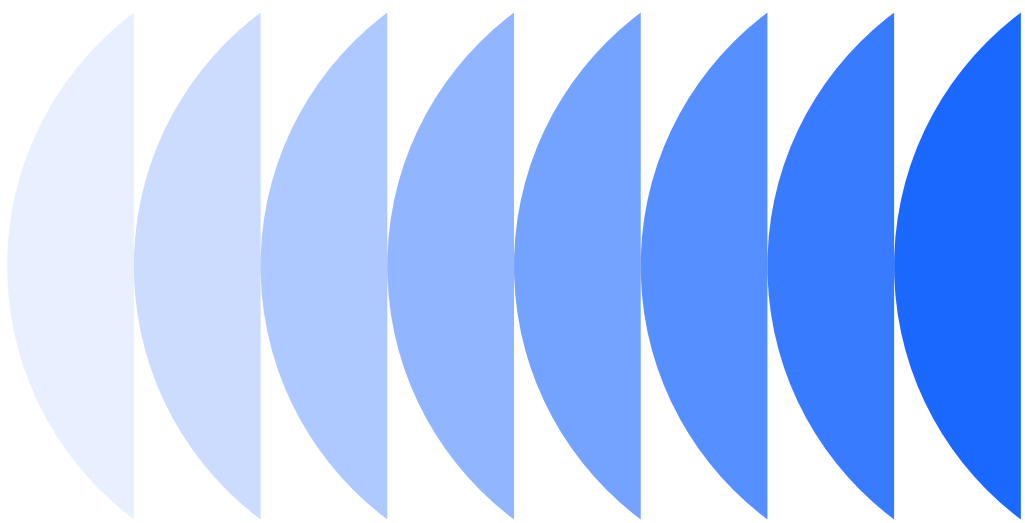
Peak stopover, Race cockpit visitors (Boka Bay, Montenegro)

7

The Race Cockpit was present in 7 Host Cities throughout Europe

Source: The Ocean Race Marketing Research

OCEAN DOME



21,754

Visitors experiencing the Ocean Dome in four Host Cities

7,084

The Peak attendance in Cartagena (Spain)

Source: The Ocean Race Marketing Research

GUEST EXPERIENCE

2,461

Corporate guests
hosted during the Race

462

Guest On Board
experiences delivered
during the Race

591

Guests hosted on VIP boat
tours

2,728

Spectator boat on the
water during the Race

Source: IRIS, The Ocean Race Marketing Research



REACHING NEW AUDIENCES



TOP MEDIA NUMBERS

TOTAL MEDIA REACH

2.06B

RTW 2023: 8,1BN

NUMBER OF MEDIA ITEMS

32,345

TOR 2021 21.157

TOTAL MEDIA VALUE

€44.75M

RTW 2023: 203,7M€ | TOR 2021: 27,4M€

NUMBER OF MEDIA ITEMS

■ TOR 2025

■ TOR 2021



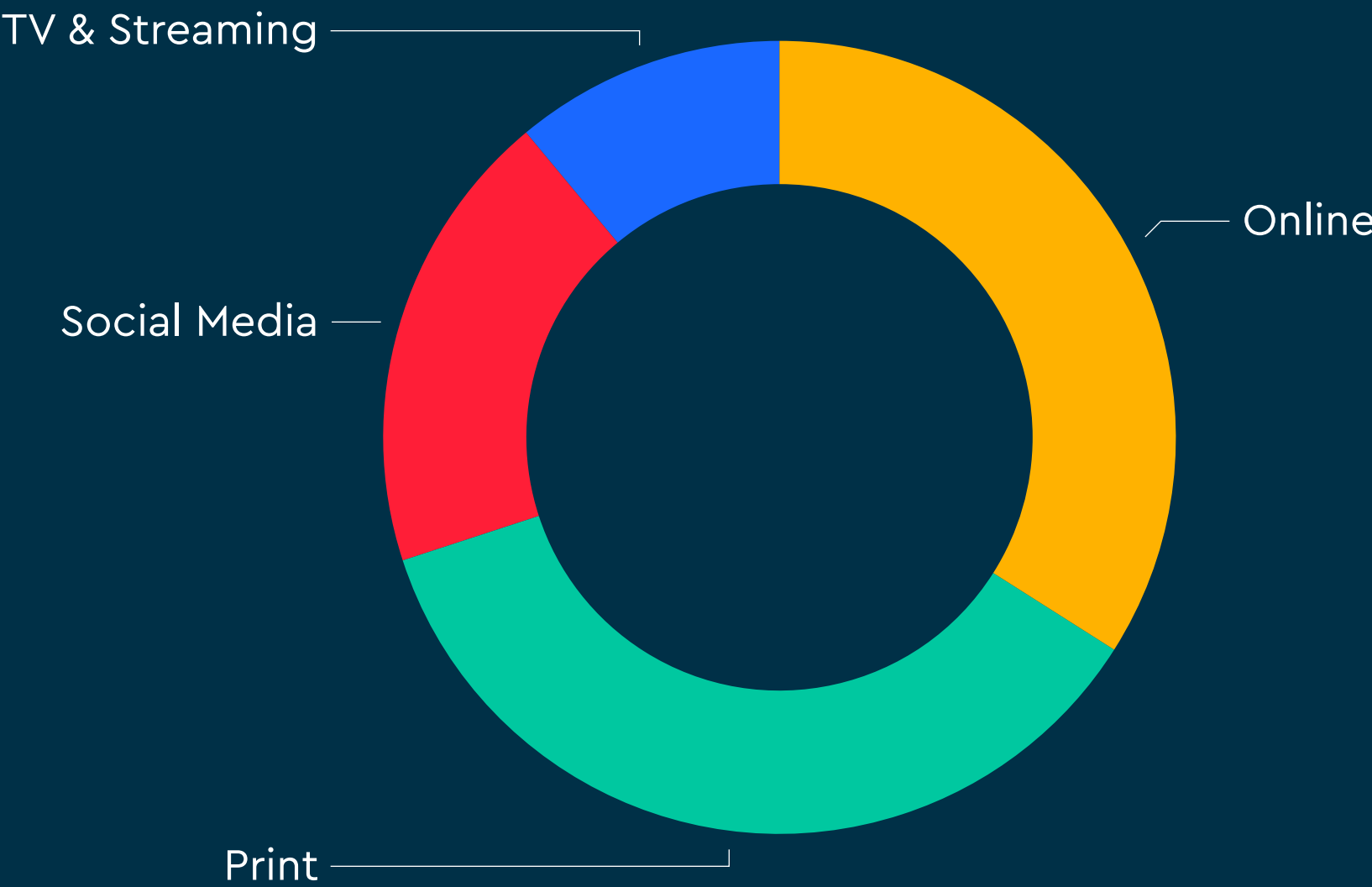
TOP MEDIA NUMBERS

TOTAL MEDIA REACH

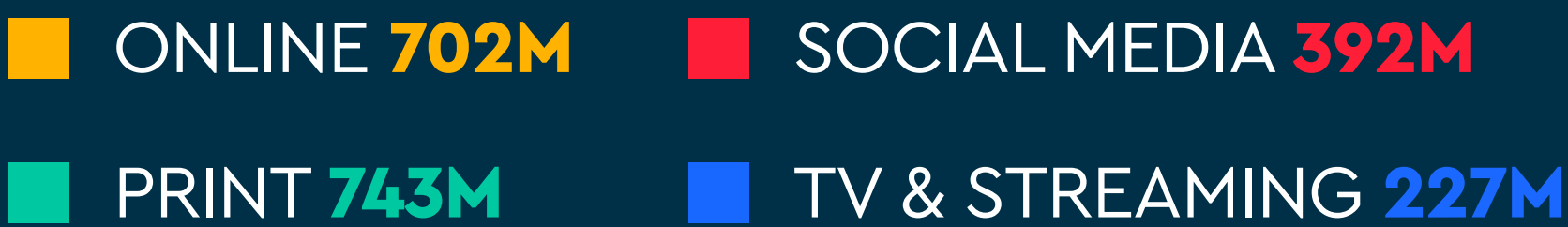
2.06B

RTW 2023: 203,7M€ | TORE 2021: 27,4M€

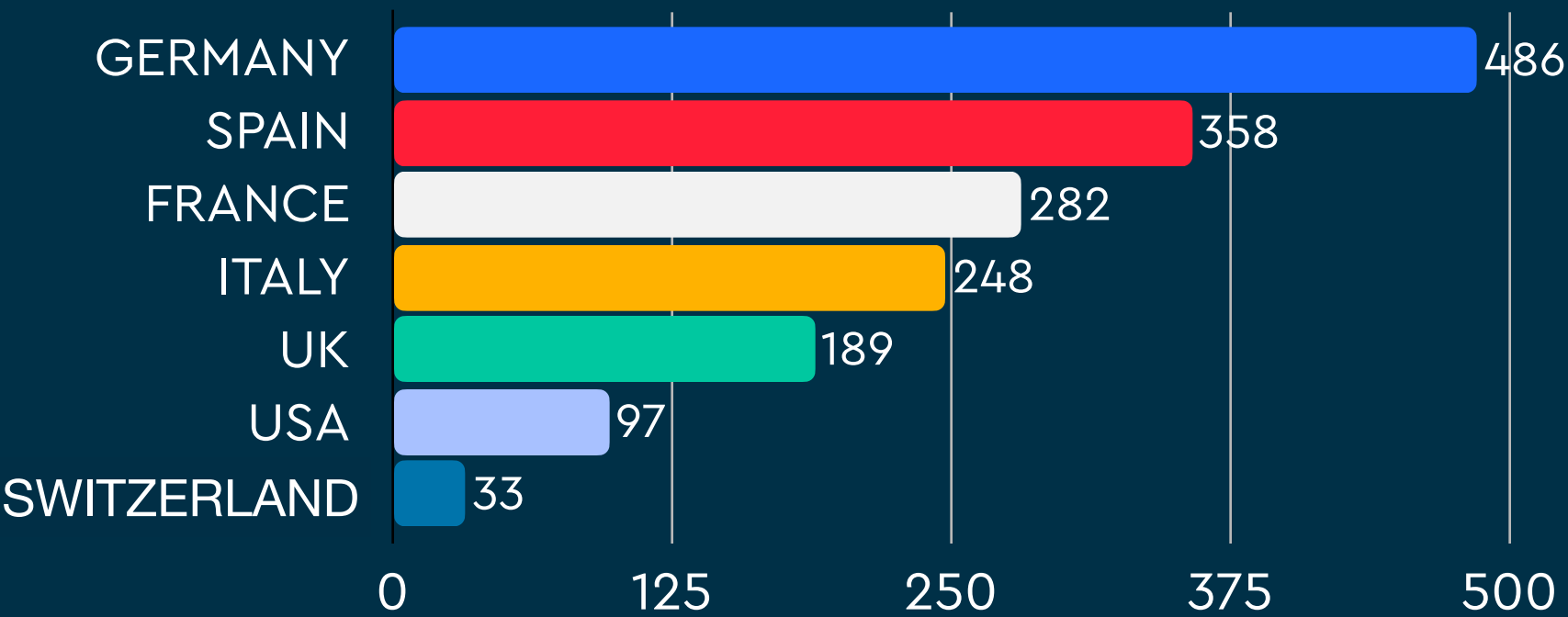
REACH



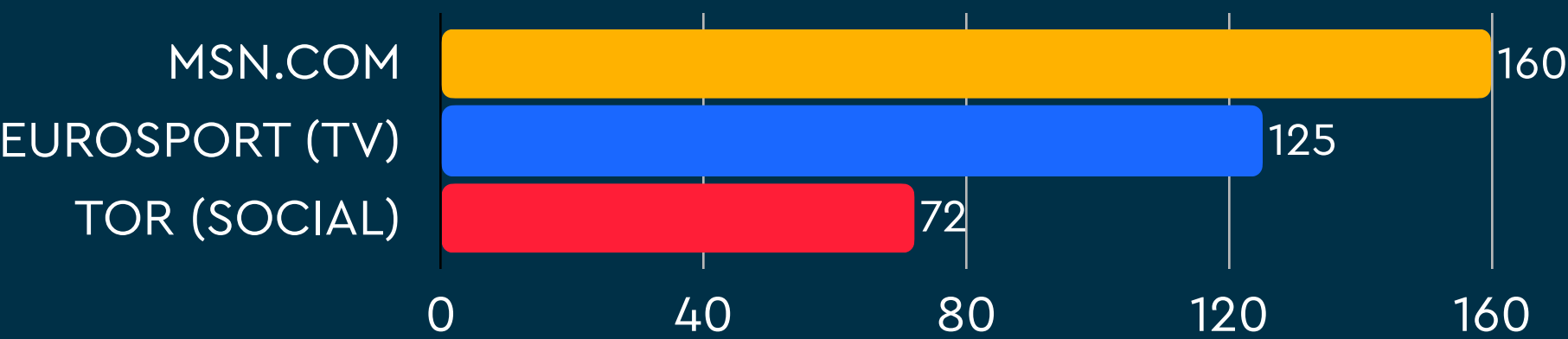
TOTAL 2,064.94 Million



TOP COUNTRIES



TOP PLATFORMS REACH

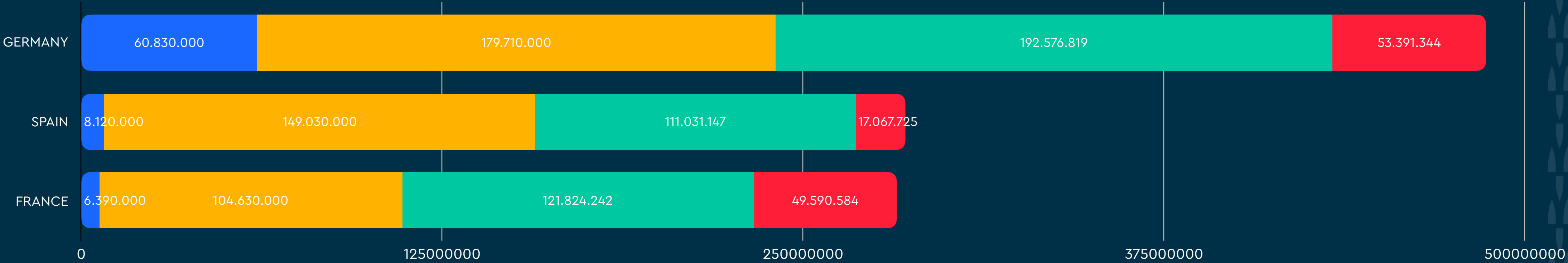


TOP MEDIA NUMBERS

TOTAL MEDIA REACH

2.06BN

TOP 3 COUNTRIES

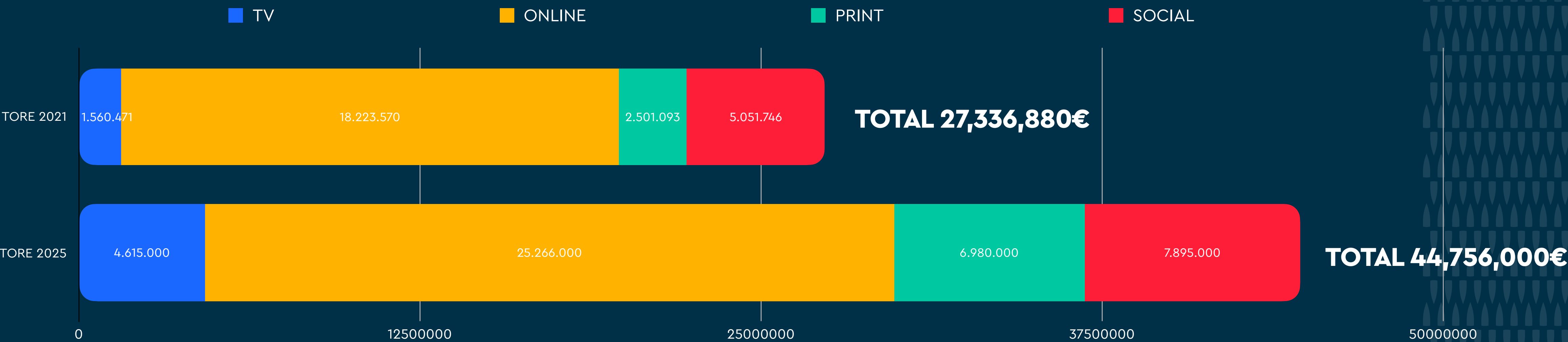


TOP 10 COUNTRIES

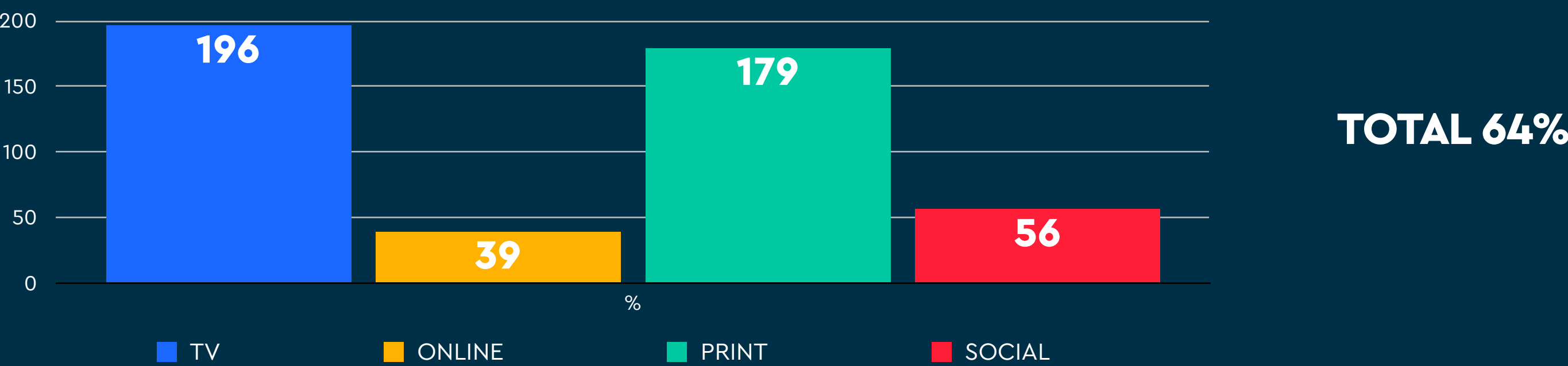
		TV	Online	Print	Social	Total
1	Germany	60.830.000	179.710.000	192.576.819	53.391.344	486.508.163
2	Spain	8.120.000	149.030.000	111.031.147	17.067.725	285.248.872
3	France	6.390.000	104.630.000	121.824.242	49.590.584	282.434.826
4	Italy	10.520.000	67.390.000	165.995.783	4.754.764	248.660.547
5	UK	1.850.000	34.390.000	28.138.444	124.630.235	189.008.679
6	Switzerland	284.856	5.758.535	8.831.245	17.669.326	32.543.962
7	Netherlands	8.049.248	5.053.036	10.446.795	4.970.153	28.519.232
8	Portugal	51.740	4.435.740	4.420.000	1.451.166	10.358.646
9	Pan Europe	117.910.000	-	-	-	117.910.000
10	Pan Balkan	499.207	3.134.597	10.540.000	1.896.571	16.070.375
		214.505.051	553.531.908	653.804.475	275.421.868	1.697.263.302

TOP MEDIA NUMBERS

EVENT MEDIA VALUE DEVELOPMENT



INCREASE vs TORE 2021



MEDIA IMPACT

WARNER BROS. DISCOVERY

132

Broadcast across the
Eurosport network

5.4M

Audience

117M

Reach of Eurosport
promotional clips

Source: Warner Bros. Discovery

TOP NUMBERS

Number of followers on The Ocean Race
social media channels

Starting base

1.8M combined

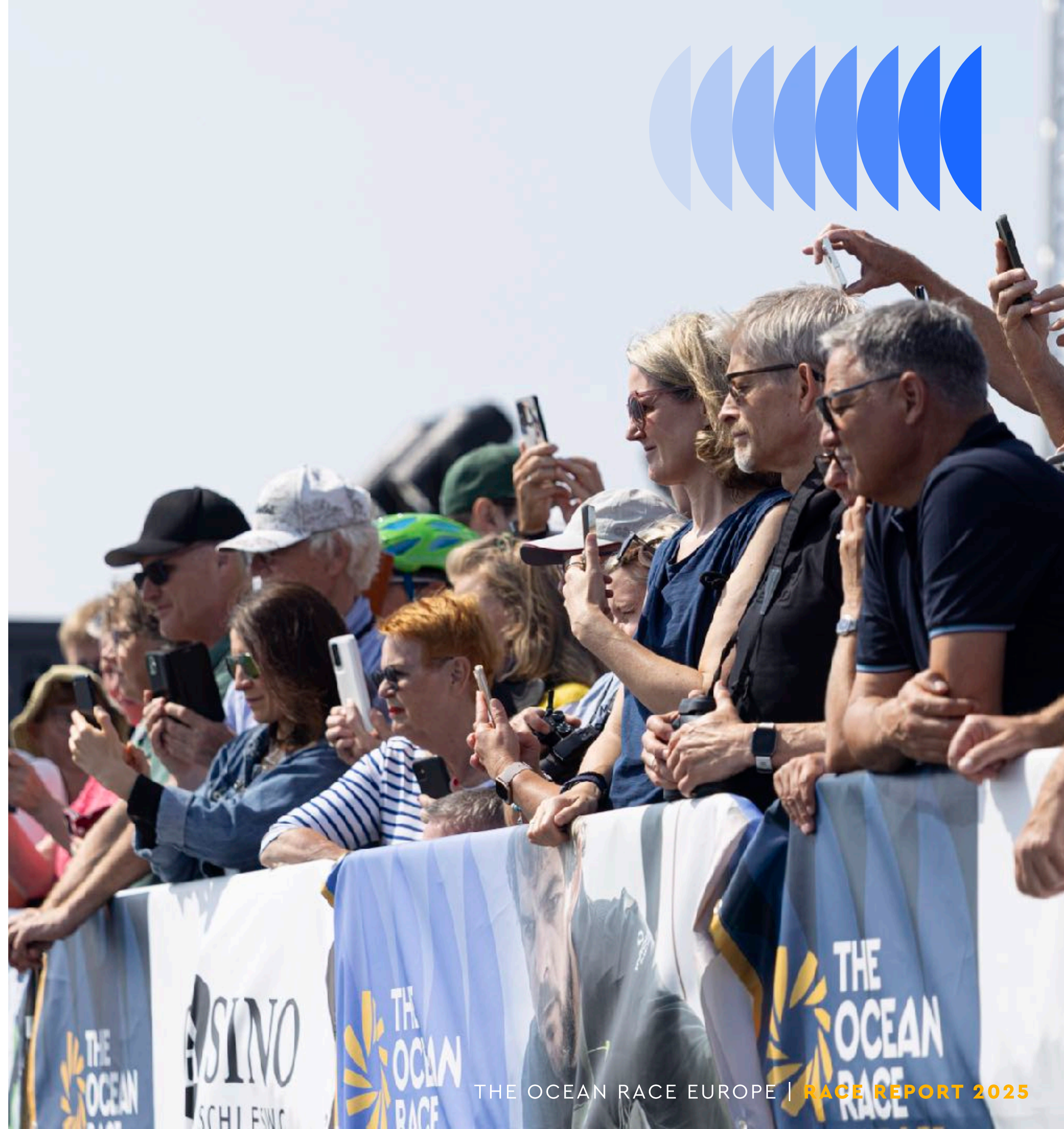
 **308K**

 **1.2M**

 **104k**

 **188K**

 **16K**



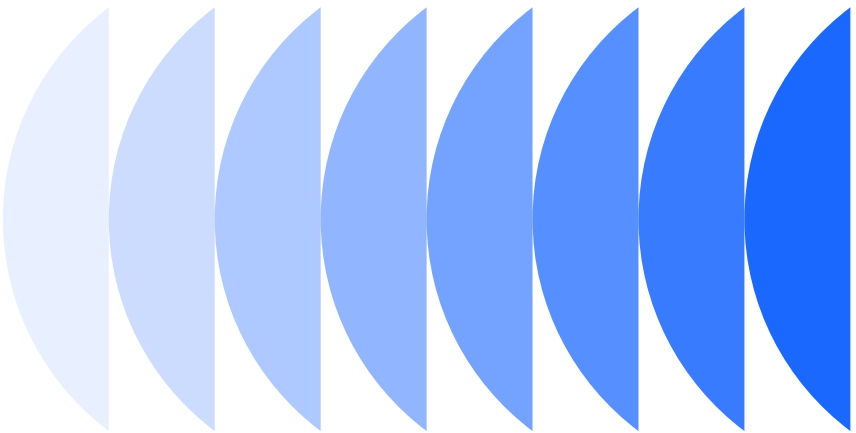
TOP NUMBERS

SOCIAL MEDIA REACH

392M

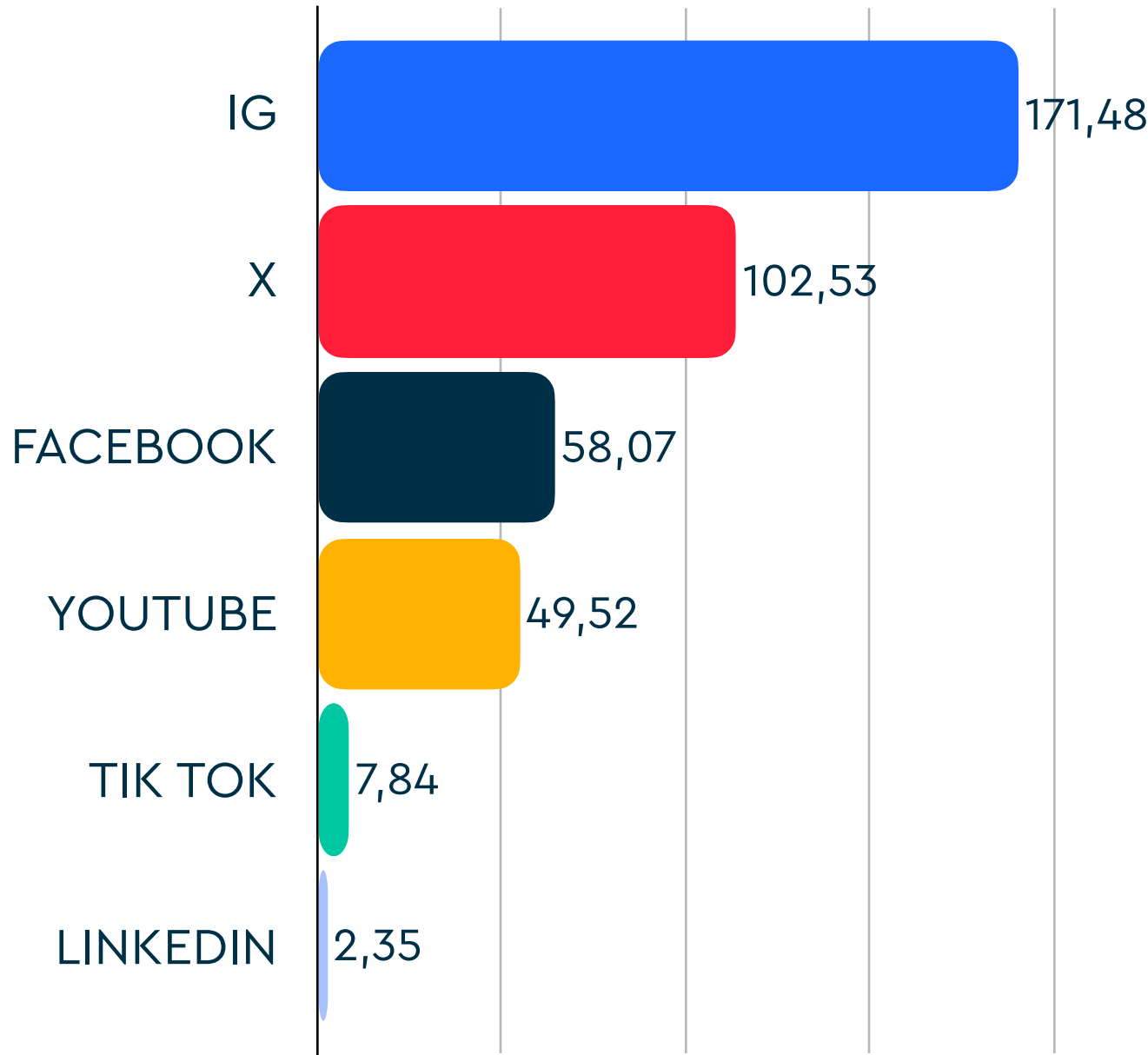
SOCIAL MEDIA ENGAGEMENT

2.6M



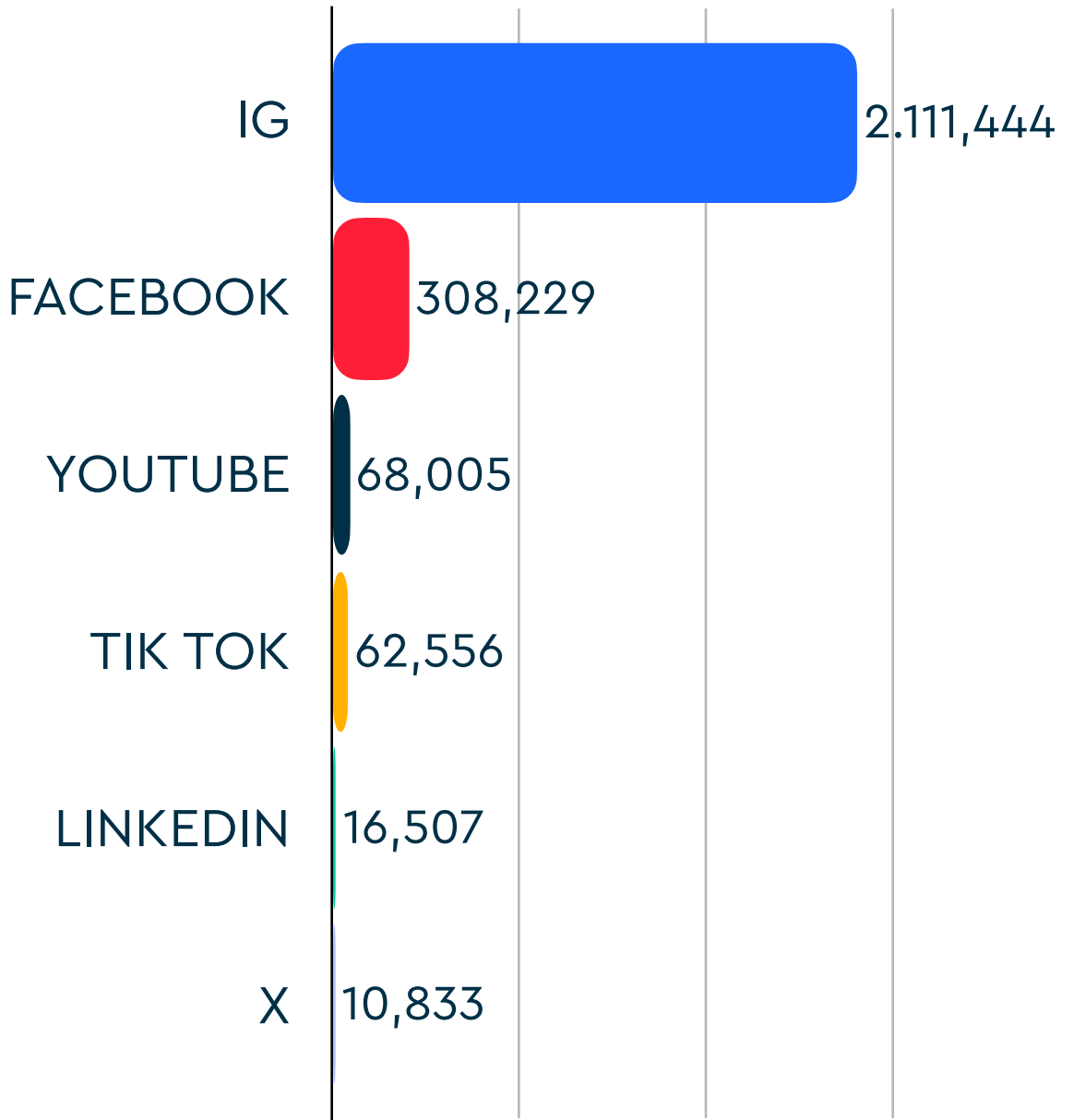
Earned Social Media channels contributed 87% to the Reach

REACH (MILLION)



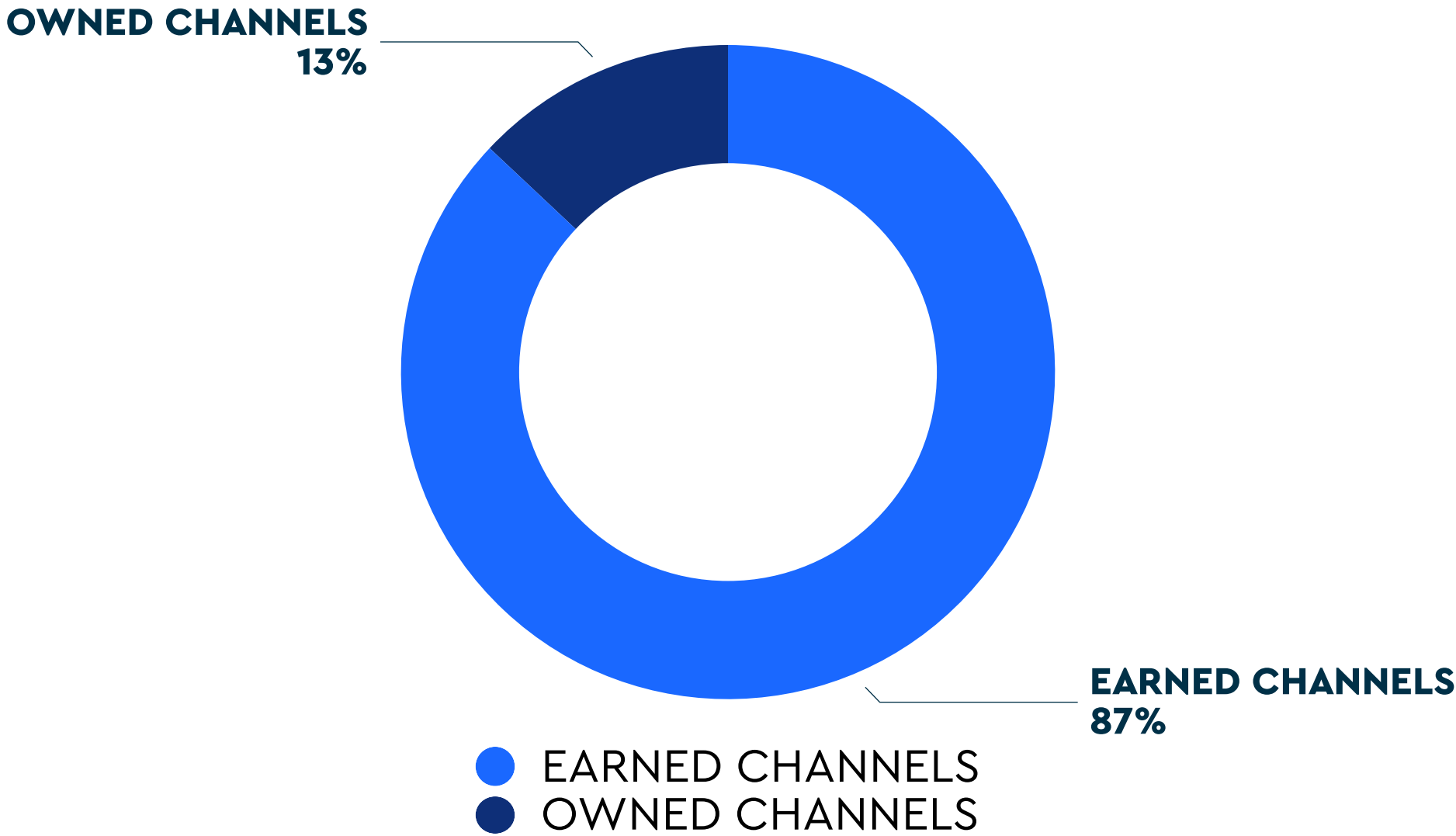
TOTAL: 391.78 MILLION

ENGAGEMENT (NUMBER)



TOTAL: 2,577,574

REACH (%)



TOTAL: 391.78 MILLION

TOP NUMBERS

SOCIAL MEDIA REACH

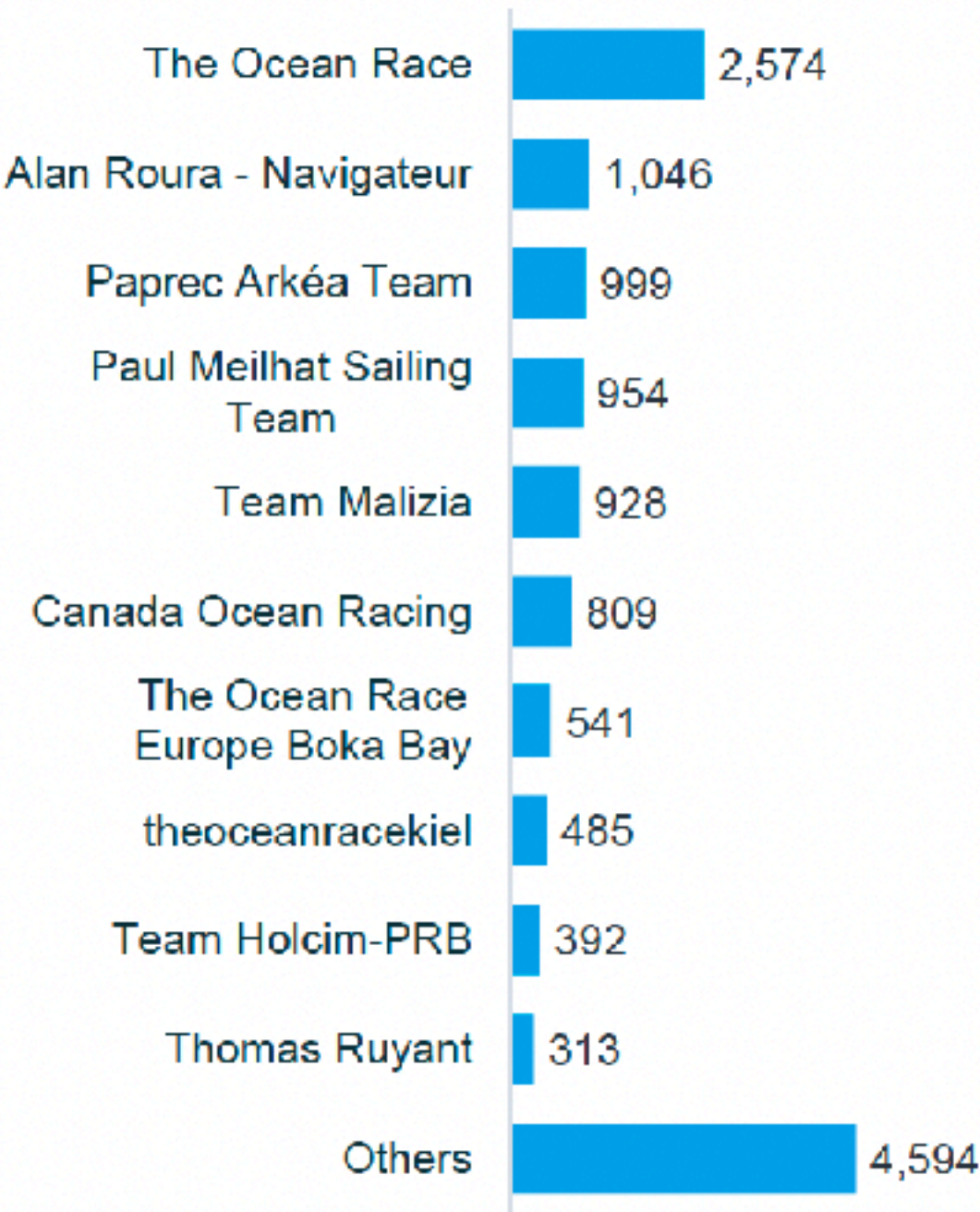
392M

SOCIAL MEDIA ENGAGEMENT

2.6M



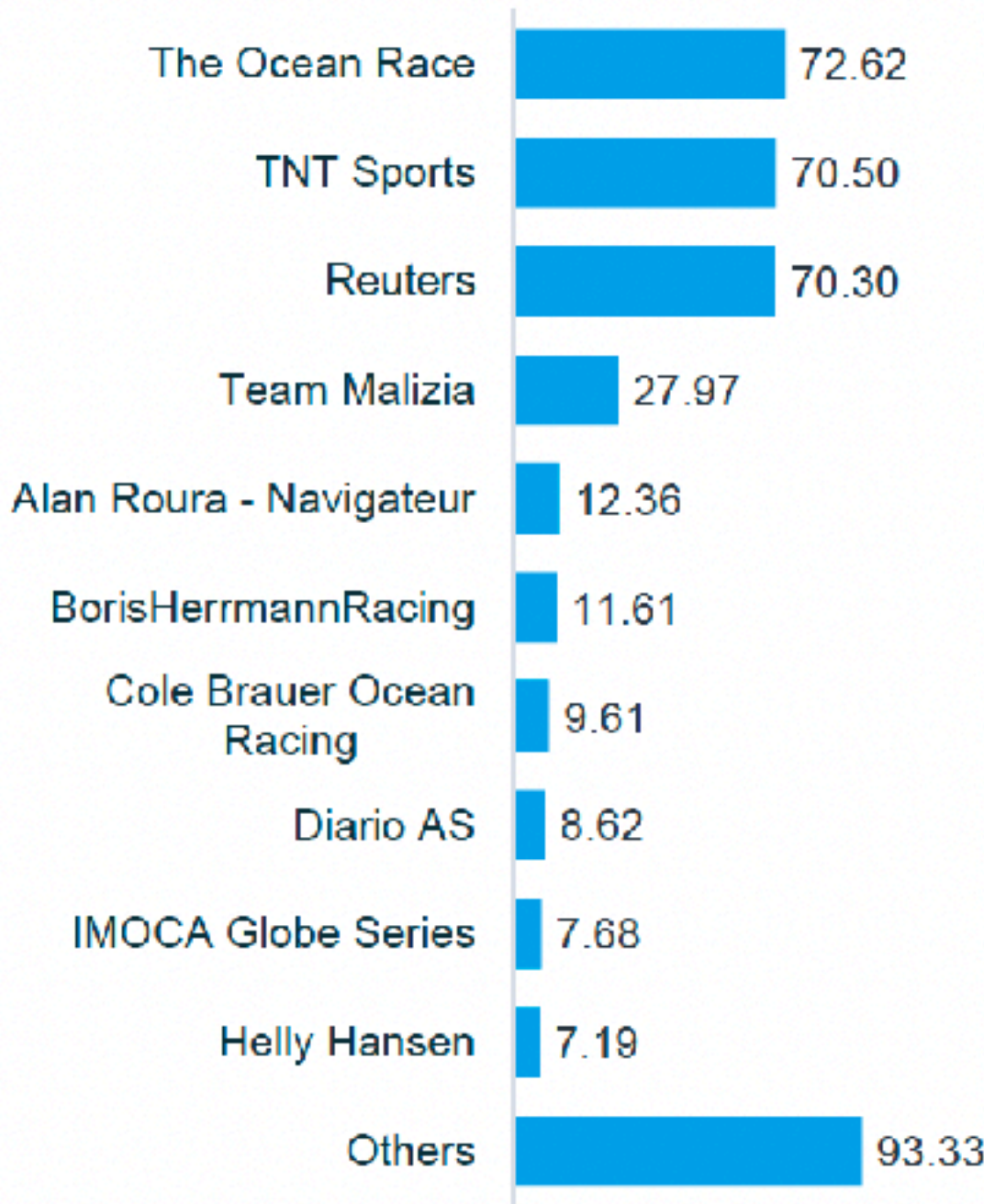
Posts (number)



Total: 13,635



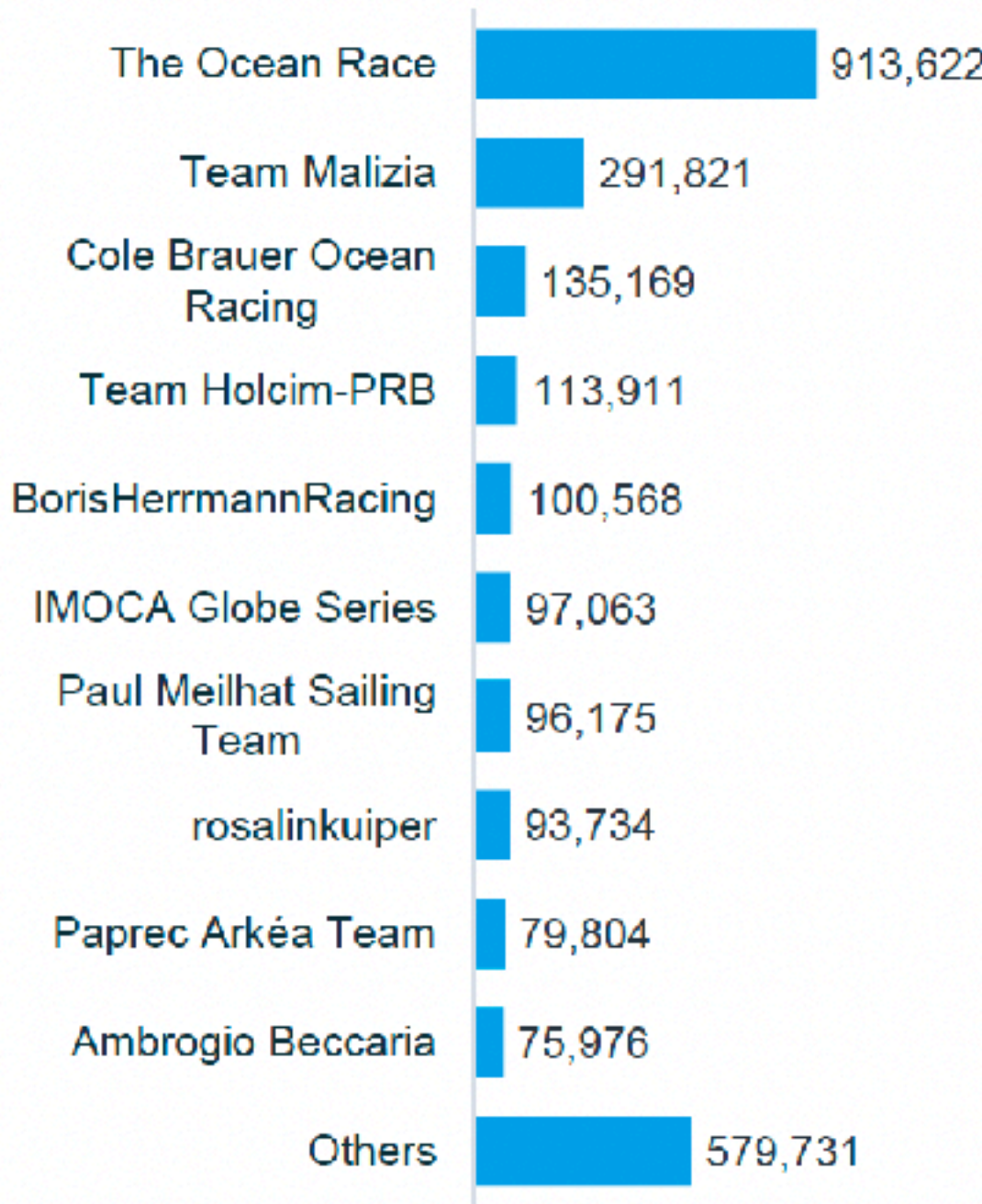
Reach (million)



Total: 391.78 million



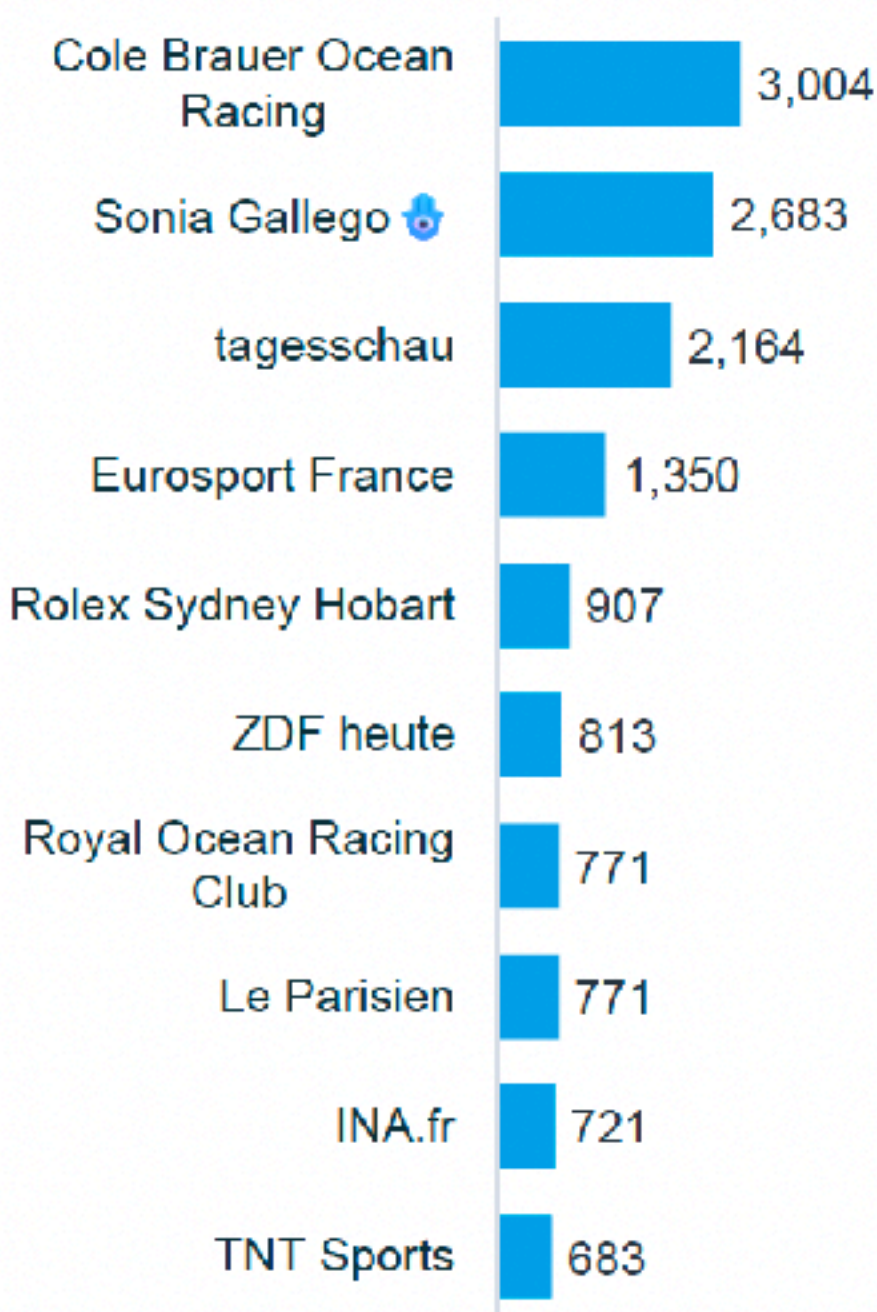
Engagement (number)



Total: 2,577,574

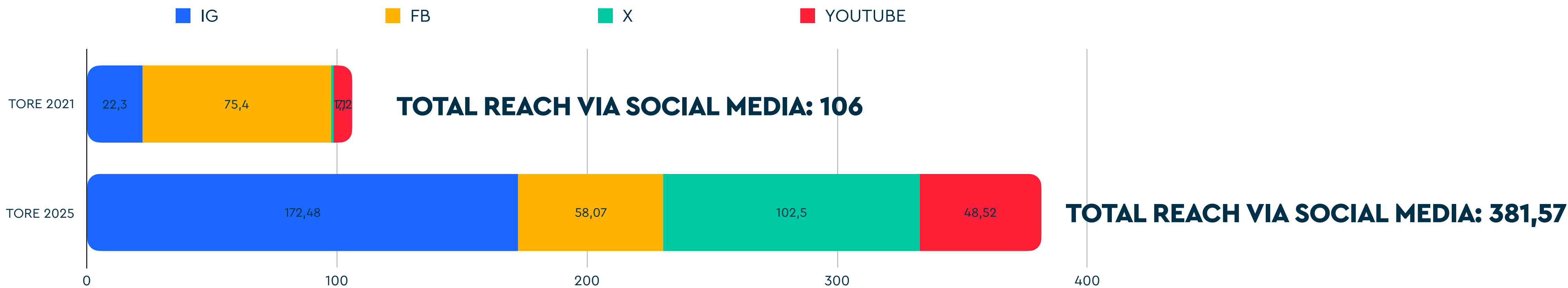


Engagement (number)

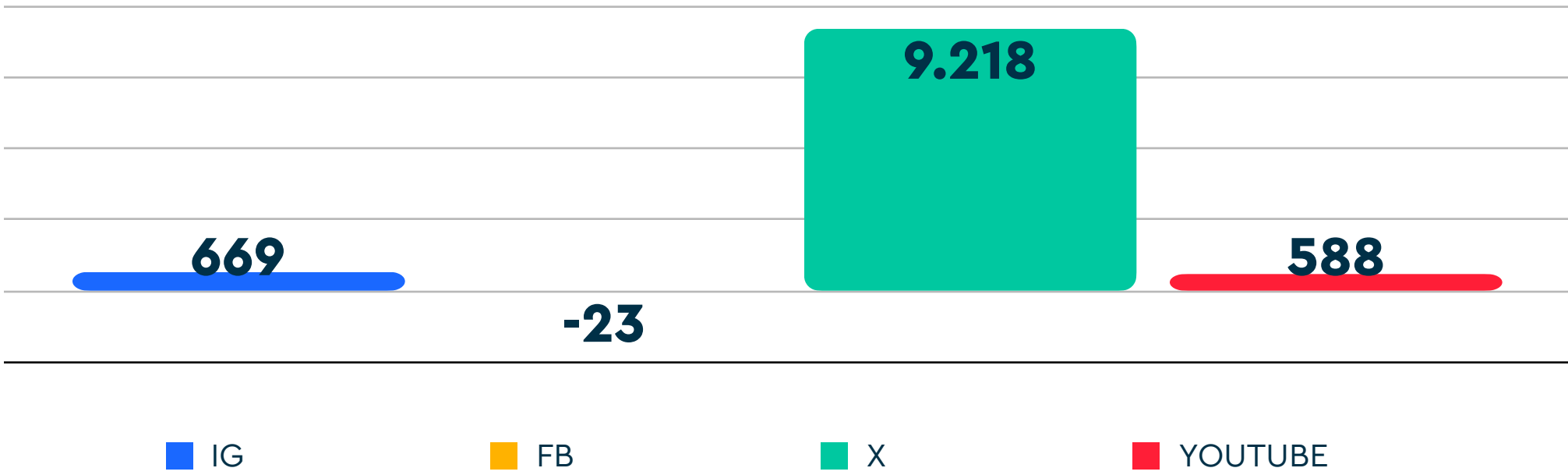


TOP NUMBERS

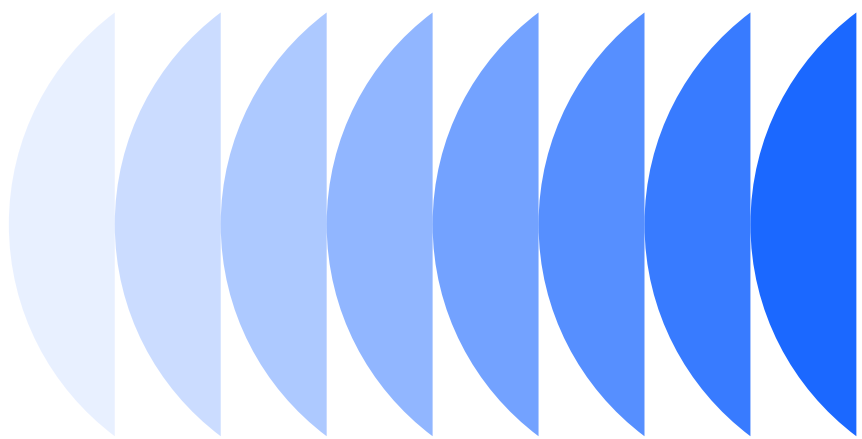
SOCIAL MEDIA PERFORMANCE – THE OCEAN RACE EUROPE 2025 VS 2021



INCREASE vs TORE 2021

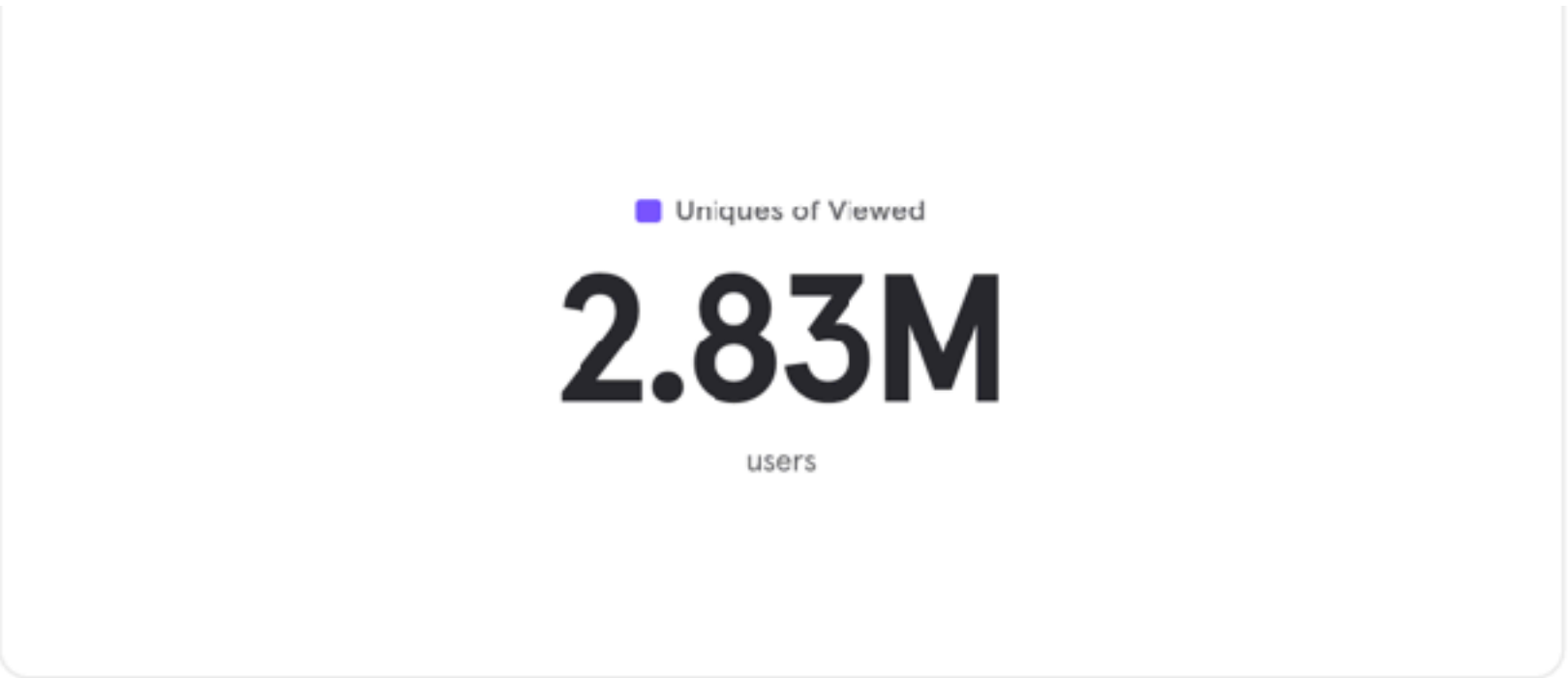
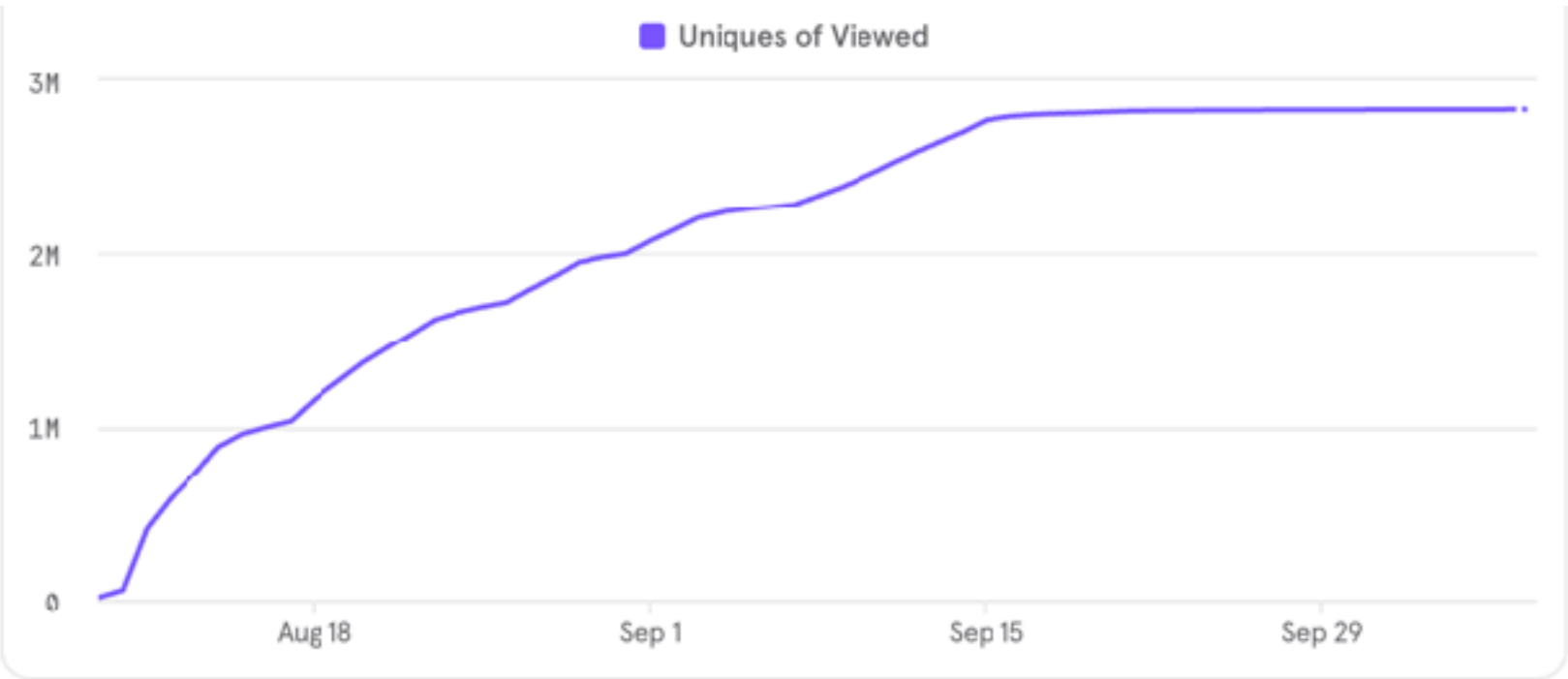
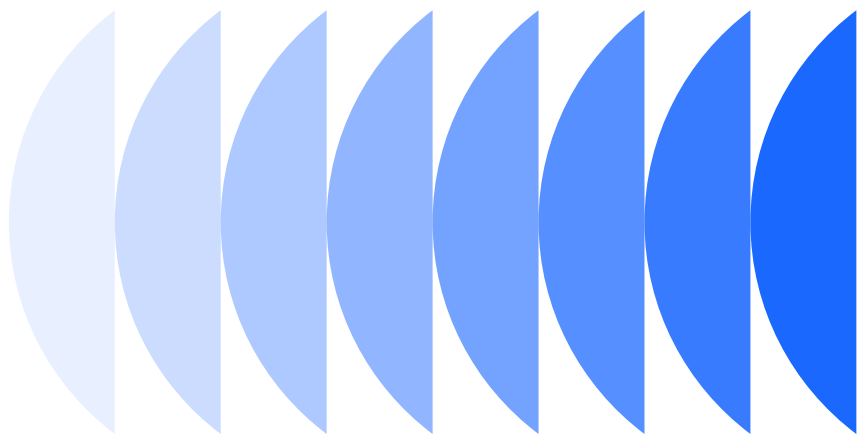


TOTAL 260%



TRACKER USAGE

Tracker usage generally follows both the territories in which the race visited and the nationality of the skippers



Total Page Views - By Country (Accumulative)			
Unique, since Aug 9th, 2025			
<div>Germany</div> <div>1.9M</div> <div>users</div>	<div>France</div> <div>239.7K</div> <div>users</div>	<div>Netherlands</div> <div>94.73K</div> <div>users</div>	<div>Italy</div> <div>89.58K</div> <div>users</div>
<div>Switzerland</div> <div>81.08K</div> <div>users</div>	<div>United States</div> <div>77.97K</div> <div>users</div>	<div>United Kingdom</div> <div>69.4K</div> <div>users</div>	<div>Spain</div> <div>42.12K</div> <div>users</div>

Total Page Views - By Country (Accumulative)			
Unique, since Aug 9th, 2025			
<div>Austria</div> <div>30.78K</div> <div>users</div>	<div>Denmark</div> <div>30.12K</div> <div>users</div>	<div>Sweden</div> <div>23.07K</div> <div>users</div>	<div>Canada</div> <div>21.39K</div> <div>users</div>
<div>Australia</div> <div>17.71K</div> <div>users</div>	<div>Portugal</div> <div>16.64K</div> <div>users</div>	<div>Belgium</div> <div>12.46K</div> <div>users</div>	<div>Norway</div> <div>10K</div> <div>users</div>

HOST CITIES

KIEL, GERMANY

Start: Leg 1

The 2025 edition of The Ocean Race Europe started from Germany's Kiel.Sailing.City on 10 August, launching the 850-nautical mile opening stage to Portsmouth, UK.

Over five days, the Ocean Live Park race village drew fans to an action-packed program of sailor meet-and-greets, autograph sessions, concerts, and main-stage presentations of the seven-team fleet. Local hero Boris Herrmann and his Team Malizia energised the hometown crowds, adding a distinctly German flavour to the buildup.

In the days ahead of the race start, The Ocean Race Summit Kiel brought together over 200 leading figures from science, policy, sailing, and industry to accelerate solutions for ocean health and sustainability, all under the theme "Connecting Europe for a Smart Ocean."

A highlight of the Ocean Live Park was the Marine Conservation Camp, where 26 institutions showcased

their commitment to making Kiel a "Marine Conservation City" engaging over 160,000 visitors, raising awareness and inspiring action for ocean protection.

When it was time to race, perfect conditions on the Kiel Fjord and Baltic Sea, the fleet embarked on Leg 1 with great anticipation and strong local support, while a dramatic collision just after the start between Team Holcim PRB and Allagrande Mapei Racing set the tone of close, competitive, no-quarter given, relentless racing that would be the hallmark of the event over the next six weeks.

Kiel's combination of maritime heritage, modern facilities, and vibrant public engagement reaffirmed its reputation as a world-class destination for The Ocean Race, following its hosting of the finish of the Volvo Ocean Race 2001-02 and a successful Fly-By during the 2022-23 edition.

165,000

Visitors to the
Ocean Live Park

€18.8M

Event Media Value

2,500

Spectator boats on the
water for the Race Start

735M

Total Media Reach



"We are really thrilled and proud to have The Ocean Race Europe start here in Kiel. We have a great sailing city here and you can see the enthusiasm for the sport. We are also very focussed on the future and the protection of the ocean so at the same time we see The Ocean Race as a powerful combination of sport and sustainability."

Dr. Ulf Kämpfer
Lord Mayor of Kiel

Kiel
Kiel
Sailing.City.

A MOVE TOWARDS ZERO WASTE

Kiel is actively working towards becoming a recognized Zero Waste city, demonstrating a significant commitment to circularity and waste reduction.

A notable activation during The Ocean Race stopover was the 'Repair and Care' event hosted by Helly Hansen at The Ocean Race Fan Shop. This initiative offered on-site repair services for their products, directly encouraging consumers to extend the lifespan of their apparel and promoting the principles of circular fashion over a disposable model.

RACING FOR THE OCEAN

THE OCEAN RACE SUMMIT

202

Number of guests
attended The Ocean Race
Summit in Kiel

14

Speakers

16

Sailors attended the
Summit

3

Heads of State/
Government officials
attended the Summit

Source: The Ocean Race Summits



The Ocean Race Summit Kiel united Ocean experts, sailors, and policymakers for healthier future

On 8 August 2025, just two days before the start of The Ocean Race Europe, the city of Kiel hosted The Ocean Race Summit Kiel under the theme "Connecting Europe for a Smart Ocean." The event brought together leading figures from science, policy, sailing, and industry to accelerate solutions for ocean health and sustainability.

Held at the ZBW – Leibniz Information Center for Economics, the Summit featured interactive discussions on marine protection, plastic pollution, nature-based climate solutions, and the recovery of unexploded ordnance in the Baltic and North Seas. It also marked the launch of the Racing for the Ocean Challenge, a new initiative that united race teams and communities to advance ocean awareness and action across Europe.

German officials emphasized the nation's leadership in marine conservation. State Secretary Jochen Flasbarth highlighted the crucial link between healthy seas, climate stability, and human well-being, while Schleswig-Holstein's Tobias Goldschmidt urged immediate action for ocean recovery.

Sailors and scientists echoed these messages. Prof. Dr. Katja Matthes of GEOMAR underlined that "ocean health was climate health," and Boris Herrmann of Team Malizia praised The Ocean Race's commitment to climate advocacy. Rosalin Kuiper of Team Holcim-PRB added that sailors acted as ambassadors for the ocean, inspiring change in every port.

As The Ocean Race Europe 2025 set sail from Kiel on 10 August, the Summit's collaborative spirit and focus on science-driven solutions continued to guide teams and policymakers in advancing a smarter, healthier ocean.

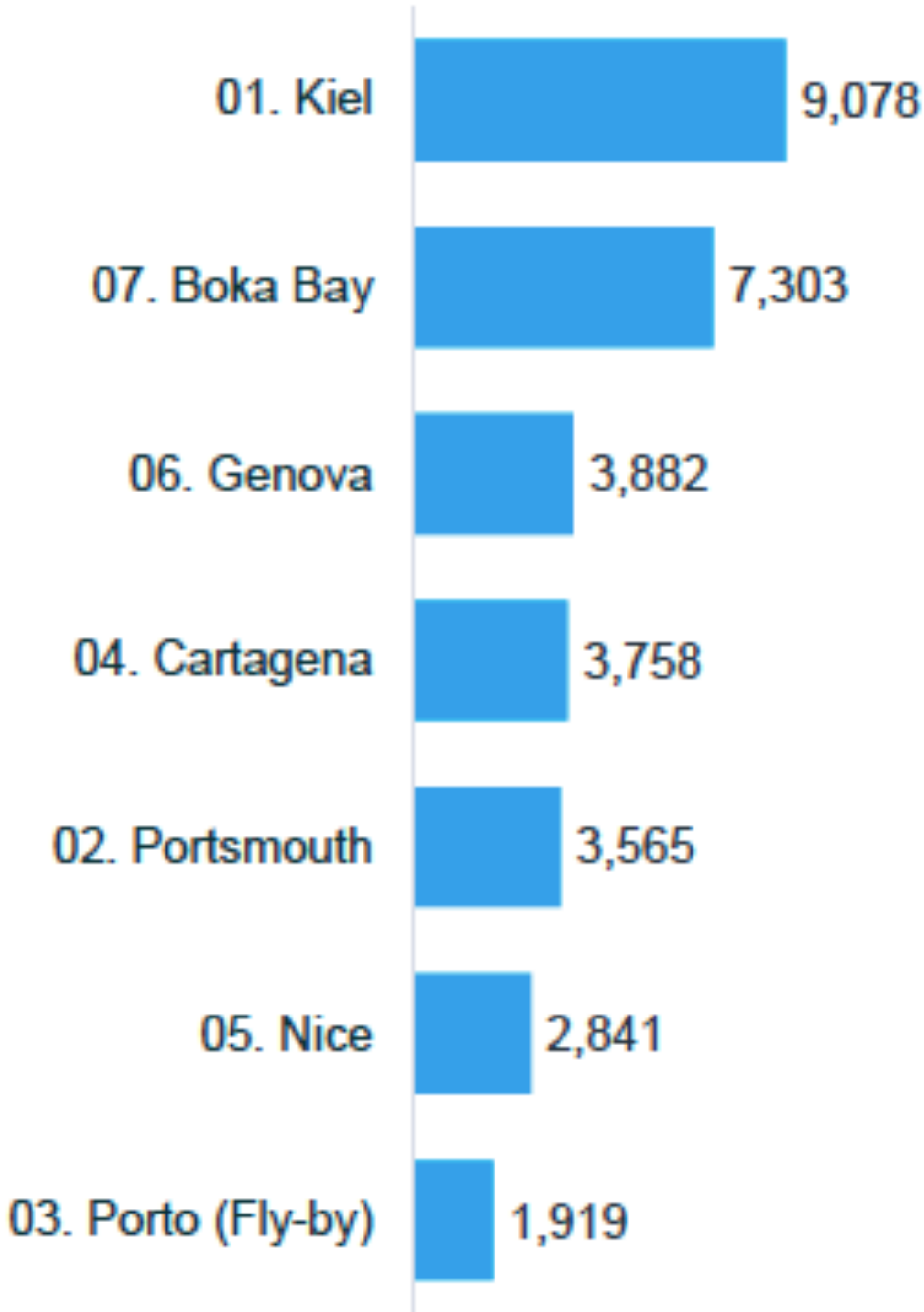
MEDIA PERFORMANCE SUMMARY

CROSS MEDIA - BY EVENT

Note: This slide displays the event overview including a hypothetical split of the category „General“ on the 7 host cities. Start and end host cities Kiel and Boka Bay each received 25% of the „General“ value. The remaining 50% were distributed to the other host cities based on their number of event days.



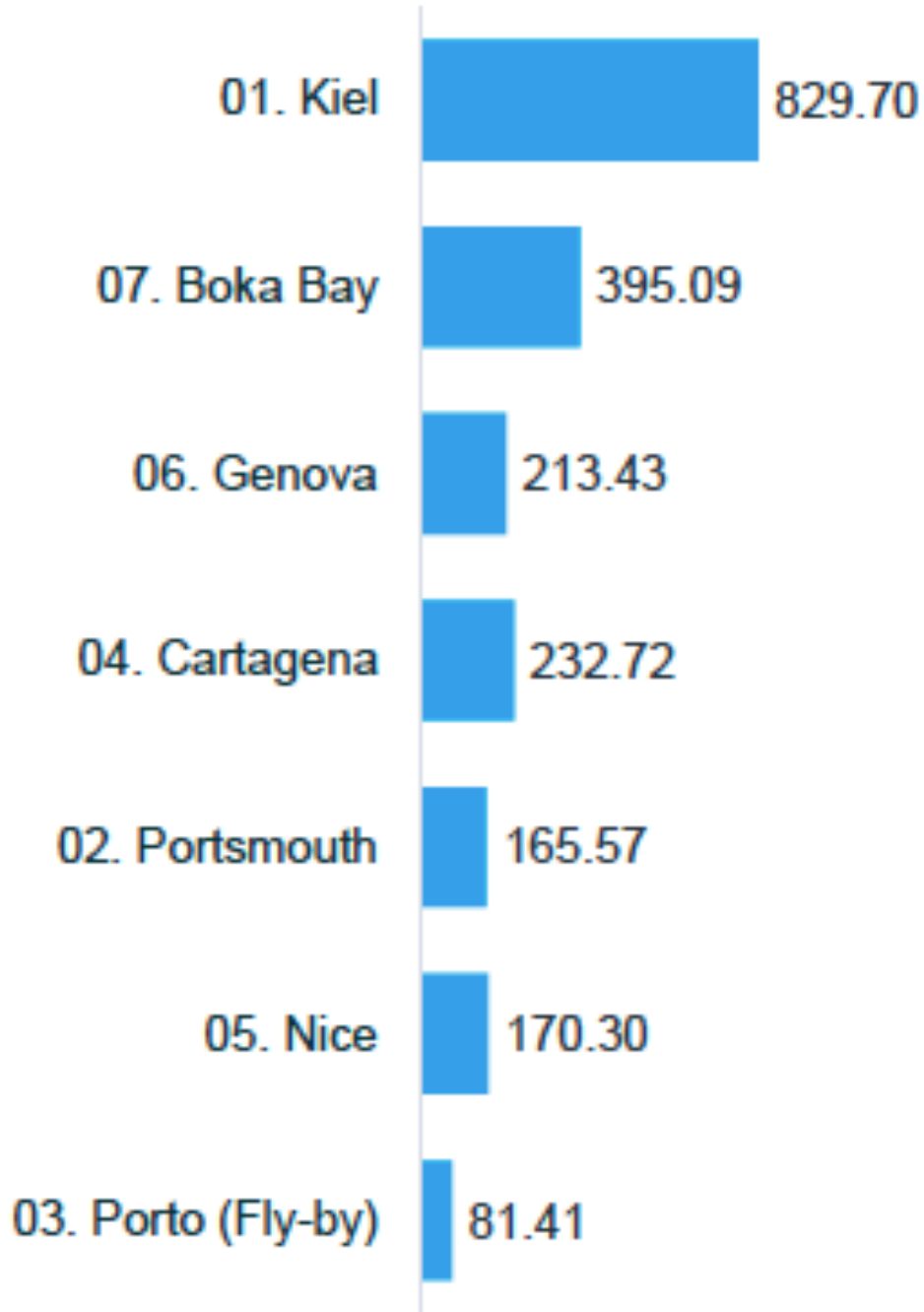
Items (number)



Total: 32,345



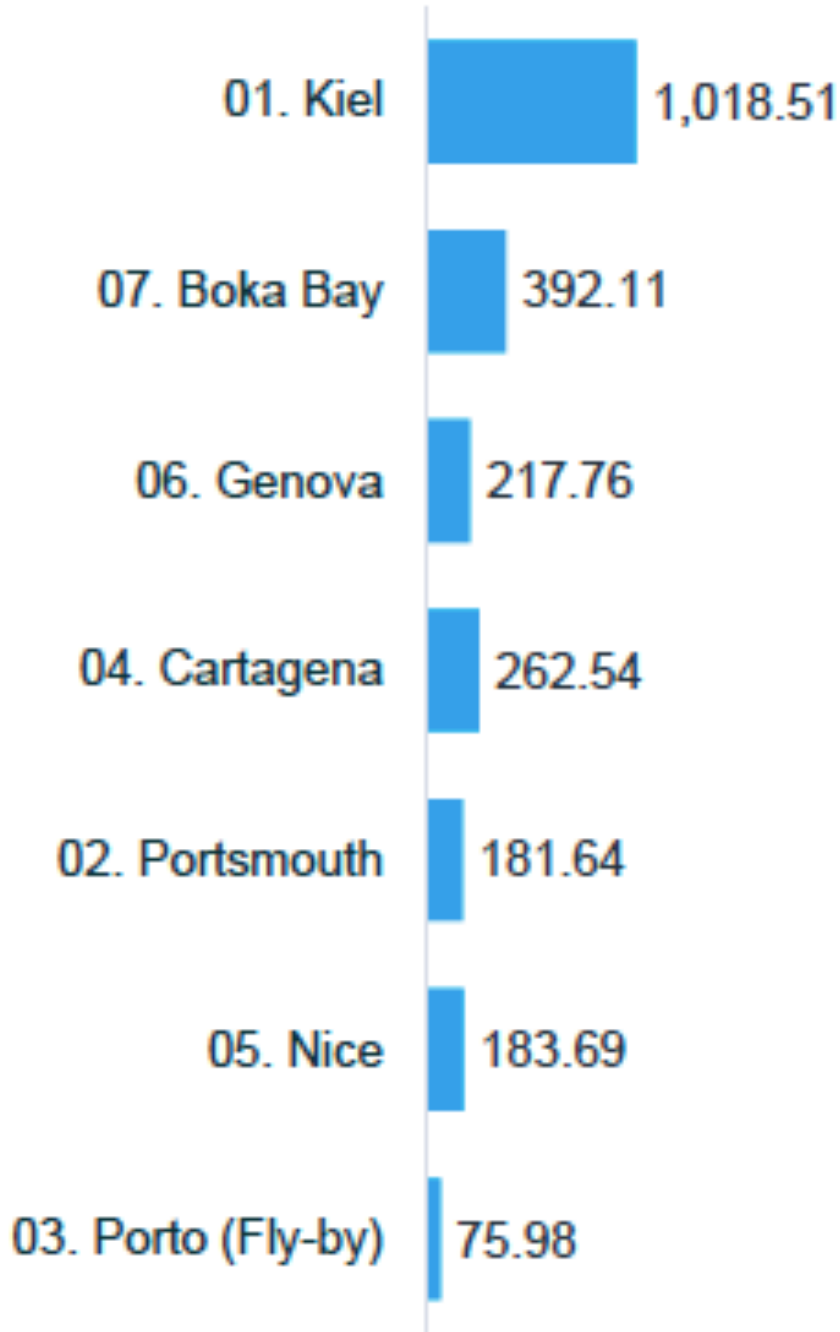
Reach (million)



Total: 2,064.94 million



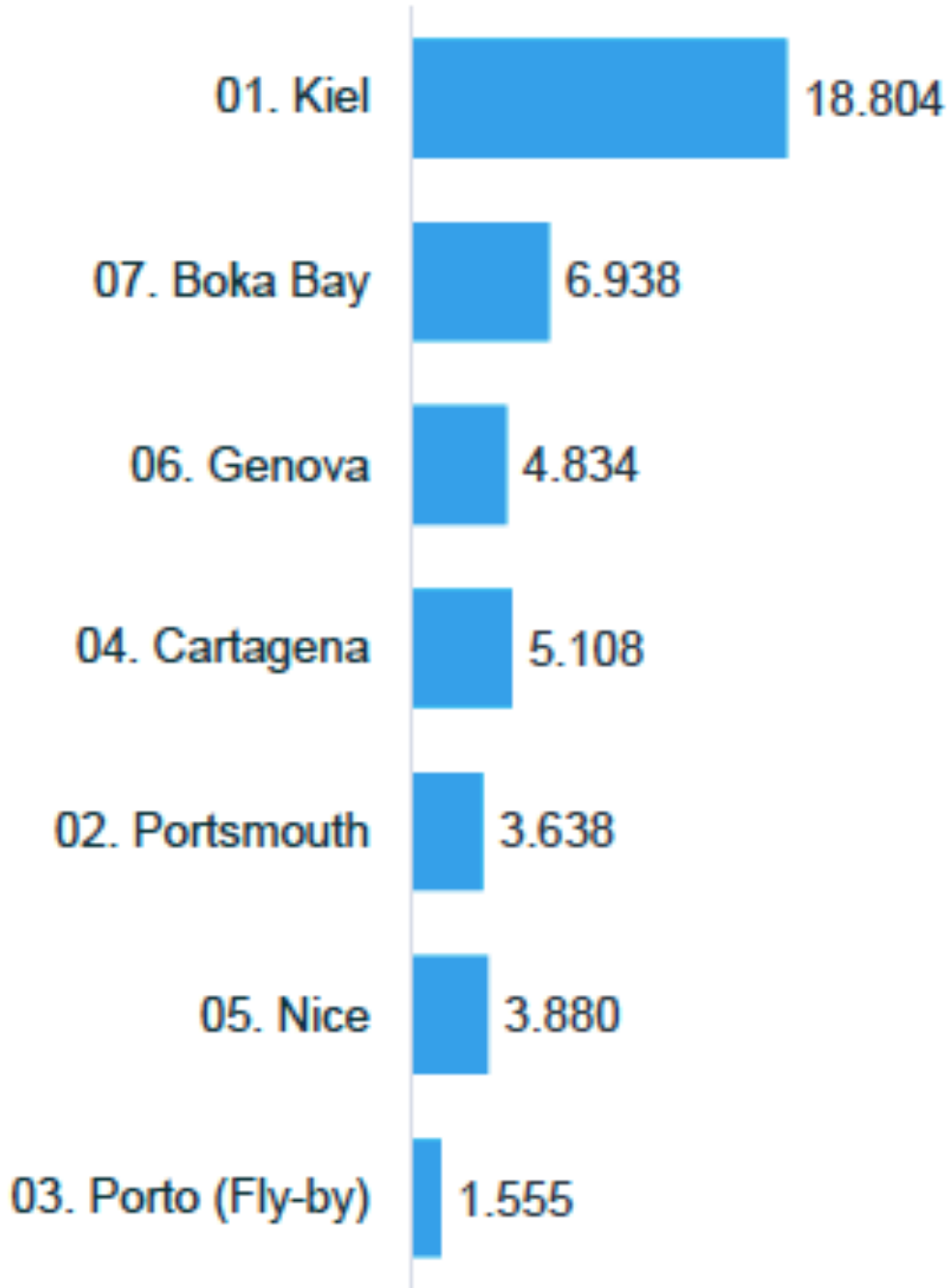
Media Contacts (million)



Total: 2,332.23 million



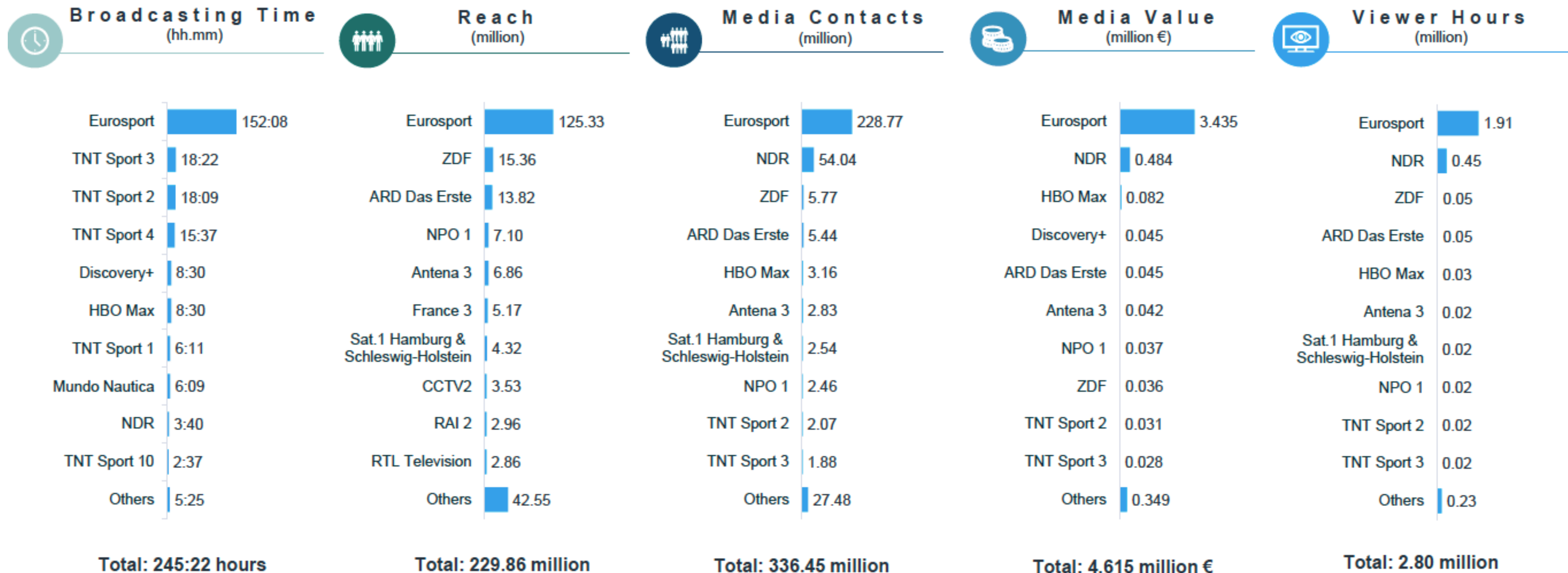
Media Value (million €)



Total: 44.756 million €

TV & STREAMING MEDIA RESEARCH

BY CHANNEL - TOP 10

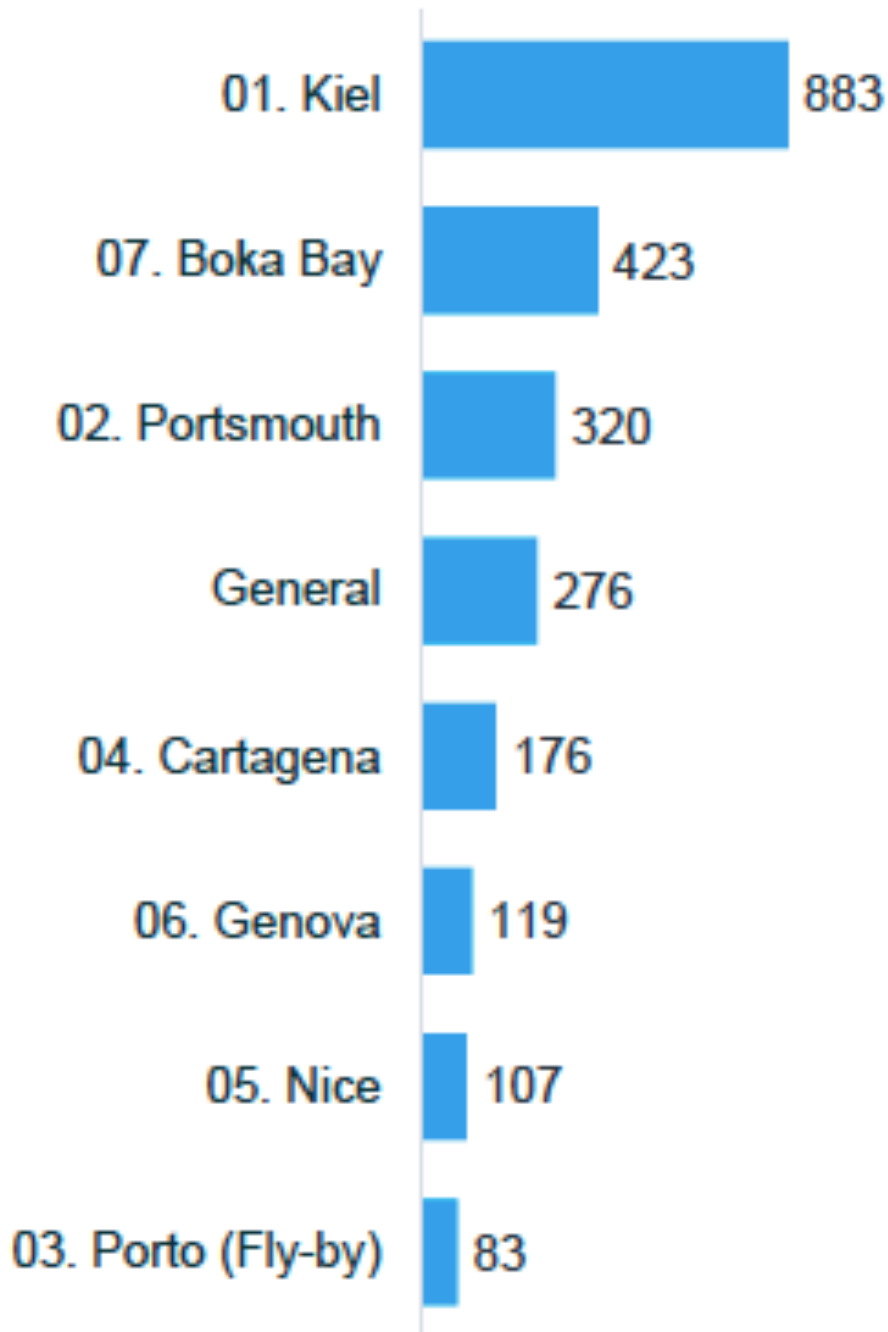


PRINT MEDIA RESEARCH

BY EVENT



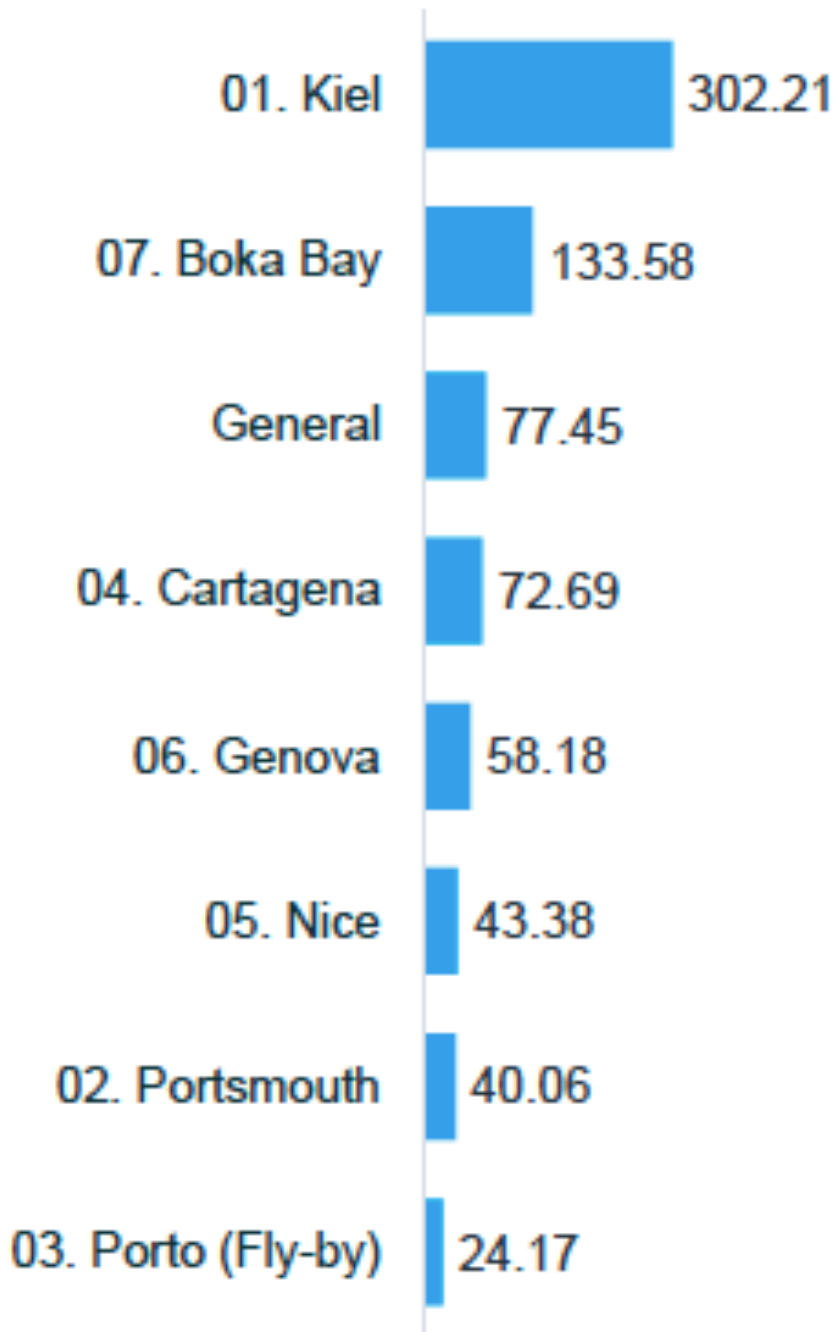
Items (number)



Total: 2,387



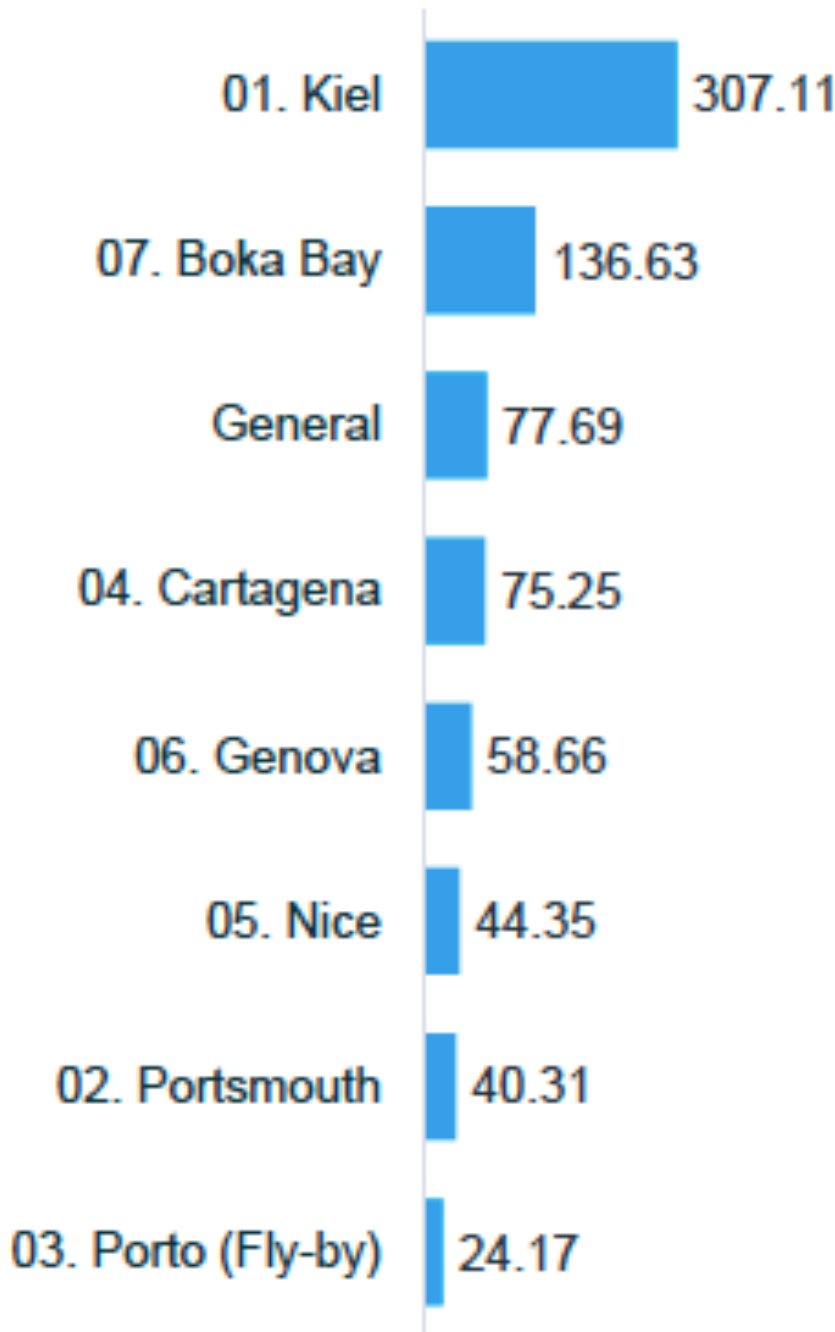
Reach (million)



Total: 751.71 million



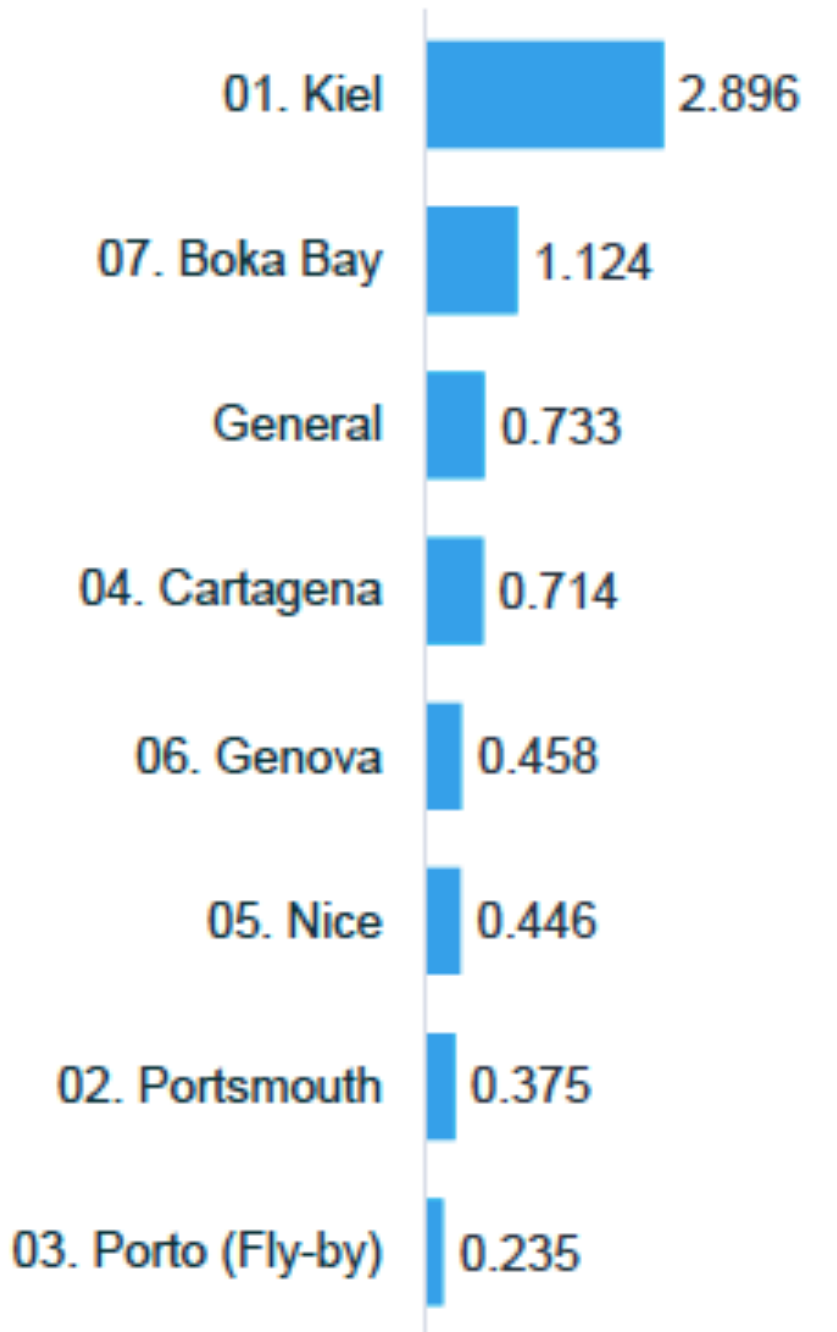
Media Contacts (million)



Total: 764.17 million



Media Value (million €)



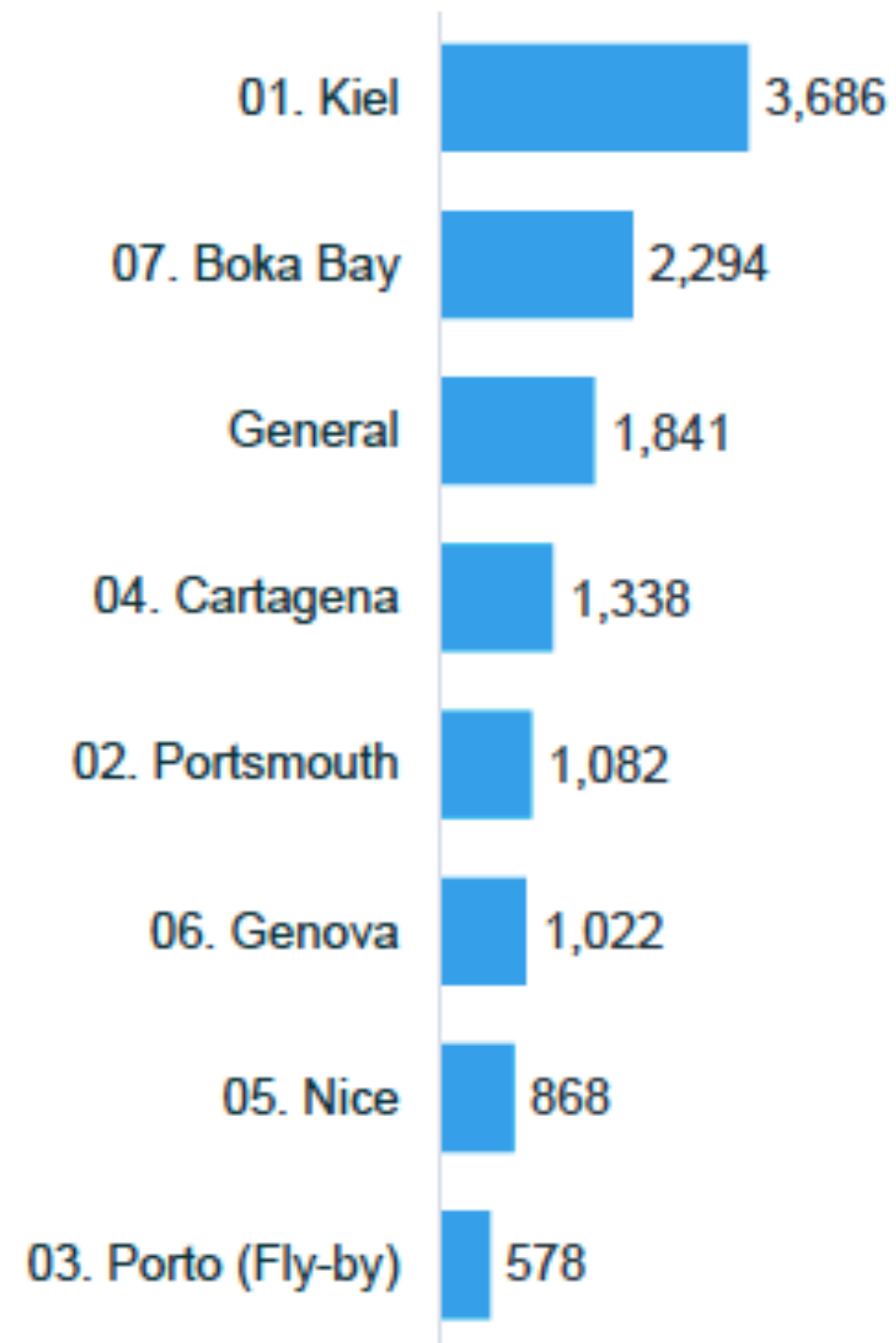
Total: 6.980 million €

ONLINE MEDIA RESEARCH

BY EVENT



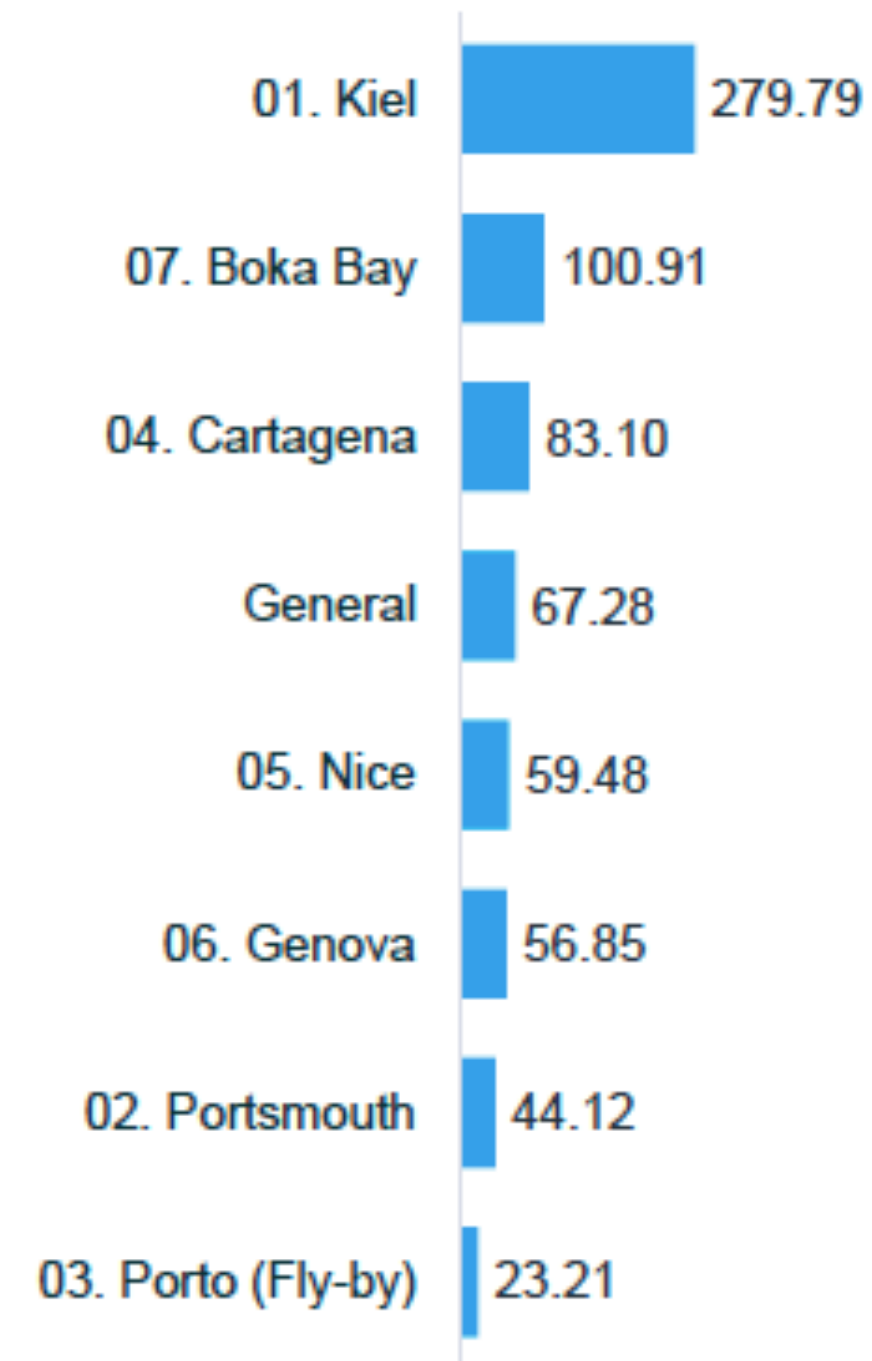
Articles (number)



Total: 12,709



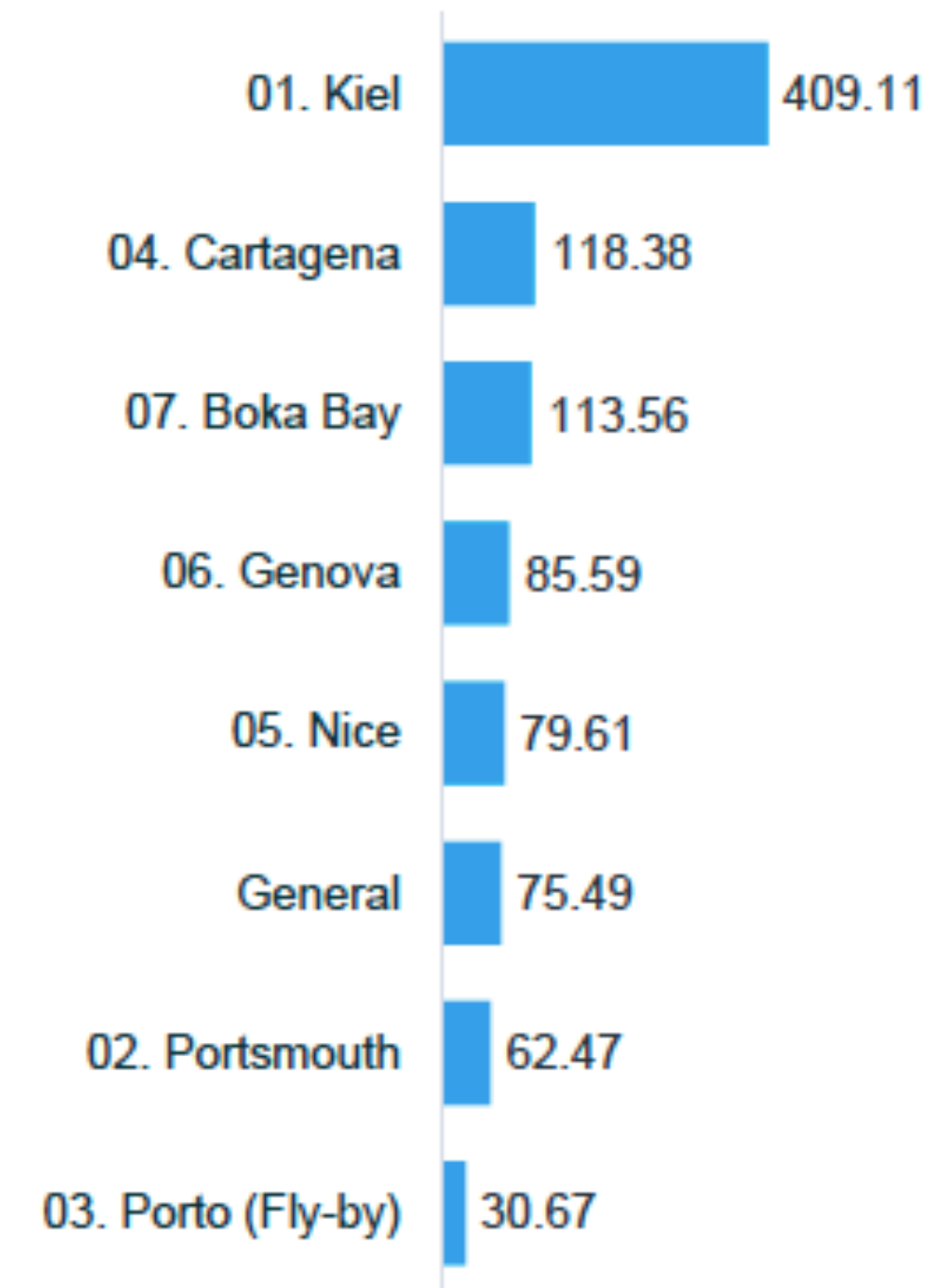
Reach (million)



Total: 693.07 million



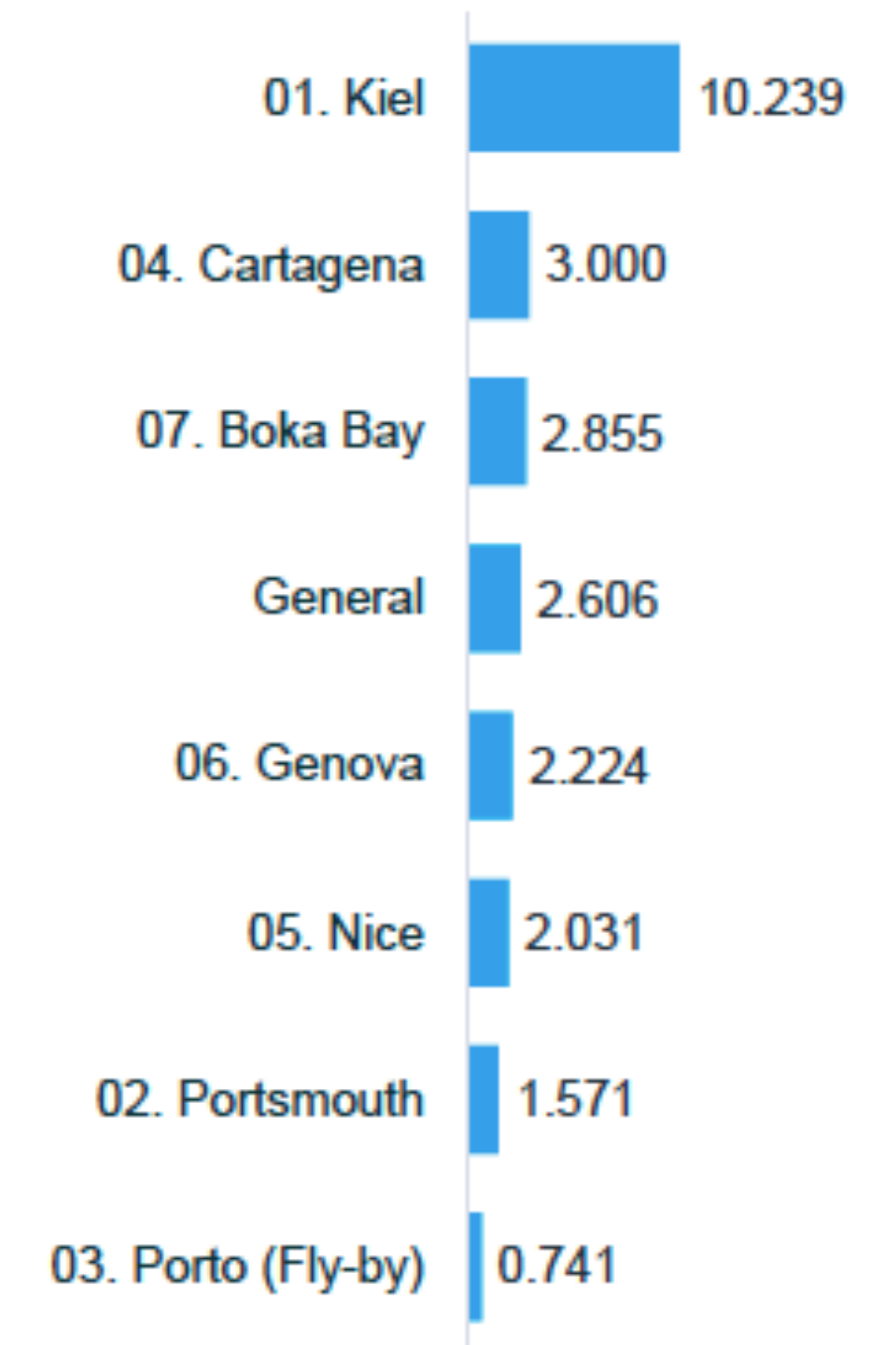
Media Contacts (million)



Total: 974.87 million



Media Value (million €)



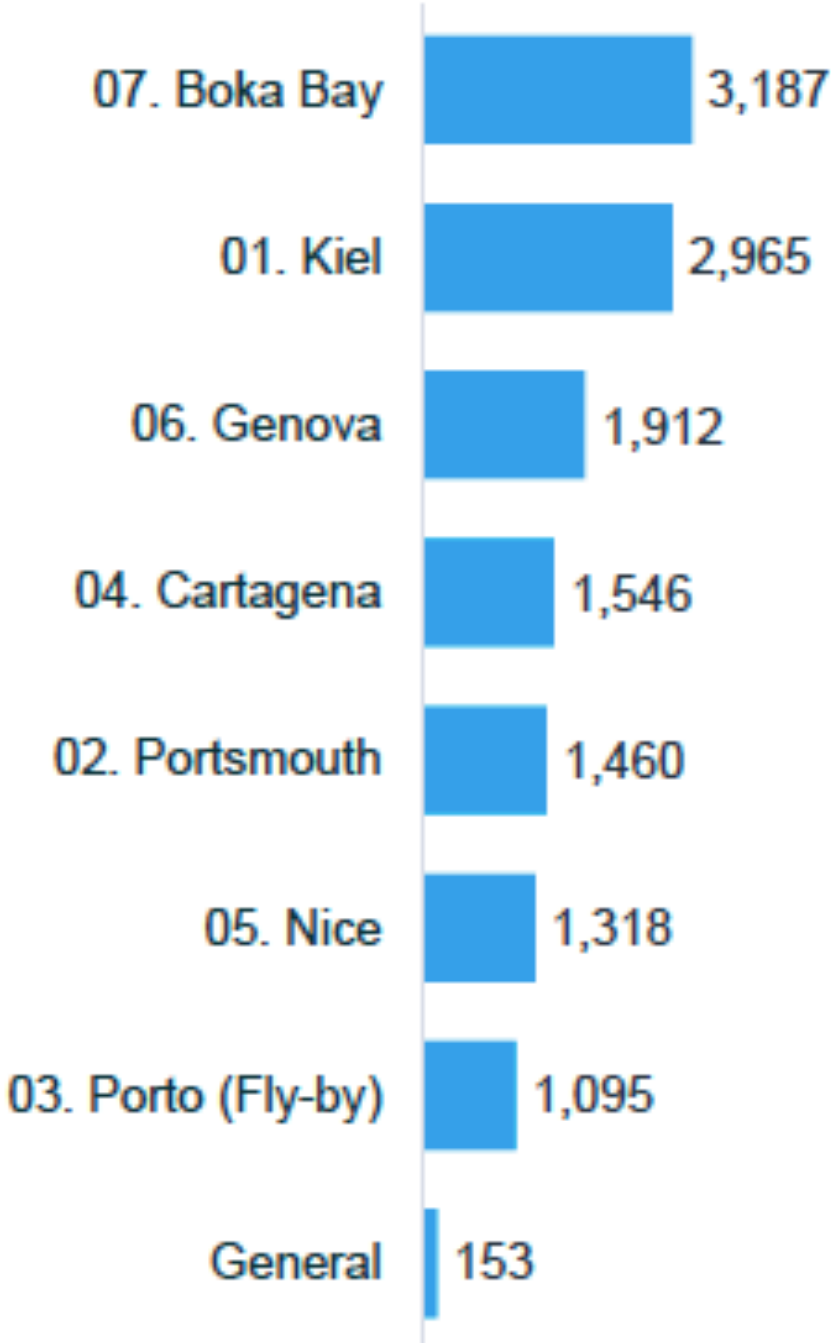
Total: 25.266 million €

SOCIAL MEDIA RESEARCH

BY EVENT



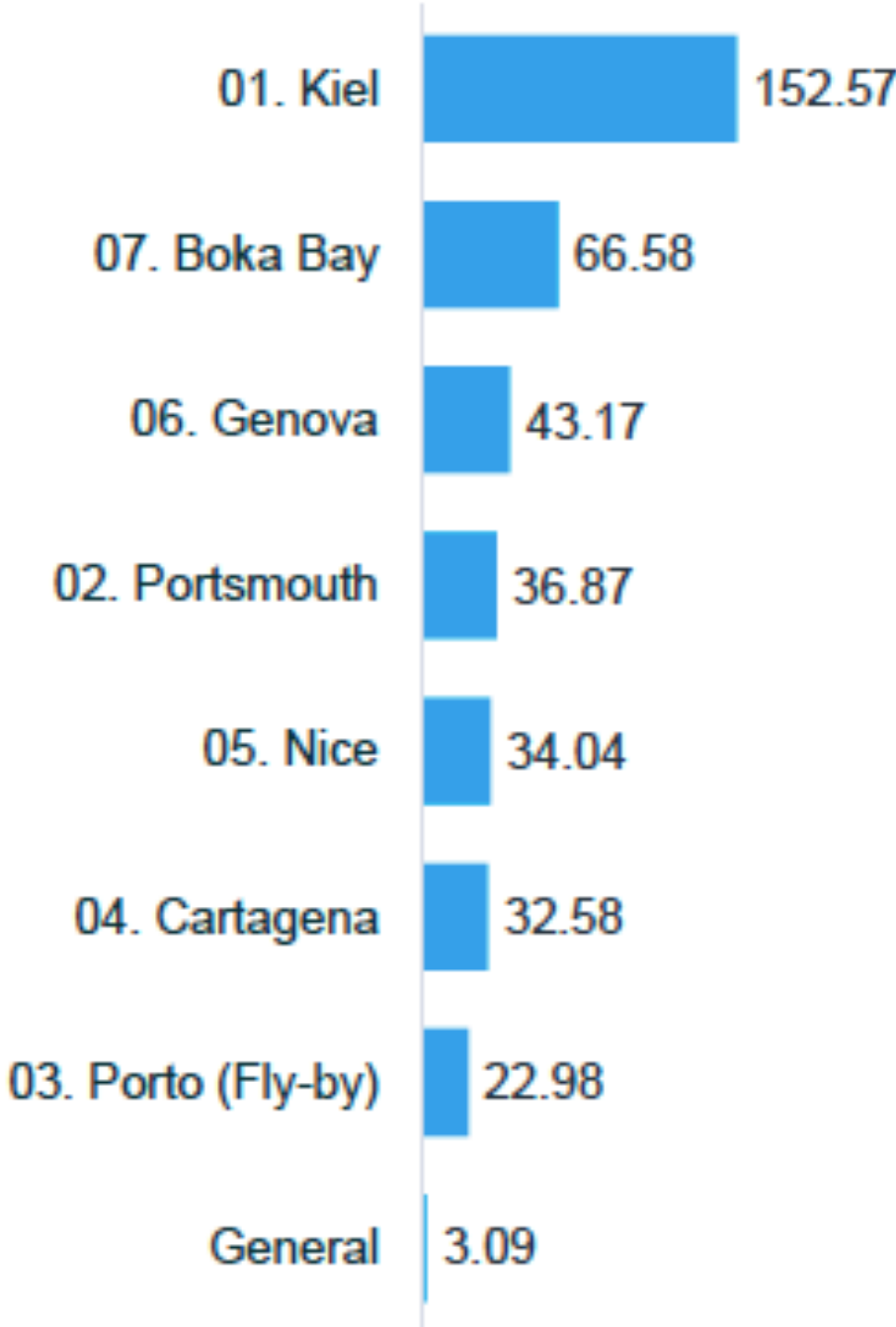
Posts (number)



Total: 13,635



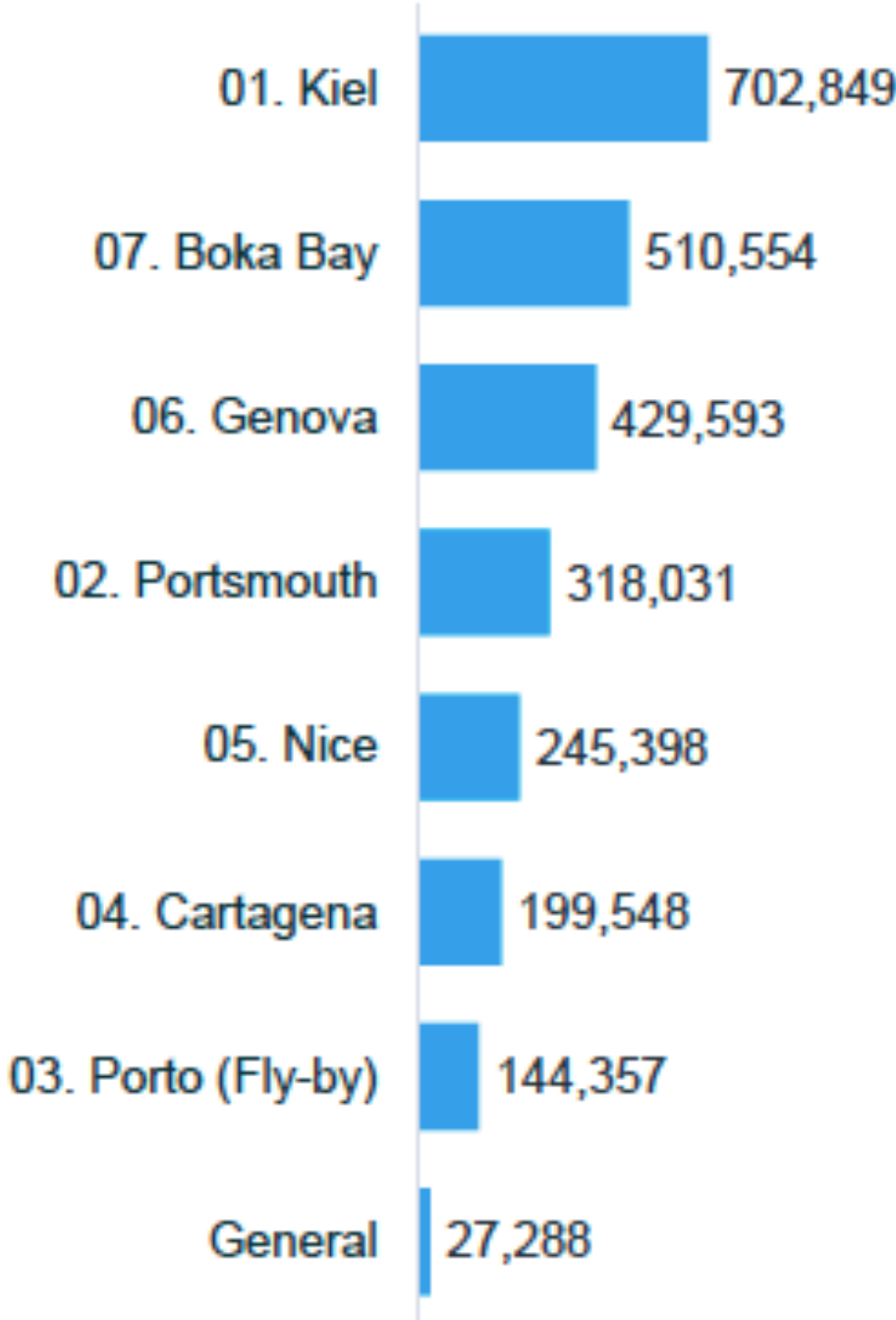
Reach (million)



Total: 391.78 million



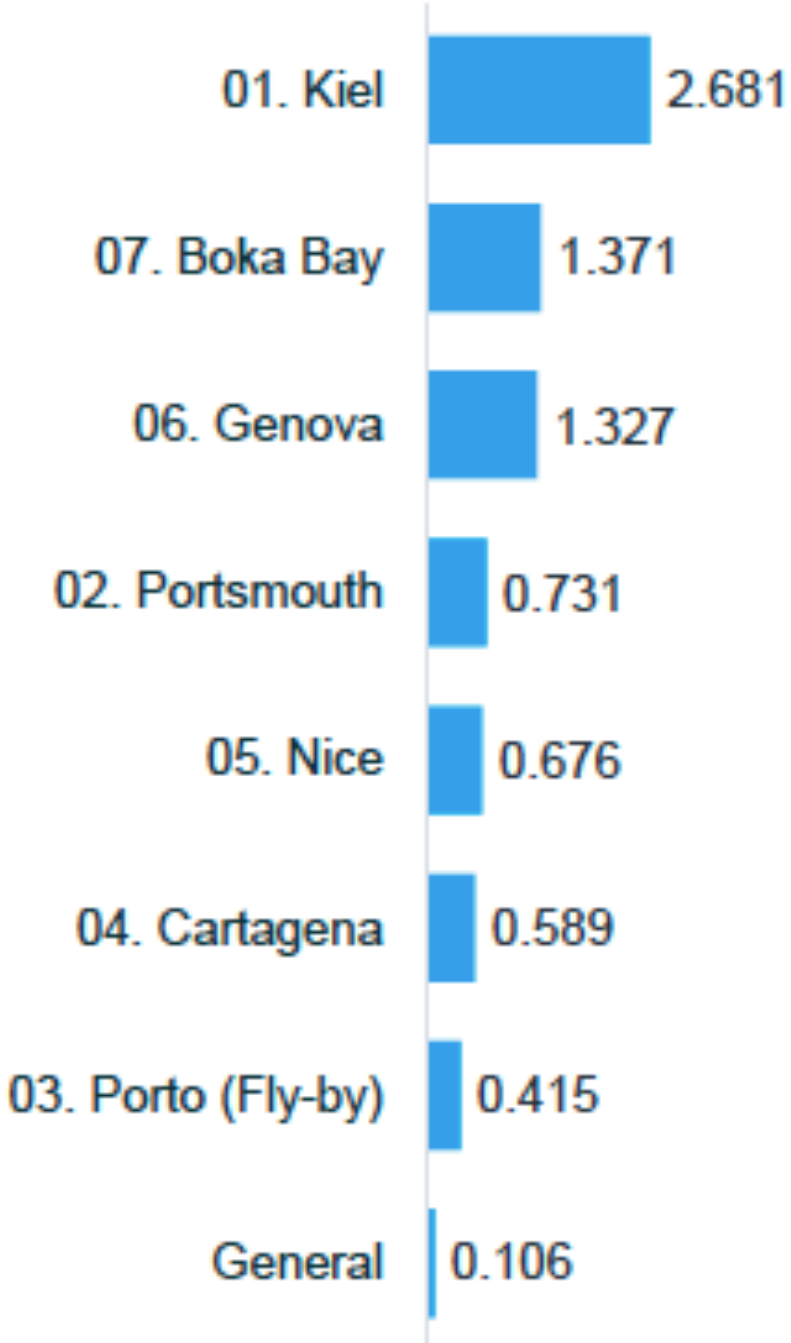
Engagement (number)



Total: 2,577,574



Media Value (million €)



Total: 7.895 million €

