



## **ISU World Synchronized Skating Championships 2025**

April, 4–5, 2025

**Helsinki, Finland**

### **Media Information**



2024-2025

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Skating Finland looks forward to hosting media attending the ISU World Synchronized Skating Championships in Helsinki, Finland. The event will be held at the Helsinki ice hall] from April, 4–5, 2025.

This information will assist you in planning your trip to Helsinki and to apply for media accreditation to cover the event. Every effort will be made to ensure journalists have all the appropriate facilities necessary to work at the event.

The Press Centre and press tribunes will be open and operational as from the first practice/ training session on Thursday, April, 3<sup>rd</sup>, 2025 according to the following time schedule (it may be subject to changes and needs to be verified on-site):

Thursday 9:00 – 18.30

Friday 10:00 – 21:00

Saturday 9:00 – 20:30

## 1. Media Accreditation

**All media** must apply for media accreditation through the ISU Online Media Accreditation System (OMAS) on the International Skating Union (ISU) website ([www.isu.org](http://www.isu.org)) under «[Press](#)».

**!! When registering / applying, please make sure to upload all requested press credentials and to update these at the start of each season.**

Accreditation is exclusively reserved for professional journalists employed by or representing media organizations (including agencies, print/web, TV/Radio), photographers, and, in some cases, content creators and social media reporters covering ISU Events for editorial or news purposes.

Representatives from ISU Member Federations involved in press and communication activities, and which have been officially approved by the ISU, are also eligible for accreditation.

***Please note that individuals affiliated with sponsors, brands, or agencies will not be considered for media accreditation.***

### 1.1. Accreditation Requirements

All media must provide the following up-to-date credentials when applying for media accreditation:

1. **Endorsement letter** confirming the journalist's affiliation with the registered media company or activity. The letter must include the date, the media company's logo, details about the role/function, and a signature from the editor-in-chief - \* *Mandatory*
2. Copy of current **professional media or Press Card** - *if available*
3. Copy of a **valid ID/passport + headshot picture** - \* *Mandatory*
4. Examples of **published work / portfolios** (e.g., past articles or photographs) - \* *Mandatory*

### 1.2. Quotas

If space is limited the following quota will be enforced:

Type of Media	Number of people per media organization
Writing Press	Media Organization (newspaper, magazine, web, agencies, ISU Member Federations): 1 journalist
	Major Agency or Newspaper: 2 journalists
Photographer	Media Organization: 1 photographer Major Agency or Newspaper: 2 photographers
	For Figure Skating, Synchronized Skating and Short Track Speed Skating: limited to one rink side position, the other in an elevated position.  For Speed Skating, 2 rink side positions (if space permits).
TV Non-Right Holder	Media Organization: 3 persons crew max. (e.g. one reporter, one camera person, one editor)
Radio Non-Right Holder	Media Organization: 1 reporter (max.)
Freelancer	Freelance journalist or photographer: 1 person  Freelancers must provide written evidence that they are assigned to cover the ISU Event on behalf of a media organization.  In case a freelancer is operating under its own account, they may be requested to submit additional written evidence (presentation letter, copy of past editorial pieces, etc).

### 1.3. Accreditation types and deadlines

The International Skating Union (ISU) and the Organizing Committee (OC) work diligently to ensure there will be ample coverage opportunities available to media outlets wishing to cover the ISU Events.

There are two types of available media accreditations:

1. **On-site** media accreditation (subject to capacity)

**⚠️** No late media accreditation applications will be accepted for on-site requests.

#### 1.4. Restrictions to Media Non-Right Holders during ISU Events

Non-Right Holders media – print/web journalists, TV/Radio, photographers, content creators and social media reporters – who have not negotiated any special production rights – need to abide by and agree to the rules in the conduct of their editorial work during ISU events.

##### 1.4.1. Restricted areas

Filming in the below listed areas is strictly forbidden:

- Competitions / Field of play
- Training sessions (at the Practice or Main rinks)
- Warm-up zone
- Changing rooms
- Mixed Zone area
- From public seats at all times (even during ice resurfacing)

The transgression of any of these rules may result in the exclusion from ISU Events, removal of accreditation and legal actions.

##### 1.4.2. Authorized areas

Non-Right Holders media are only allowed to produce video, audio-recorded material for editorial/news purposes in the following areas:

- In the Press Conference room
- Outside the venue

**!!** Special filming permissions, including permission to conduct interviews in the Mixed Zone, may be granted to Non-Rights Holders media on a limited and case-by-case basis. Requests must be made through a form ([available for download here](#)) and submitted to the ISU Media Team ([media@isu.ch](mailto:media@isu.ch)) at least one week prior to the start of the event.

#### 1.5. TV and Radio Rights Holders Accreditation / Services

All Rights Holders media must also apply for accreditation via [OMAS](#). Access to the Rights Holders online area is restricted, therefore Rights Holders are invited to contact the ISU Media Team ([media@isu.ch](mailto:media@isu.ch)) in order to obtain a username and password.

To book any broadcasting services or facilities please contact the Host Broadcaster:  
Grassmark, Iida Laihonen, +358 50 408 9448, [iida.laihonen@grassmark.fi](mailto:iida.laihonen@grassmark.fi)

#### 1.6. Accreditation confirmation and pick-up

If the accreditation request is accepted, an automatic email of confirmation will be issued. For on-site attendance, you may be asked to present a copy of the confirmation email at the accreditation desk to receive your accreditation badge.

You will also be notified if your accreditation request is denied. **Note that the ISU and OC reserve the right to refuse accreditation requests with or without justification.**

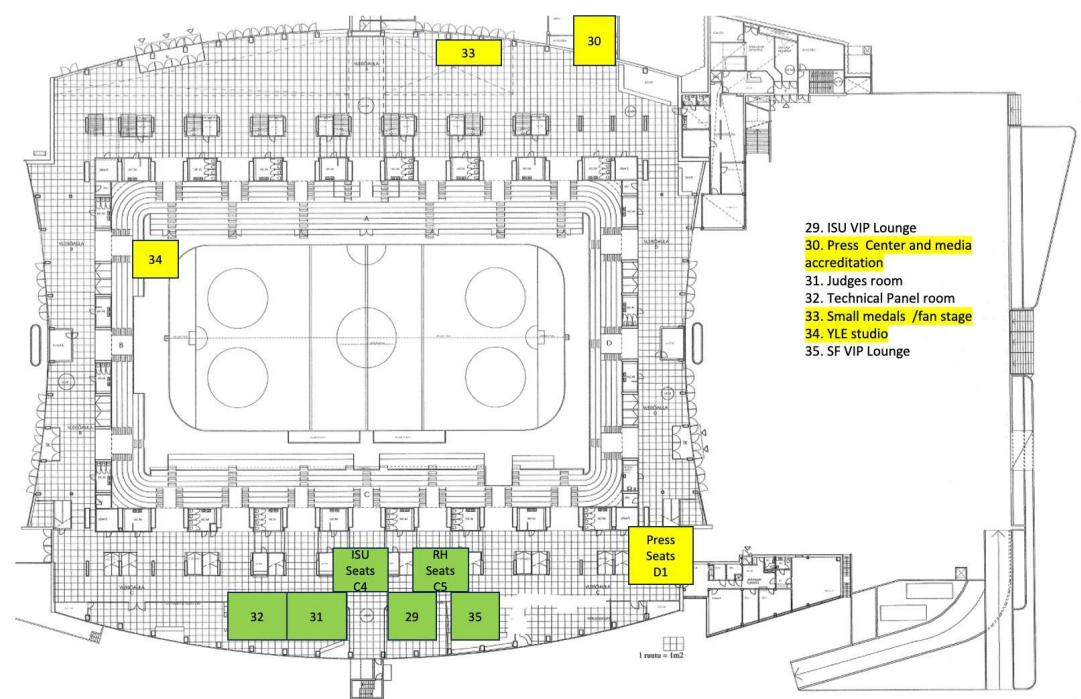
Accreditations will be issued at the Helsinki Ice Hall.

The Accreditation Desk will be located at the main venue (see below map) and open according to the following time schedule (subject to change):

Thursday, 9:00 –16.00

Friday, 10:00 – 16:30

Saturday, 9:00 – 16:00



## 2. Visa Application

Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee [entries\\_helsinki2025@stll.fi](mailto:entries_helsinki2025@stll.fi). Please note that an official invitation letter will only be provided to approved media representatives.

For visa request, please provide passport details and name of the Embassy where it will be applied.

<https://migri.fi/en/visiting-finland>.

## 3. Media Facilities at the venue

The Press Center includes the media working stations, an area for photographers (incl. lockers), the Press Cafeteria, the Press Information desk and boxes. Currently approximately 40 working spaces are planned.

The Press Center is on the 1st floor, next to the main door.

The Press Center will be open 30 minutes prior to the first practice of the day and 60 minutes after the last practice, and until two hours after the last competition (or Victory Ceremony).

Journalists and photographers will also have free internet access (Wi-fi and/or LAN access – LAN access preferably for Photographers) in the Media Center. Dedicated Wi-fi should be available for Press in the Media Center, Press Tribunes and Mixed Zone.

### 3.1. Media Tribunes and TV Commentator positions

A total of 40 press seats are available at the venue in section D1. There will be 20 tabled seats and approx. 20 seats without tables.

At the moment 2 commentary positions are planned. The TV commentary positions will be located in section F4 and F6. Requests for commentary positions should be included in the Rights Holders questionnaire. Should there be additional requests for commentary positions from TV Right Holders, these would be placed in the same location.



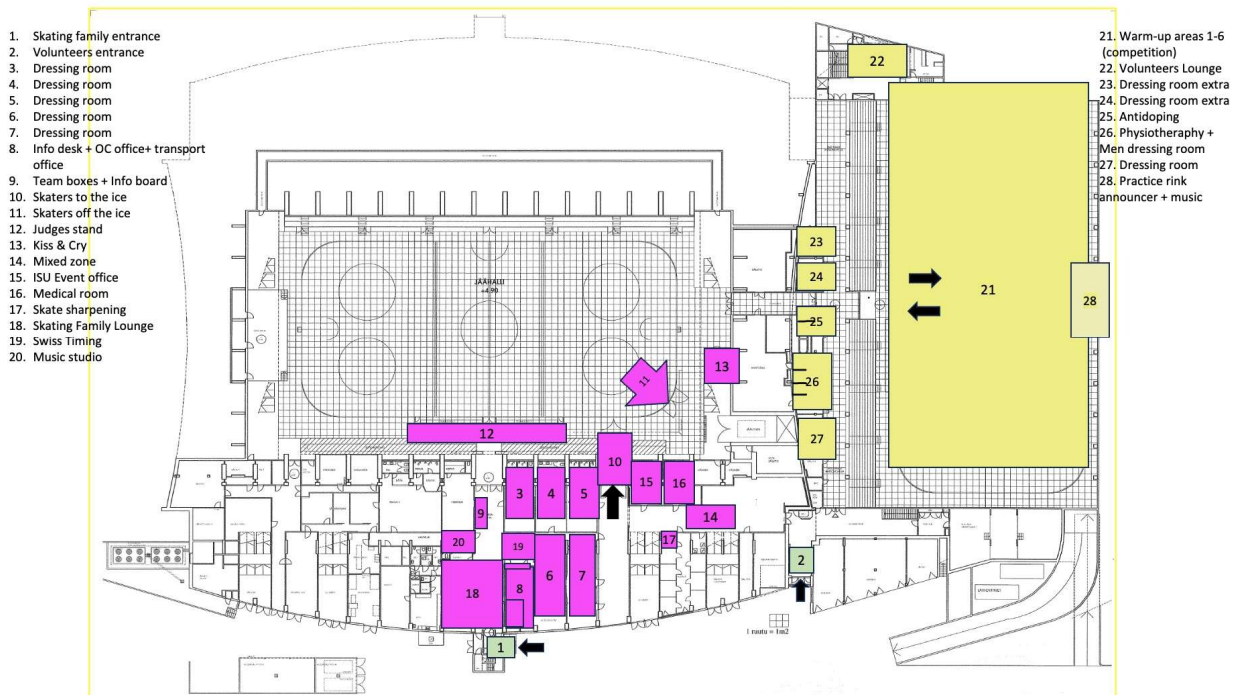
### 3.2. Mixed Zone & Press Conferences

#### 3.2.1. Mixed Zone

The Mixed Zone provides an opportunity for media to interview athletes immediately after competition. It will be located on the ice level. Media will use a stairway to go one floor down from the Media Center.

The Mixed Zone area is split into the following sections and follows a pre-determined priority order:

1. Quick Quotes (made available on the ISU website)
2. TV / Radio Rights Holders (with pre-booked positions)
3. ISU Production/Social Media crew
4. TV / Radio Rights Holders with ENG positions
5. Non-Rights Holders (print/web, TV/Radio, social media without any production rights)



Athletes will go through the Mixed Zone on completion of every competition/race. Coaches may also be requested for interviews. The media operations team onsite will do its best to make sure the requested skaters go through the Mixed Zone for media interviews, however it is not mandatory for the athletes to give interviews.

**⚠ Priority will be given to medal ceremonies and TV Right Holders.**

As the timing between the end of medal ceremonies and the start of press conferences is quite tight, note that medalists will go through the TV Right Holders' Mixed Zone for interviews and, if time permits, they could spend a limited time in the Non-Rights Holders area. If interviews in the Non-Rights holders area must be cut short, all questions should then be asked during the press conferences.

#### 3.2.2. Press Conferences

Press conferences will feature the top-3 finishers after each competition/race and/or after victory ceremonies on final competition days. Press Conference area is on the 1st floor, behind the stand A2



#### 4. Media Digital Services

The ISU provides relevant and live media information through a number of digital channels:

##### ***ISU Website:***

- [Homepage](#)
- [News Section](#)
- [Media Section](#)
  - [OMAS Accreditation Portal](#)
  - [Media Guides](#)
- [Event Webpage](#)

##### ***ISU Photo Event Gallery***

- Password details to the ISU Picdrop photo galleries for editorial and non-commercial purposes will be accessible on the Inside ISU Events App.
- When using a picture, the ISU must be credited as follows: **@International Skating Union (ISU)** and must be tagged or mentioned in any social media post.

##### ***ISU Social Media Accounts:***

- Facebook: [@ISUFigureSkating](#) / [@ISUSpeedSkating](#) / [@ISUShortTrackSpeedSkating](#)
- Instagram: [@ISUFigureSkating](#) / [@isuspeedskating](#)
- Youtube: [Skating ISU](#)
- X (Twitter): [@ISU\\_Figure](#) / [@ISU\\_Speed](#)
- Tik Tok: [@isuskating](#)
- Weibo: [weibo.com/isuofficial](#)
- LinkedIn: <https://www.linkedin.com/company/international-skating-union>
- Naver: <https://tv.naver.com/isuofficial>

##### ***Inside ISU Event App:***

- The Inside ISU Event App is the main source of information and means of communication for media attending ISU Events on-site or remotely (if available).
- It gathers all the key media-related information constantly updated live with push notifications alerts.
- The password to access the Media App of the relevant Event is provided via OMAS once an accreditation is approved.

##### ***Organizing Committee Media Resources***

The OC also offers media information relevant to the Event on the following digital channels:

- Event Website: <https://helsinki2025.com>
- Event Tickets: <https://www.lippu.fi/artist/wsyc2025/>
- Event News Releases: <https://www.skatingfinland.fi>
- Event Hashtags: #helsinkisynchro2025 #skateasone
- OC Photo Event Gallery: Please contact [media\\_helsinki2025@stll.fi](mailto:media_helsinki2025@stll.fi)
- Social Media Accounts:
  - Instagram: [@skatingfinland](#)
  - TikTok: [@skatingfinland.fi](#)
  - Facebook: [@Suomen Taitoluisteluliitto](#)

## 5. Media Accommodation

The Organizing Committee has designated 3 official media hotels.

Every individual media person is responsible for booking their own accommodation and bearing any cancellation fees.

### 5.1. Media Hotels

Scandic Hotel Meilahti  
Tukholmankatu 2, 00250 Helsinki  
<https://www.scandichotels.fi/hotellit/suomi/helsinki/scandic-meilahti>

Discount from the Best Available Roomrate with the bookingcode for the time period 30.3.-6.4.2025

### 5.2. Reservation Payment Conditions

Booking [www.scandichotels.fi](http://www.scandichotels.fi)  
Code EVNT

## 2. Transportation

Transportation will not be arranged from recommended media hotels to the main venue and the practice arena. Public transportation is available or it's a 13 minute walk.

## 3. Useful Information

### Useful Information

- Climate
  - The weather in November is cold with a gentle breeze. The daily mean temperature is 4°C.
- Currency
  - The currency of Finland is the euro (EUR)
- Electrical plug types
  - European two-pin plug system is used. The electric current in Finland is 230 V, 50 Hz.
- Time zone
  - Finland is in the Eastern European Time Zone (UTC + 2 in winter)
- Emergency numbers
  - Finland uses the European emergency number, which is 112.
- Public transportation system
  - Helsinki Region Transport (HSL) is a joint local authority whose member municipalities include Helsinki, Espoo, Vantaa, Kauniainen, Kerava, Sipoo, Tuusula, Kirkkonummi and Siuntio. Read more: <https://www.hsl.fi/en>
- Website of local or national tourist office
  - <https://www.myhelsinki.fi/your-local-guide-to-helsinki>

## 6. Competition Information

- Schedule: <https://helsinki2025.com/aikataulu/>
- Entry List, Results and Rankings: <https://helsinki2025.com/tulokset/>

**For any additional questions or information, please do not hesitate to contact:**

OC Press Officer Emmi Koskiniemi, +358 50 548 7941 [media\\_helsinki2025@stll.fi](mailto:media_helsinki2025@stll.fi)

<https://helsinki2025.com>

[ISU World Synchronized Championships 2025](#)