

ISU.ORG



ISU WORLD JUNIOR SYNCHRONIZED SKATING  
CHAMPIONSHIPS

MARCH 7–8<sup>th</sup> 2025

GOTHENBURG  
SWEDEN

## Media Information



INTERNATIONAL  
SKATING UNION

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The Swedish Figure Skating Association looks forward to hosting media attending the ISU World Junior Synchronized Skating Championship 2025 in Gothenburg, Sweden. The event will be held at the Frölundaborg Arena from March 6 to March 8, 2025 (<https://gotevent.se/vara-arenor/frolundaborg/>).

This information will assist you in planning your trip to Gothenburg and how 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.

The Press Centre and press tribunes will be open and operational as from the first practice/training session on Thursday March 6, 2025, according to the following time schedule (it may be subject to changes and needs to be verified on-site):

**Press Center (and facilities) opening hours:**

Thursday	March 6	07:30–19:00
Friday	March 7	07:30–21:00*
Saturday	March 8	07:30–21:00*

*\*service will be provided up to 1hr after the Press Conference, however you can stay and work at the premises if needed. We will assist you on site.*

## 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.

### 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.**

#### Accreditation Pick-Up

March 6<sup>th</sup>: 09:00–late at night @Official Hotel; Liseberg Grand Curiosa <https://www.liseberg.se/grandcuriosa>

March 7<sup>th</sup>: 09:00–19:00 @Main Rink you will find the desk in “Third Arena” *see map*

March 8<sup>th</sup>: 09:00–19:00 @Main Rink you will find the desk in “Third Arena” *see map*

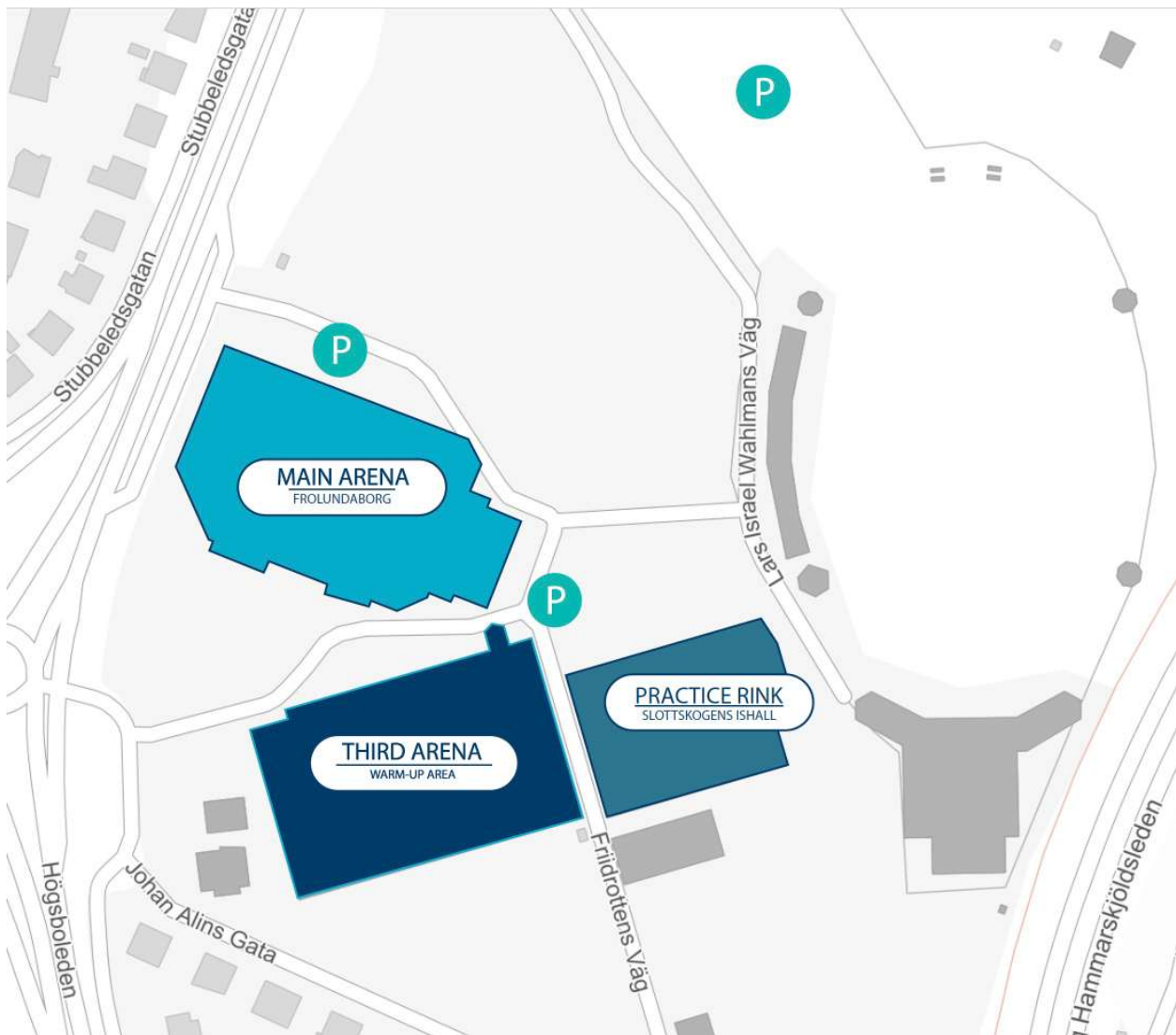
## 2. Visa Application

Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee at [media@skatesweden.se](mailto:media@skatesweden.se). 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.  
The Swedish

## 3. Media Facilities at the venue

The Press Center is at the Venue (<https://gotevent.se/vara-arenor/frolundaborg/>), located in the Third Arena (close proximity to Field of Play).



#### Press Center Amenities

- Work desks with power plugs
- Wireless internet
- Monitors to follow the competitions
- Areas and lockers for photographers
- Press Conference room
- Staffed Information desk
- Service such as coffee/tea, water and some snacks will be provided

**Don't hesitate to contact us directly if you want to pre book a workspace or have any requests/questions.**

**OC Press Officer:** Martin Gustafsson, [media@skatesweden.se](mailto:media@skatesweden.se), +46-(0)708398506

### **3.1. Media Tribunes and TV Commentator positions**

In addition to workspaces in the Press Center, there will also be a Press Gallery with 10 seats, each equipped with a table and chair, located in one corner of the Main Rink within the Arena. Right next to the rink, just below the Press Gallery, there will be numbered spots for accredited photographers on site.

### **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. The Mixed Zone is in an area right next to the Main Arena, equipped with a backdrop and additional lighting as a resource for on-site interviews. To get there, you need to go down to the photographers' area at rink side and follow the walkway towards the ice resurfacer entrance. A closer map will be provided on site.

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 and after victory ceremonies on final competition days.

March 7<sup>th</sup> : Starts (approx.) 19:45

March 8<sup>th</sup> : Starts (approx.) 19:45

### **4. Media Digital Services**

The ISU provides relevant and live media information through several 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](https://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:

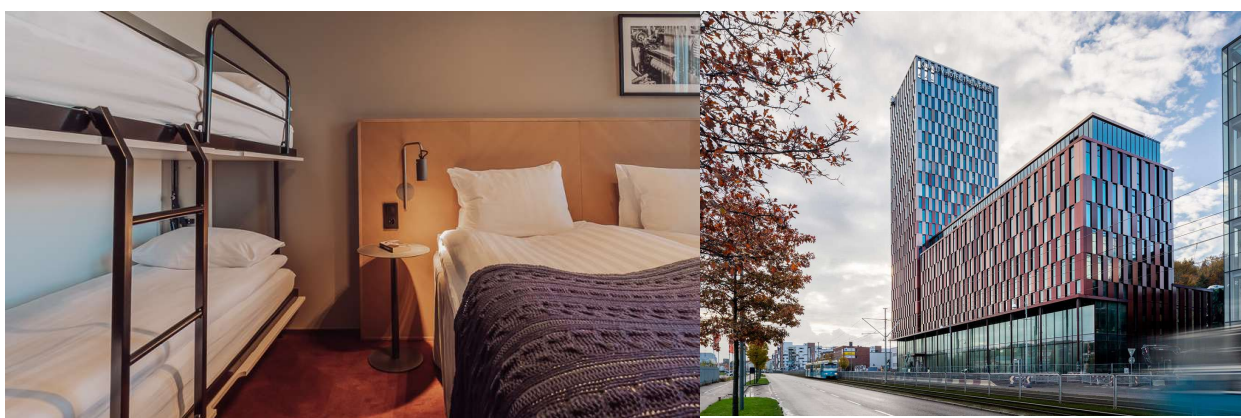
- Event Website: [www.wjsysc2025.com](http://www.wjsysc2025.com)
- Event Tickets: [www.ticketmaster.se](http://www.ticketmaster.se)
- Event News Releases and Media materials:  
[https://www.mynewsdesk.com/se/svenska\\_konstakningsforbundet/events/junior-vm-i-synkroniserad-konstaakning-7-8-mars-goeteborg-107866](https://www.mynewsdesk.com/se/svenska_konstakningsforbundet/events/junior-vm-i-synkroniserad-konstaakning-7-8-mars-goeteborg-107866)
- Event Hashtags: #skatesweden #worldjuniorsynchro2025 #gothenburg #synchroskating #frölundaborg
- Social Media Accounts: @worldjuniorsynchro2025 @skatesweden

## 5. Media Accommodation

The Organizing Committee has designated one official media hotel, Hotel Quality The Weaver. Every individual media person is responsible for booking their accommodation and bearing any cancellation fees.

**Booking contact:** [acomodation@skatesweden.se](mailto:acomodation@skatesweden.se)

### 5.1. Media Hotel



#### QUALITY HOTEL THE WEAVER

For those who do not choose to stay at the Official Hotel, we can recommend this family hotel, which is about 3 km from downtown Gothenburg. The official hotel is Liseberg Grand Curiosa. Quality Hotel The Weaver Mölndal, just south of central Gothenburg, is an impressive 21-story building with 370 rooms, a restaurant, a bar, and a gym.

You must organize your own transportation from The Weaver to the meals at the Official Hotel/World of Volvo. However, if you do not want to walk, you can easily take the tram for the 3km trip.

ROOM TYPE	STANDARD	PRICE PER ROOM	PRICE PER PERSON
SINGELROOM	4*	SEK 850 1)	SEK 850 / pp / night
DOUBLEROOM	4*	SEK 950 1)	SEK 475 / pp / night
3 BEDROOM	4*	SEK 1200 1)	SEK 400 / pp / night
4 BEDROOM	4*	SEK 1460 1)	SEK 365 / pp / night

1) Breakfast is included in all room type

#### CONTACT

- Adress Göteborgsvägen 91, 431 37, Gothenburg
- Telephone +46 31-304 80 50
- Website [www.strawberry.se](http://www.strawberry.se)

#### 5.2. Reservation Payment Conditions

To make a reservation, please use the link here:

**[Follow the link for reservations](#)**

#### 6. Transportation

We can arrange transportation service to and from the airport or the train station.

If you like to use book a private car for transport, please contact the organizing committee at [accomodation@skatesweden.se](mailto:accomodation@skatesweden.se) for more information and an offer for that.

#### VISA

We recommend verifying with your country's Swedish Embassy or Consulate whether you need a Visa.

Sweden Abroad is the official website of the Swedish embassies and consulates, where you can find information about traveling to Sweden. Please visit the [Swedish Embassy](#) for more details and select your country from the list.

#### AIRPORT

Landvetter Gothenburg Airport (GOT) is the primary gateway to Gothenburg.

#### DESTINATION TIME FROM THE AIRPORT AND TRAIN STATION

- Airport to Official hotel 20 min
- Train Station to Official hotel 10 min

#### 7. Useful Information

##### ATM

ATMs are available on the street and are easily accessible 24/7. Otherwise, you can find ATMs in the shopping malls or at the bank during opening hours.

##### BANK

Most of the banks in Sweden have the opening hours as follows, Monday-Friday 10-15

##### CURRENCY SEK

The Swedish currency is the SEK, the Krona. However, using cash in Sweden is relatively uncommon.

#### CREDIT CARDS

Most shops, hotels, and restaurants usually accept all major credit/debit cards (such as Eurocard/MasterCard, Visa, etc.). Apple Pay is also widely accepted.

#### ELECTRICITY

The voltage in Sweden is 230 V/50 Hz. The outlets are circular and have two holes (EU Type F). These generally work without issue with the standard European plug, which has two prongs. For other plugs, don't forget to bring an adapter! Otherwise, you can buy one in local tourist shops.

#### EMERGENCY CALL - 112

The European emergency number is 112, and it's free of charge from any telephone, and it is to the

- Police
- Ambulance
- Fire Rescue Team

#### EXCHANGE

You can exchange money in proper exchange offices, each bank, or the country's airports and train stations.

#### LANGUAGES

The country's official language is Swedish, but most speak fluent English.

#### LOST PROPERTY ON BUS OR TRAM

If you find or lose anything on a local bus or tram, you can contact Västtrafik as follows:

- Telephone number      + 46173 03 02
- Monday to Friday      08-19
- Saturday                10-16
- Sunday                  Closed

#### LOST PROPERTY IN GENERAL

Please get in touch with the Police office in Gothenburg.

- Police Office              Lost and Found
- Address                    Odinsplatsen 28 B, Gothenburg
- Telephone                + 46 10-565 02 22

#### SHOPS

Open hours for city shopping are approximately as follows. Larger shopping malls sometimes have extended opening hours.

- Open Hours                Monday to Friday 10-19, Saturday 10-16, Sunday 10-16

#### TIPPING

Although tipping is usually included in the price of services, it's customary to leave a small tip at restaurants.

#### TELEPHONE

The country code of Sweden is: +46

**WATER**

We have fantastic water in Sweden, so drinking directly from the tap is safe and an excellent idea!

**WIFI**

The official hotel has its own free Wi-Fi connection. It is also available in many cafés, restaurants, and other places around town.

**8. Competition Information**

- Schedule: For schedule or other details please use our [website link her](#)
- For Entry List, Results, and Rankings please use the [ISU Official Competition site](#)

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

**OC Press Officer:** Martin Gustafsson, [media@skatesweden.se](mailto:media@skatesweden.se), +46-(0)708398506

[www.wjsysc2025.com](http://www.wjsysc2025.com)

[ISU World Junior Synchronized Championships 2025](#)