

Organised by



Ministry of Youth and Sports  
**MALAYSIA**



National  
Sports Council



Malaysian National  
Cycling Federation

# Letourde Langkawi Malaysia 2012

## Media Report

prepared by Harmalis Md Hamidun & Sharonjane Liau,  
Pulse Media Communications

March 7th 2012

\* the heartbeat of your event



# **MEDIA OPERATIONS & INTERNATIONAL RELATIONS DEPARTMENT FINAL REPORT**

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## **INTRODUCTION**

This report includes a summary of the progress by the Media Department for the preparation in the Operations and International Relations for Le Tour de Langkawi 2012.

## **STRATEGIC OBJECTIVE**

The organizer's key objective was to gain widespread editorial and television coverage for the race, which is one of the largest international cycling event outside Europe. The Race also provided the opportunity to showcase Malaysia as an exciting and desirable tourist destination.

## **MEDIA DEPARTMENT STAFF**

The Media Operations Department staff, total of (16) personnel has been assigned specific duties throughout the event. The staff listing is stated below:

	<b>Name</b>	<b>Position</b>
1	Harmalis Md Hamidun	HOD Media
2	Sharon Jane Liau Ai Ling	Media Relation Manager
3	Zuriati Zulmi	Assistant Media Relation
4	Ida Nurnajidah Hussain	Media Travel & Accommodation
5	Aaron Lee	Race Photographer
6	Adrian Ho	Assistant Race Photographer
7	Ida Nur Khairulnissa Hussain	Assistant Media Centre
8	Ida Nur Haneeah Hussain	Assistant Media Centre
9	Fathen Hamimah Mohd Azmi	Assistant Media Centre
10	Suhailah Awang	Assistant Media Centre
11	Anuar Abd. Rahman	Driver,Media (Media Centre)
12	Johari Ahmad	Driver,Media (Xerox 1)
13	Nur Rahman Jaafar	Driver,Media (Photographer)
14	Nor Zaily Hasjadi	Driver,Media (Photographer)
15	Abdul Malik Ishak	Driver,Media (Photographer)
16	Mohd Asri Muda	Driver,Media (PC )
17	Zohir Sakhri	Media, PC Coordinator
18	Mohd nizam uda	Lorry 1 tonne
19	Zulkahfi Abd Razak	Lorry 1 tonne
20	Azizan Ali	Media Bus
21	Shuhaimi Nordin	Media Bus

## MEDIA INVITATIONS

On 6<sup>th</sup> December 2011, The Media department sent out Media Invitations attached with Media Accreditation forms to a total of 32 local media agencies comprising of Print, Radio, TV and Magazines. The list of Agencies which confirmed their attendance are:

1	Arnaz M.Khairul	News Straits Times
2	Yazit Razali	News Straits Times
3	Jumiati bt Rosly	Berita Harian
4	Zairee Zahir	Berita Harian
5	Aida Adilah Mat	Harian Metro
6	Shahril Nizam Abdullah	Kosmo!
7	Muhd Ferzalfie bin Muhamad Fauzi	Utusan Malaysia
8	Mohd najib B. mohd Nor	Utusan Malaysia
9	Mohd Fahmi Ismail	Sinar Harian
10	Mohd Azmi b. Aryanto	Sinar Harian
11	Shamshul Fitri Abdul Majid	The Star
12	Suryati Mohd Nor	MStar
13	Farhanah Azmi	Bernamea
14	Shahrizan b. Jeffri Aziz	Bernamea
15	Tan Seng Huat	Nanyang Siang Pau
16	Ho Sew Wai	Nanyang Siang Pau
17	Tham Yoo Yee	China Press
18	Leong Chin Wei	China Press
19	Heng Yong Meng	China Press
20	Preeiya Mohan	Makkal Osai
21	Mogan Thiakaragha	Makkal Osai
22	Parthiban Nagarajan	Malaysian Nanban
23	Vignesvaran Mariappan	Malaysian Nanban
24	Yasser Abdullah *	Mingguan Sukan
25	Mohd Izzuddin Kamaruddin *	Mingguan Sukan
26	Joseph Seow	Cycling Malaysia
27	Liau Hon Meng	Cycling Malaysia
28	Mohd Zie Haqqin Bin aman	Cycling Asia
29	Mohd Mokhriz Aziz	Cycling Asia
30	Mohd.Nor Lizam Bin Md.Ridzuan	Roda Pantas
31	Abdul Rahman Fitri Bahari	Roda Pantas
32	Nordin b. Hamid	RTM-Radio
33	Asmi Bin Mat	RTM-Asyik FM
34	Majid Bin Adik	RTM-Asyik FM
35	Abdul Razak Ahmad	Berita Radio RTM
36	Zainal Abidin Abdul Rahman	Traxx FM
37	Wan Nazrul Aisham Wan Ahmad	National FM
38	Sallehuddin Ramlan	National FM
39	Muhd Hammami B. Yusoff	National FM
40	Kavirajan A/L Jagarajan	Minnal FM
41	Palaniandy Vellasamy	Minnal FM
42	Mohd Farahan Omar	Bernamea TV
43	Mohd Hazreen Nor Mubarak	Bernamea TV
44	Noah Tan Hsiu Yee	Bernamea TV
45	Mohamad Noor Fitri Mohamed Zainuri	Bernamea TV
46	Ku Mohd Lufti Ku Yahya	RTM-News
47	Ahmad Farid B. Abdul Raof	RTM-News
48	Mohad Sharffudin Mohd Arsad	RTM-News
49	Muhari B. Ribut	RTM-News

50	Ismail B. Baba	Filem Negara
51	Huzaini Mat Hussin	Filem Negara
52	Ahmad Safwan Ismail	Filem Negara
53	Mohd Rizwanizam Mohd Alias	Filem Negara
54	Roslan Salleh	TV9
55	Saiyed Ismail Saiyed Hussn	TV3
56	Ibrahim Abu Bakar	TV3
57	Aji Saregar Mazlan	TV3
58	Nik Abdul Rashid	TV3
59	Hazrin Yeob Men Shah	Icon Sports Media
60	Lim Chee Sen	See Hua Daily
61	Kho Yeh Wei	See Hua Daily
62	Lee Pey Ying	1 Titan
63	Wan Norbazyly B. Wan Azmi	Astro Arena
64	Azri B. Abdul Malik	Astro Arena
65	Mohammed Raffli Buang	National Sports Council
66	Wan Rosdi B. Wan Hashim	National Sports Council
67	Muhammad Ariff Jusoh	KBS
68	Zazali B. Katan	KBS
69	Muhammad Saddam B. Yusoff **	KBS
70	Norfirdaus Mois Sapian Suri	KBS
71	Wan Muhammad Azri B.wan Deris	KL POS
72	Mohamad Hafiz Roslan	KL POS
73	Alif Bin Mustapha	KL POS
74	Mohd Shahril Bin Mohd Shaid	KL POS
75	Harish Fadzillah Abu Kasim	Unit Komu. Terengganu
76	Mohamad Yahya Muda	Unit Komu. Terengganu
77	Khairul Azman Zainuddin	ISN
78	Mohd Damanhuri Mohd Nasir	ISN
79	Zulhelimie Azri Zulkifli	ISN
80	Mohamad Rozali Hasan	ISN
81	Kheng	Baik bike.com
82	Alan Tan	Baik bike.com

The media from all the state involved along the route were notified by their respected Headquarters, the Media Department had also ensure of the notification by faxing and sending Invitations to local agencies throughout the duration of the event.



*Below is the pre-event movement schedule sent to local media before the event :*

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## **MEDIA MOVEMENT**

### **PRE-EVENT**

#### **21<sup>st</sup> & 22<sup>nd</sup> February 2012 (Tuesday & Wednesday)**

**1400hrs**      **Media Centre opens @ Orchid Room, Concorde Shah Alam**  
**2200hrs**      Media Centre closes

#### **22<sup>nd</sup> February 2012 (Wednesday)**

**0900hrs**      **Media Centre opens @ Orchid Room, Concorde Shah Alam**  
**1500hrs**      Media Registration commences / Collection of Media-Kit  
**1600hrs**      Collection of vehicles  
International Media arrival & check-in  
**1930hrs**      **Media Briefing @ Concorde III Room, Concorde Shah Alam**  
**2200hrs**      Media Centre closes

#### **23<sup>rd</sup> February 2012 (Thursday)**

**0900hrs**      **Media Centre opens @ Orchid Room, Concorde Shah Alam**  
**LTdL2012 Ride @ Dataran Merdeka, Kuala Lumpur**  
**1100hrs**      **Team presentation @ Dataran Merdeka, Kuala Lumpur**  
**1200hrs**      **Pre-Event Press Conference @ Dataran Merdeka, Kuala Lumpur**  
**1400hrs**      TV & Press Motorcycle Pilots/**Media Briefing @ Concorde III**  
**(all drivers & photographers to attend)**  
**@ Concorde Shah Alam**  
**2200hrs**      Media Centre closes

#### **24<sup>th</sup> February 2012 ( Friday )**

**0900hrs**      **Media Centre opens @ Orchid Room, Concorde Shah Alam**  
**1000hrs**      **Stage 1 start (PUTRAJAYA INDIVIDUAL TIME TRIAL)**  
**1400hrs**      Local Media Check In at Blue Wave Hotel, Shah Alam

*\* Schedule of 24<sup>th</sup> February – 4<sup>th</sup> March shall be in accordance to race manual. Any additional activities shall be notified by the Media Department.*

### **POST EVENT**

#### **5<sup>th</sup> March 2012 (Monday)**

**1200hrs**      **All Media Check-out & departs to Kuala Lumpur**

#### **6<sup>th</sup> March 2012 (Tuesday)**

**1000hrs - 1800hrs**      **Return of Vehicles @ Parking Level 6, Concorde Shah Alam**

*\* All agencies MUST return vehicles within the specified period mentioned, if there should be any inquiries please do not hesitate to contact the Media Department.*

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## INTERNATIONAL MEDIA

For International media, due to the specific budget, the media department had identified the suitable media to invite for the event, considering the key objective is to gain widespread coverage for the race, from sporting and also tourism aspect.

International media attendance was very well received, we had to reject requests to avoid budget increase, in spite of that we still distributed the daily race report or event releases to our international contacts; compiled from our relationship with the international media for the past 16 editions of LTdL.

The media ops department communicates closely with the international media through various means; via email, phone and fax to finalize every request or terms and provide details of the event. The list of international media as follows:

1	Jean-Francois Quenet	Journalist (FRA)
2	Shane Goss	Photographer (AUS)
3	Bruno Bade	Photographer (FRA)
4	Cam Whiting	Manager (AUS)
5	Ms. Sabine Jacob	Photographer (NED)
6	Gregg Bleakney	Photo-writer (USA)
7	Anthony Tan Tau Tceh	Journalist (AUS)
8	Geoffrey John Pizzorni	Journalist (ITA)
9	Shane Andrew Stokes	Editor (IRL)
10	Ms. Giulia De Maio	Journalist (ITA)
11	Ms. Rie Sasaki	Director (JPN)
12	Shinichi Tsunoda	Cameraman (JPN)
13	Ms. Sonoko Tanaka	Photographer (JPN)
	Dominique Francois	
14	Auguste Fatin	Journalist (FRA)
15	Mr. Liu Feng(刘峰)	Reporter (CHN)
16	Mario Stiehl	Photographer (GER)
17	Puspita Mustika Adya	Journalist (INA)
	Ms. Deca Widiarsi	
18	Suryanda	Photojournalist (INA)
19	Ms. Chen Huifang Sophie	Photojournalist (CHN)
20	Deng Feng	Videographer (CHN)
21	Miwa Iijima	Photojournalist (JPN)
22	Daniel Carruthers	Journalist (NZL)
23	Jennifer Carruthers	Journalist (NZL)
24	Ferry Indra	Journalist (INA)
25	Andri Gurnita	Photographer (INA)

## INTERNATIONAL MEDIA TRAVEL

The Media Operations Department was fully in-charge of the Travel arrangement for the international media, liaising with Mr Yudin of Travel department for ticket bookings/purchase. We also coordinate transfers to hotel for upon their arrival to KLIA, while also monitoring their departure of their return from Kuala Terengganu to KLIA and to their respected countries at the end of the event.

## MEDIA SUPPORT OPERATION

A fully equipped Media Centre was available for use by the journalists at the finish Media Hotel of each stage of the race. The media centre operated from 10am to 10pm daily throughout the race starting from the 20<sup>th</sup> February until 4<sup>th</sup> March. Once initial teething problems were sorted, this ran efficiently and was well supported by the Media Operations personnel.

## MEDIA KITS

Media kits, which included accreditation, Race Manual, Hotel Guide, T-Shirt, vest and other merchandising, were supplied to every journalist who registered with LTdL and were very well received even though less than previous years. Media T-shirts were also allocated for State media who registered with us at all the start and finish venues. **There should be more allocation of merchandizing such as sponsors t-shirts and various designs for the Media according to the stages as the press/media is the unofficial promoters of the event. Rain coat/jacket should also be provided to the media.**



## MEDIA BRIEFING

The TV & Press Motorcycle Pilots / Media Briefing was done on the 23<sup>rd</sup> February at 2pm, Concorde III Level 2, Concorde Hotel Shah Alam – Chaired by Commissaire President, Thierry Diederer and Race Director Micheal Robb, in attendance were Harmalis Hamidun (HOD Media Dept.), SharonJane (Media Relations Manager), Abd Rahim Azizi (HOD of Marshall) and registered local and international media.



We have also prepared a MEDIA GUIDE to refer on the Do's and Don'ts of the race, this guide were also handed out to Marshall, Commissaires and were approved by Race Director Micheal Robb, Technical Director and

Logistics Department. Among the topics in the briefing session was road safety, safety for photographers on motorbikes, safety at the finish. There were no major problems throughout the race as most of the media were well informed.

## MEDIA CENTRE

First Media Centre recce was done on the **August 2011** with the LTdL Management to finalize the layout, set-up and the logistic arrangement for the Media entourage. Due to the delay in confirmation of Hotels, we were unable to perform the second recce. However, on **December 2011**, Media Operations (Harmalis) and representatives from TM, along with their state technical representative, went for a joint-recce to coordinate the set-up of the TM internet connections and facilities.

The Media Ops advance crew successfully set-up Media Centres throughout the event and made sure the facilities were up and running even before the arrival of media to the hotel. The media centre was fully equipped with laptops, fax machines, phone, printer and photocopy machine. We also provide refreshments every day for the media as they wait for the dinner to be served at the hotel. Below is the Media Center location:

### PRE-RACE & STAGE 1 – Orchid Room, Concorde Hotel, Shah Alam



### STAGE 2 – Putera & Puteri, Bayview Hotel, Melaka



### STAGE 3 – Pinetree 2, Pinetree Hotel, Batu Pahat



### STAGE 4 - Putera & Puteri, Bayview Hotel, Melaka





STAGE 5 - Orchid Room, Concrode Hotel, Shah Alam



STAGE 6 - Meeting 11 & 12, First World Hotel, Genting Highlands



STAGE 7 - Function Room 5, Vistana Hotel, Kuantan



STAGE 8 - Kumpak & Kemasik, Awana Kijal Resort



## STAGE 9 & 10 - Gamelan 3, Primula Beach Hotel, Kuala Terengganu



### **MEDIA CENTRE INTERNET CONNECTION**

With the collaboration of Media Department and TM this year, the Set-up of the internet connections and facilities in the Media Center were smooth and well organized.

However, we received complaints from journalists in some venues (**Bayview Hotel in Melaka and First World Hotel at Genting Highlands**) on the slow connectivity due to the massive usage especially when it is a packed Media Centre which usually is after the finish of every stage.

The internet requested this year was upgraded in order to withstand the usage capacity. We also requested cables specifically for video uploads for the TV media, and photos for Photographers which requires higher capacity uploads compared to others.

In order to improve, the media hotels need to be identified the soonest possible so there will be time to prepare an alternative solution if there should be any problems with the location which has low coverage / internet speed area. Overall, TM technical staff was quick to respond every time connection problems arise and are very helpful when assistance is needed.



### **MEDIA VEHICLES**

Media Department has collaborated with Logistics Department on the best solution for the distribution of Vehicles. The requirements list has been submitted prior to the event. **Vehicles acquired were : 20 units of Proton Cars, 9 units Vans, 4 units 4WD 14 Motorbikes, 1 unit of 3 Tonne lorry and 1 unit Bus (Total: 49 units).**

All media vehicles arrived in fairly good condition, we were able to allocate the vehicles to the media from the 21<sup>st</sup> February at Race HQ in Concorde Hotel Shah Alam. However some of the media van and vehicles provided had technical issues throughout the race, any problems experienced during the race were attended by Media and Logistics Department.

All vehicles were allocated to drivers with valid driving licenses. The press was notified to make their petrol and toll claims every day after the stage at the Media Centre where they get reimbursed.

The function of the 3 tonne lorry is to transport the media luggage and other valuable items belonging to the journalist, this will ease their travel during the race and once they return to the media centre they will find their belongings.



## PHOTOGRAPHER & TV BIBS

The BIBS were produced only in one color (GREEN) numbered from 01 to 70 for Media Press photographers and Press TV crew, the quality of the material was durable and the texts were clear and visible. Only those who have bibs are allowed in the finish strait during the finish of the race.

## PHOTOBIKE ALLOCATION

There were a total of 14 Media photo-bikes available this year – 1 for official photographer, 4 for TV and 9 for International and local photographers.

This year, the Media Ops Department has continued to implemented a system which used Media Cards instead of Vouchers (done in previous editions). Allocations of bikes were done daily by SharonJnae at the previous night to avoid any problems. Helmets were distributed at every start venue of each stage and later on collected at every



finish venues; this method tends to be very efficient, quick and hassle free.

Media Moto-Pilots (Marshalls) were very cooperative, accessible and helpful all throughout the race. However there's always room for improvement, more experience will be beneficial, we have well-renowned photographers covering the race and it's vital to provide efficient and experienced pilots to avoid any problems.

***However, all Media Motorbikes are required to be equipped with RADIO TOUR as in the past editions, the knowledge of the race situation is crucial for their movement.***

## **PHOTOGRAPHERS STAND**

The Media Operations Department had requested Press Stands during the event to be placed at specific locations, it has proven very useful for media without BIB to get their required shot of the finish.

Overcrowding at the finish-strait could cause a safety hazard especially when it is a narrow finish. Thankfully the Finish Manager, Security and Media Ops. Manager managed to organize accordingly to avoid any unnecessary mishap at the finish-line. It is advisable to have the press stand (located at strategic location after the finish line) in order to reduce the congestion and keep the finish-line safe for all.

## **RADIO COMMUNICATION**

The radio communication units (handheld walkie-talkie & Mobile Car radio) provided was not enough, there were complaints from some of the press that they were unable to receive the race updates from the Radio Tour as there was no Mobile race radio in their car. The amount provided this year was:

**8 units : Walkie-talkie**

**18 units : Mobile car radio**

***\*\*MEDIA MOTORBIKE ARE REQUIRED TO BE EQUIPPED WITH RADIO TOUR***

***In conclusion, there should be more allocation of Mobile Car Radio to be used for the race, because it is vital for them to know the on-goings of the race. The distribution of the radio should follow according to the number of media vehicles.***



## **MINERAL WATER DISTRIBUTION**

The mineral water distributed this year were not enough, Media department had to purchase 130 carton starting from stage 2 to accommodate local, international and state media throughout the event.

## MEDIA ACCOMODATION

The media accommodation arranged this year was fairly good; some of the long transfers to the start or from the finish to Media Hotel were very tiring. A total of 62 rooms were used to accommodate the whole media entourage throughout the event.

The separation of the Media Centre and Media hotel can be very troublesome, especially on the start of the event. **It would be advisable to accommodate the media at the HQ hotel** because it can benefit the media as they will have easy access to get direct interviews with riders or officials throughout the race. This in turn will benefit the organizers as there will be more feature or extra coverage about the race.

### **Media Hotels throughout the event:**

PRE RACE & STAGE 1 (23 – 24 Feb 2012) : The Grand Bluewave Hotel, Shah Alam

STAGE 2 (25 Feb 2012) : Bayview Hotel, Melaka

STAGE 3 (26 Feb 2012) : Pinetree Hotel, Batu Pahat

STAGE 4 (27 Feb 2012) : Bayview Hotel, Melaka

STAGE 5 (28 Feb 2012) : The Grand Bluewave Hotel, Shah Alam

STAGE 6 (29 Feb 2012) : First World Hotel, Genting Highlands

STAGE 7 (1 Mar 2012) : Vistana Hotel, Kuantan

STAGE 8 (2 Mar 2012) : Awana Kijal Resort, Terengganu

STAGE 9 & 10 (3-4 Mar 2012) : Primula Beach Resort, Kuala Terengganu

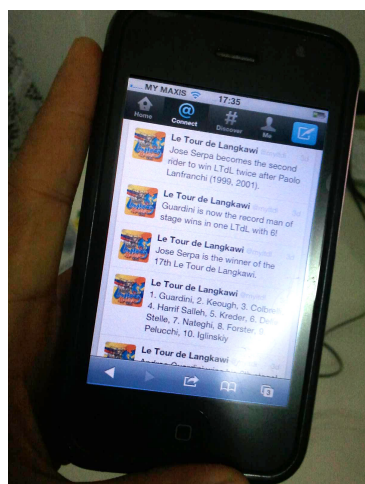
## START & FINISH MEDIA REGISTRATION

On every start or finish venue there will be a variety of local STATE media that turned up to cover for their respective agencies; our start & finish team were responsible for the registration of the State media on each venue. Once registered, they receive race information such as Start Lists, Results, LTdL Official Magazine, Generic Media Tag and T-shirt. The GENERIC MEDIA TAG is to allow State journalists and photographers access to the race and avoid being thrown-out by LTdL Security Personnel. The event emcee helped a lot in announcing media registration at the start and finish venues.

## PRESS BUS

The press bus at the finish venues were fully utilized by journalist and photographers, equipped with tables and chairs. However if there were internet facilities, TV and race radio provided would be very useful for media to work efficiently. It is very helpful to enable journalists to follow the live coverage being broadcasted on RTM and on the Race Radio every stage.





## LIVE TWITTER UPDATE & RESULTS ON LTDL WEBSITE

The live updates and quick upload of Race Results on the Official Website proved to be very useful for Local journalists to rush their stories to meet deadlines.

At most stages, provisional results at the finish-line were very swift, the final printed results were at times takes longer as the HQ and media hotel are in different location, we had to make the initiative and print /photocopy to distribute to the journalists in the media centre.

## PRESS RELEASES

Throughout the preparation towards LTdL 2012, since the launching of the event on 9<sup>th</sup> June, the Media Relations team had sent out a total of 28 pre-event releases and also 11 race reports during the event (available in English, Bahasa and Chinese). Downloadable hi-res images of the podium and finish were available on the official website, this arrangement were made with Webmaster prior to the event.

**Sponsorship/Marketing Department should arrange the sponsor's press conferences earlier to avoid last minute arrangements. The announcement should be discussed or notified to Media department earlier (at least 3 days prior) to allow time for informing the press and make necessary arrangements. Pointers and information should be provided to enable the Media department to prepare the press release.**

Due to the delay on the finalization of teams/riders, the media department was unable to issue any team releases until the confirmation from the team invitation committee. Teams need to be approached earlier prior to the end of the racing season (July-August) as that will be the time where they start to plan next year's race schedule. Surely we will not have problems later if the first selection of teams rejects the invitation as there will be time for the second selection of teams to get invited. Technical department must furnish the Media department on the latest team updates.

The press releases throughout the race prepared by the Media Relations Team were in 3 languages (English, Bahasa and Chinese), which were distributed accordingly to the international media along with race pictures, results and start list for the next day.

**Below is the list of press releases published by Media department throughout LTdL 2012:**

04.03.2012 **SECOND TOUR DE LANGKAWI WIN FOR SERPA, RECORD FOR GUARDINI**  
03.03.2012 **GUARDINI TRIUMPHS YET AGAIN, ITALIAN MAKING HISTORY IN TERENGGANU**  
02.03.2012 **GUARDINI WINS YET AGAIN, EQUAL'S BROWN'S RECORD**  
01.03.2012 **CANOLO GRABS STAGE WIN INTO KUANTAN, SERPA DEFENDS YELLOW JERSEY**  
29.02.2012 **SERPA GRABS STAGE WIN AND YELLOW JERSEY, LAPTHORNE FADES ON GENTING HIGHLANDS**



28.02.2012 **LAPTHORNE SEIZES RACE LEAD AS ZABRISKIE CRACKS SELLA RACES TO VICTORY ON EVE OF BIG RACE DECIDER**  
27.02.2012 **VICTORY IN MUAR FOR GUARDINI SEES HIM NEARING BROWN'S STAGE WIN RECORD**  
26.02.2012 **GUARDINI TAKES HIS SECOND WIN OF THE YEAR AT PARIT SULONG**  
25.02.2012 **GUARDINI WINS STAGE TWO, ZABRISKIE DEFENDS LEAD**  
24.02.2012 **ZABRISKIE BLASTS HOME TO TOUR DE LANGKAWI STAGE WIN AND OVERLAL LEAD**  
23.02.2012 **DANIELSON AND FIVE OTHER PAST WINNERS BEGIN THEIR BIG BATTLE TOMORROW**  
21.02.2012 **DANIELSON TO RESUME 2012 SEASON WITH GARMIN-BARRACUDA AT LE TOUR DE LANGKAWI**  
20.02.2012 **AFRICA'S TEAM MTN-QHUBEKA GEARS UP FOR LE TOUR DE LANGKAWI 2012**  
20.02.2012 **TM THE TELECOMMUNICATIONS PARTNER FOR LTdL2012**  
19.02.2012 **VINO HAPPY TO RETURN AFTER 16 YEARS**  
17.02.2012 **THE LTDL CHALLENGE TROPHY AN ADDED RECOGNITION TO THE OVERALL WINNER**  
15.02.2012 **FIGOS SPONSORS SPORTS APPARELS TO LTdL 2012**  
14.02.2012 **RTM THE OFFICIAL HOST BROADCASTER OF LTdL 2012**  
13.02.2012 **SERPA'S LATE INCLUSION MAKES IT SIX FORMER WINNERS AT LE TOUR DE LANGKAWI**  
09.02.2012 **LE TOUR de LANGKAWI ENTERS ITS THIRD YEAR PARTNERSHIP WITH BIKE PURE**  
09.02.2012 **TSG SETS HIGH HOPES ON THE SHOULDER OF HARIFF**  
08.02.2012 **MILO HYPES UP LTdL CYCLEFEST**  
02.02.2012 **PROTON SPONSORS THE BLUE JERSEY OF LTDL 2012**  
01.02.2012 **EUROPCAR BRINGS CHARTEAU BACK TO HIS ROADS OF GLORY**  
31.01.2012 **TFX VENTURE GROUP SPONSORSHIP ANNOUNCEMENT**  
29.01.2012 **YELLOW RIDE 2012 OFFICIALLY STARTS OFF IN MUAR**  
27.01.2012 **MALAYSIA AIRLINES SPONSORS THE WHITE JERSEY**  
25.01.2012 **A GRAND BOOST FOR TERENGGANU IN THE 17TH EDITION OF LE TOUR DE LANGKAWI**  
21.01.2012 **FIVE FORMER WINNERS ON THE START LINE IN PUTRAJAYA**  
20.01.2012 **YELLOW RIDE IS BACK! ARE YOU READY TO RIDE?**  
18.01.2012 **GENTING TO BE THE BATTLEGROUND OF THE CLIMBERS**  
16.01.2012 **RUJANO AND MONSALVE BACK IN ACTION AT LE TOUR DE LANGKAWI 2012**  
12.01.2012 **FOUR COMPANIES ADD COLORS TO LE TOUR DE LANGKAWI 2012 CAVALCADE**  
10.01.2012 **RUSVELO TO WRITE THE FIRST CHAPTER OF A NEW HISTORY AT LE TOUR DE LANGKAWI**  
06.01.2012 **AISAN IN A WINNING MOOD DESPITE INJURY-PLAGUED ROSTER**  
27.12.2011 **MALAYSIA'S ANUAR MANAN AND MOHD ADIQ HUSAINIE TO LEAD THE DESTINY OF ASIA'S NEW SUPER TEAM AT LE TOUR DE LANGKAWI**  
23.12.2011 **UNITEDHEALTHCARE COUNTS ON FORSTER AGAIN TO WIN SPRINTS AT LE TOUR DE LANGKAWI**  
20.12.2011 **VINOKOUROV TO LEAD ASTANA AT LE TOUR DE LANGKAWI**  
08.12.2011 **TSG TO TARGET STAGE WINS AT LE TOUR DE LANGKAWI 2012**  
05.08.2011 **SWEET SEVENTEEN FOR LE TOUR DE LANGKAWI SET**  
09.06.2011 **LTDL 2012 PROMISES WORLD CLASS ACTION**

## **PRESS CONFERENCES**

Since the launch of LTdL 2012, there were a total of 13 pre-event press conferences held. And a total of 11 press conferences during the event at the finish venues.

However, the Media Operations Department would like to emphasize that the PCs should be confirmed beforehand to inform the media agencies and should not clash with other major PCs or press functions. Sponsorship announcements should not be done too close or overlap each other as it can over-shadow sponsors. The media needs to plan their activities as well and need to early notification.



The Media Operations Department is always available to assist/advise in any matters concerning media. Any announcement/releases to the press were approved by LTdL 2012 Chief Operating Officer beforehand.



**DURING EVENT**

At all stages, the post race press conference went smoothly after the jersey presentation.



**PRE-EVENT PRESS CONFERENCE**  
(23 February 2012)

**STAGE 1**  
(24 February 2012)



**STAGE 2**  
(25 February 2012)



**STAGE 3**  
(26 February 2012)



**STAGE 4**  
(27 February 2012)



**STAGE 5**  
(28 February 2012)



**STAGE 6**  
(29 February 2012)



**STAGE 7**  
(1 March 2012)



**STAGE 8**  
(2 March 2012)



**STAGE 9**  
(3 March 2012)



**STAGE 10**  
(4 March 2012)



## RACE COVERAGE

With a unique variety of teams competing this year in two ProTour teams Astana and Garmin-Barracuda, it has certainly spark interests from both Local and International Journalist alike on the outcome of each stage.

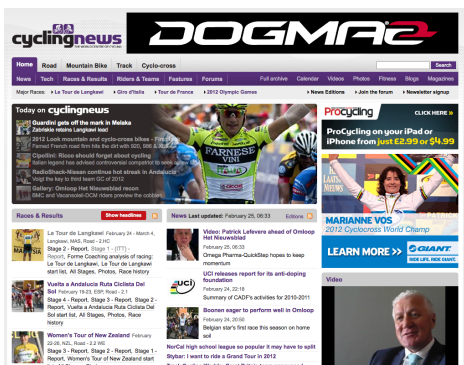
Local Newspaper clippings have been compiled starting from June 2011 until to date and also Website articles from local and international websites have been compiled. The total value for the news clippings has yet to be finalized and will be known at a later date.



Pulse had also communicated with **Cycling.TV** (an online digital cycling magazine with millions of subscriber from all over the globe) and **Cyclolmage Japan** to broadcast the race via internet, Pulse also coordinate to usage of the official LTdL Website YouTube videos by **UltimoKm.net**, which airs on their website and on TV channels across the Italian region starting from March 7, the TV channels identified are :

- Piemonte** (QUARTARETE BLU, SESTARETE 1, SESTARETE)
- Lombardia** (VIDEOSTARSPORT, ANTENNA 2 SPORT, TELEUNICA LECCO, TELEUNICA SONDRIO)
- Veneto** (TELEVENEZIA, CANALE 68 VENETO)
- Emilia-Romagna** (TELETRICOLORE, E' TV PARMA, E' TV-sport)
- Toscana** (ANTENNA 3 TOSCANA, ANTENNA 6, SESTARETE TOSCANA)
- Liguria** (TELE TURCHINO, TELE TURCHINO extra)
- Umbria** (TELETERNI)
- Abruzzo** (RETE 8 SPORT, TELEMARE)
- Lazio** (TS LIVE, TELE OBIETTIVO)

Let's not forget the Social Networking sites such as **twitter** and **facebook**, the images and updates on these sites spreads news about LTdL 2012 like bonfire, every day we see hundreds of photos and mentions posted on walls and albums of users all over Malaysia and the world. @myltdl twitter page gets additional followers every day during the race, this year a record breaking of over 1000 tweets were created since the start of the event, race updates were by Jean-Francois Quenet throughout the 10 days.





## **FEEDBACK**

The response from the local and international media at this year's event was generally positive. They enjoyed the facilities and the personalized attention given by our Media Operations Personnel in solving their problems.

Overall, 10 days of racing and the change of date after Tour of Oman makes it impossible to attract the best teams as well as cycling reporters as it is the start of the European cycling season, clashing with spring classics such as G.P. Città di Lugano, Clasica de Almeria, Kuurne-Brussel-Kuurne as well as Paris – Nice.

To get the best exposure for LTdL, it would be ideal to have 8 days race with a challenging route and not overlapping other major races, the best time would be just after Tour Down Under, with this changes implemented it will certainly attract not just the best international cycling reporters but also ProTour teams to our shores.

The points mentioned in the summary above should be taken to consideration in order to improve for the better, not only on the media Operations department but all aspects of the race in order to move forward, taking LTdL to the next level (WorldTour).

**Here are some feedbacks from the media so far:**

*“Very Good, The reports were well written and edited which make our job much easier. It would be nice to get a few more on-course action shots. This year's race – Outstanding. The race is very well run, properly advertised and seems to draw increased attention annually. I wouldn't change much.”* ~ Michael Hopkins, US Cycling Report

*“First of all CONGRATULATIONS for the GREAT job that you develop during the race. Race reports - Really Good and well written, WE want more pictures in the press release, or UPLOAD like 50 to 70 OF THEM in a Flickr account or FACEBOOK but in HIGH RESOLUTION. Amazing once again JOSE SERPA got the title.”* ~ Hector Urrego Caballero, revistamundociclistico.com (Colombia)

*“Could separate the video users with normal users to avoid cramming bandwidth. Amazing race that should pave way for a better one next year instead of moving backwards. Get the timing of the race better suited for early season. Some teams shy away from travelling too far away from Europe mid February onwards because the European racing season about to start.”* ~ Shamshul Fitri Abdul Majid, The Star

*“To me the info are perfect to our readers in Colombia because when the people see all the info the race is over. The Report are very good!! That Colombian rider has a good place to show the great conditions to the climb!!! To the Next year I hope that send me an Invitation to the Race, I'm the most international Colombian cycling journalist, and you can be see my work in many international and national media. And the Colombian riders are winners there.”* ~ Luis Barbosa, www.nuestrociclismo.com

**\*More feedback coming soon...**