



Press release - Chamonix (France), Wednesday 24 September 2025

HOKA UTMB Mont-Blanc and L'Équipe group take trail running beyond the Mont-Blanc valleys

In the wake of the **2025 HOKA UTMB® Mont-Blanc**, the partnership forged in 2022 between UTMB Group and L'Équipe group stands out more than ever as a key driver in making trail running accessible to all.

Over the past four editions, this partnership has grown stronger around a clear ambition: **to make trail running visible, accessible and comprehensible to all**. In 2025, that vision reached new heights with unparalleled coverage across every channel of France's leading sports media group – television, digital and print.

From the Mont-Blanc valleys to the screen: unprecedented TV coverage and record audiences on la chaîne L'Équipe

In 2025, L'Équipe Group raised the bar with unprecedented coverage. For the first time, from Thursday 28 to Saturday 30 August, **nearly 20 hours of live action** were broadcast **free-to-air** on **la chaîne L'Équipe**.

This extensive coverage attracted more than **5.7 million cumulative viewers** for the three UTMB World Series Finals (OCC, CCC®, UTMB®), with a **peak audience of 633,000** as the men's race leaders completed the UTMB on Saturday afternoon (ranked 4th among national channels and 1st on TNT). This new record underlines the growing public appetite for a sport that continues to expand (4.1 million viewers in 2024).

In parallel, more than **46 hours of live content** (UTMB® Live production by UTMB Group teams) was streamed via **L'Équipe Live, the TV section of L'Équipe website and app**.

Another first saw all three Finals broadcast live on la chaîne L'Équipe, including a special primetime slot dedicated to UTMB on Friday evening, and unprecedented live coverage of the women's race leaders crossing the CCC finish line.

Behind the achievement: exceptional production by UTMB Group

Such coverage was made possible thanks to **the expertise and dedication of the UTMB Group teams, supported by partner OSL** (Outdoor Sport Live), specialists in filming trail running competitions in mountainous and challenging environments for more than 12 years.

Over three days, nearly **70 professionals** were mobilised, using fixed cameras, runner- and MTB-mounted cameras, drones, a central control room and commentators based in Chamonix.

The result was an exceptional audiovisual experience, **blending high-quality images with sporting, cultural and educational content, and enabling live interaction between fans and commentators**.

Expert analysis from L'Équipe Group and equal representation

This co-production was **anchored by a dedicated studio**, where **specialist consultants and live commentators** provided analysis and insight throughout the races.

True to their values, both partners reaffirmed their commitment to **equal representation, ensuring the same airtime for the women's and men's race leaders**.



Extended editorial coverage across L'Équipe group platforms

In addition to the live broadcast, extensive editorial coverage helped maximise visibility for the event, with **news updates, race reports, human stories and behind-the-scenes features** before, during and after HOKA UTMB Mont-Blanc week.

- Over **50 videos** were posted on L'Équipe group's official **Instagram and TikTok** accounts, generating more than **30 million views**.
- **Numerous print and online articles** were published throughout the week by L'Équipe website and app as well as L'Équipe newspaper's dedicated trail running desk.
- **New this year**, fans could take part in a **live Q&A** on L'Équipe.fr website designed to make trail running's rules and culture easier to understand. The live digital coverage attracted **230K visitors** and generated over **1M page views**.

Beyond media coverage: experiences, exchanges and positive initiatives on site

'Trail au Féminin' – An evening celebrating women in trail running

As part of the partnership, and reflecting their shared commitment to women's participation in the sport, **UTMB Group and L'Équipe group** co-hosted **'Trail au Féminin'**, an evening dedicated to the female athletes who are shaping the history of trail running.

The evening featured exclusive screenings of two documentaries: **Ultra Fortes**, co-produced by L'Équipe Explore and Seiya Production, and **Off Course**, produced by Dream Lens Media, highlighting the determination and resilience of **Jasmin Paris, Claire Bannwarth, Stéphanie Case and Sophie Grant**.

The 80 guests, alongside the production teams, then took part in discussions about the films, the life journeys they portrayed, and the values and messages they conveyed.

To conclude the event, a third documentary, **La Course en Tête** (tracing the history of UTMB), was also shown.



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The '6-7 Show' returned for a second year

For the **second year running**, the daily **'6-7 Show'** took place each evening on the Ultra-Trail Village main stage in Chamonix. Hosted by specialist journalists, the talk show provided **deeper insight into the sport** through performance breakdowns, athlete interviews, technical analysis and interactive games with the public.

"Just a few years ago, the idea of trail running on television seemed unthinkable... yet thanks to the joint drive of UTMB Group and L'Équipe group, it has become a reality: three days of live broadcast dedicated to trail running, watched by millions of viewers far beyond the Mont-Blanc valleys. This unprecedented coverage and record audiences are testament to the strength of our shared vision: to bring trail running to the widest possible audience and firmly establish it among the major televised sports." – **Antoine Aubour, Marketing, Communications & Media Director, UTMB Group**

A broad and lasting partnership across the UTMB World Series

The partnership between UTMB Group and L'Équipe Group extends far beyond the HOKA UTMB Mont-Blanc. In 2025, **14 events** are being broadcast on the **L'Équipe Live** platform, enabling fans to follow races and athletes' achievements across the world.

Upcoming UTMB World Series 2025 events broadcast on live.utmb.world and **L'Équipe live**:

UTMB LIVE 2025 CALENDAR	
CHIANTI ULTRA TRAIL BY UTMB MARCH 12	HOKA UTMB MONT-BLANC AUGUST 28-30
TENERIFE BLUETRAIL BY UTMB MARCH 16	WILDSTRUBEL BY UTMB SEPTEMBER 20-22
HOKA ULTRA-TRAIL AUSTRALIA BY UTMB MAY 17	NICE CÔTE D'AZUR BY UTMB SEPTEMBER 20-22
HOKA VAL D'ARAN BY UTMB JUNE 23	HOKA KODIAK ULTRA MARATHONS BY UTMB OCTOBER 11
TRAIL VERBIER ST-BERNARD BY UTMB JUNE 12	TRANSJEU BY UTMB OCTOBER 18
MONTE ROSA WALSERWAEGBY UTMB JULY 18-19	PUGLIA BY UTMB NOVEMBER 8
EIGER ULTRA TRAIL BY UTMB JULY 19	HOKA CHIANG MAI THAILAND BY UTMB DECEMBER 10
UTMB LIVE 2025 CALENDAR	

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Note to editors

About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series Finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 50 events in 28 countries. For more information, visit <https://utmb.world>.

About L'Équipe group

For more than 78 years, L'Équipe group has been a pillar of French sport, with a strong, unifying brand that informs and entertains across print (a daily newspaper and magazines), TV (la Chaîne L'Équipe, L'Équipe Live Foot, L'Équipe Live 1, L'Équipe Live 2), digital (website and app), and social media. Backed by over 350 expert journalists, its mission is to inform, investigate, and report on every aspect of sport – from athletes, events, and institutions to the social, political, and environmental issues that affect them. All of these subjects are featured on L'Équipe Explore, L'Équipe's original features and content, available to digital subscribers. Each month, L'Équipe reaches an average of 43 million readers, users and viewers in France. L'Équipe group also organises landmark events including the Ballon d'Or, the Vêlo d'Or, and Demain le Sport.

UTMB Group media enquiries

presse@utmb.world

French enquiries:

Keziah Piercy - UTMB World Series PR Manager

T: +33 6 08 84 58 25

International enquiries:

Sabina Mallart Rogerson - International Press Officer

T: +44 7922 140148