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# UIPM SEEKS TV/DIGITAL PRODUCTION AND DISTRIBUTION PARTNER FOR 2022-2024



MONACO: August 16, 2021 - UIPM is pleased to open a bidding process to appoint a TV/digital production and distribution partner for the Paris 2024 Olympic Games cycle (2022-2024). Details of the process can be found [here](#).

Bidders will have the chance to submit their tenders and be part of the future of UIPM's flagship Olympic sport Modern Pentathlon and its other multi-discipline sports.

UIPM Secretary General Shiny Fang said: "Modern Pentathlon was originally designed to test the all-rounds skills of the ideal athlete, and while it is challenging and demanding it has been a difficult sport to follow for TV viewers and spectators.

"UIPM's relentless innovation in recent decades has resulted in a programme shortened from five days to one day to five hours in the Tokyo 2020 Olympic Games. Now we are aiming to present a new Modern Pentathlon format in Paris with a full five-discipline TV product within two hours for each semi-final or final, which will showcase the sport in a more understandable and attractive way

for all online and offline audiences.

“We are looking for a production/distribution partner who respects this historical sport and, moreover, wants to help the sport become a TV product that embodies the Olympic spirit and promotes our athletes’ unique qualities of endurance, strength and skill. It won’t be an easy task, but we count on you for your experience, passion and professionalism.”

Bidders must submit their tender by September 17, 2021. It is advised that interested bidders contact UIPM as soon as possible for more specific details. UIPM will meet the shortlisted bidders from October 1 and will advise the successful bidder of the outcome by October 7.

The contract period is scheduled to commence on November 1, 2021.

Andrejus Zadneprovskis OLY, UIPM Executive Board Member for Media, said: “I am very pleased that UIPM is ready to tender for a TV/digital broadcast and distribution partner for 2022-24. Our sport continues to evolve, improving the viewer experience for all audiences across TV and online, and in Paris we will raise the bar again.”