



## Request for proposals (RFP)

Media Rights Distribution 2026-2028

**Union Internationale de Pentathlon Moderne**  
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## **1. Foreword**

UIPM's ambition is to ensure that its events reach the widest possible audience worldwide, across both broadcast and digital platforms, while safeguarding production quality and enhancing the value of the sports under its governance. Through this RFP, UIPM seeks a specialist media rights distribution partner (the 'Agent') capable of maximising reach, value and visibility for UIPM's portfolio during 2026–2028.

## **2. Introduction & Background**

Union Internationale de Pentathlon Moderne (UIPM) is the international federation governing Modern Pentathlon, Obstacle and associated disciplines. UIPM organises annual elite competitions including the Pentathlon World Cup Series and Final, Pentathlon World Championships, and the UIPM Obstacle World Championships (OCR). This RFP invites organisations ('Bidders') to propose comprehensive strategies to manage and distribute UIPM's media rights for the Events set out below.

## **3. Events Covered (the "Events")**

### **3.1 UIPM Pentathlon World Cup Series 2026, 2027, 2028**

There will be 3 events in 2026 and 4 events in each of 2027 and 2028. Dates for 2026 are confirmed; 2027 and 2028 dates are TBA (late February to late May).

Order	2026	2027	2028
1	Cairo (EGY)	Cairo (EGY)	Cairo (EGY)
	10 to 12 April	TBA	TBA
2	Pazardzhik (BUL)	Kaunas (LTU)	Budapest (HUN)
	15 to 17 May	TBA	TBA
3	Budapest (HUN)	Pazardzhik (BUL)	Kaunas (LTU)
	19 to 21 June	TBA	TBA
4	/	West Hollywood (USA)	Istanbul (TUR)
		TBA	TBA

### 3.2 UIPM Pentathlon World Cup Final 2026, 2027, 2028

The Pentathlon World Cup Final takes place once a year, usually between late May and mid-July.

2026	2027	2028
Budapest (HUN)	Budapest (HUN)	Istanbul (TUR)
03 to 05 July	TBA	TBA

### 3.3 UIPM Pentathlon World Championships 2026, 2027, 2028

The Pentathlon World Championships take place once a year, usually between June and September.

2026	2027	2028
TBA	Budapest (HUN)	Cairo (EGY)
TBA	TBA	TBA

### 3.4 Programme Structure (Modern Pentathlon events)

Each event comprises six broadcast sessions (±12 live hours per event). Medals are awarded in the Women's and Men's Finals.

	Day 1	Day 2	Day 3
Morning	Women's Semi-final A 110'	Men's Semi-final A 110'	Women's Final 130'
Afternoon	Women's Semi-final B 110'	Men's Semi-final B 110'	Men's Final 130'

A basic run-of-show can be found below.

Finals		Semi-finals	
Intro	5'	Intro	5'
Fencing	35'	Fencing	35'
Transition 1	5'	Transition 1	5'
Obstacle	15'	Obstacle	15'
Transition 2	5'	Transition 2	5'
Swimming	15'	Swimming	15'

Transition 3	10'	Transition 3	10'
Laser Run (run-shoot)	15'	Laser Run (run-shoot)	15'
Post-race interviews	10'	Outro	5'
Award Ceremony	10'		110'
Outro	5'		
	130'		

Note: transitions are filled with content (athlete warm-up, results, replays, rules explainer, etc.). Each semi-final and final features 18 athletes. Exact competition schedule can be supplied upon request.

**Outputs:** Live international programme with English commentary and International Audio. A 30' highlights programme will be produced for each Event and voiced in English with International Audio. Highlights include a summary of all competition days.

### 3.5 UIPM Obstacle World Championships 2026, 2027, 2028

The UIPM Obstacle World Championships (OCR) are usually staged in September/October and comprise two broadcast sessions:

- Day 1 – 400 m Finals (90')
- Day 2 – 100 m Finals (90').

Outputs mirror those of the Pentathlon events (live + 30' highlights with English and International Audio).

### 3.6 Packaging of Events

**Package 1:** All UIPM Pentathlon World Cup Series events and Pentathlon World Cup Final events for 2026, 2027 and 2028.

**Package 2:** UIPM Pentathlon World Championships for 2026, 2027 and 2028.

**Package 3:** UIPM Obstacle World Championships for 2026, 2027 and 2028.

Additional packages or tailoring may be discussed and agreed between the Agent and UIPM.

## **4. Objectives**

**4.1 Reach:** Ensure the widest possible global distribution and visibility across linear and digital platforms.

**4.2 Value:** Optimise commercial returns to reinvest in sport development and event quality.

**4.3 Innovation & Quality:** Promote cutting-edge coverage, discoverability and fan engagement.

## **5. Description of Media Rights Distribution Services**

The appointed Agent will:

- Develop and execute a global distribution strategy for live programming, highlights and clips across linear and digital media;
- Secure broadcast and platform partners to meet or exceed agreed minimum distribution thresholds;
- Prepare periodical progress reports prior to each season start;
- Provide one preliminary media report within 1 month after each Event and a final media report within 2 months after each Event, including detailed viewership and reach by taker;
- Coordinate with UIPM on marketing and promotional materials guaranteeing UIPM's right of consultation;
- Ensure compliance with rights restrictions, geo-blocking and anti-piracy best practices.

## **6. Distribution obligation:**

### **6.1 Geographical obligations**

The Agent will be responsible to distribute the content in the territories below. It is mandatory for the Agent to distribute the content in territories marked with a \*.

#### **Europe:**

- |                          |                   |
|--------------------------|-------------------|
| - Armenia                | - Italy*          |
| - Austria                | - Latvia          |
| - Belarus*               | - Lithuania*      |
| - Belgium                | - Moldova         |
| - Bosnia and Herzegovina | - Netherlands     |
| - Bulgaria*              | - North Macedonia |
| - Croatia                | - Norway          |
| - Cyprus                 | - Poland*         |
| - Czech Republic*        | - Portugal        |
| - Denmark                | - Romania         |
| - Estonia                | - Russia*         |
| - Finland                | - Serbia          |
| - France*                | - Slovakia        |
| - Georgia                | - Slovenia        |
| - Germany*               | - Spain*          |
| - Greece                 | - Sweden          |
| - Hungary*               | - Switzerland*    |
| - Iceland                | - Turkey*         |
| - Republic of Ireland    | - United Kingdom* |
| - Israel                 | - Ukraine*        |

**Asia:**

- Bangladesh
- China\*
- Chinese Taipei
- Hong Kong
- India\*
- Indonesia\*
- Japan\*
- Kazakhstan\*
- Malaysia
- Pakistan
- Philippines\*
- Saudi Arabia
- Singapore
- South Korea\*
- Sri Lanka
- Thailand
- Uzbekistan
- Vietnam
- Chile\*
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- Guatemala\*
- Mexico\*
- Panama
- Paraguay
- Peru
- Puerto Rico
- United States\*
- Uruguay
- Venezuela

**Africa:**

- Egypt\*
- Morocco
- Nigeria
- South Africa\*

**Americas:**

- Argentina\*
- Brazil\*
- Canada\*

**Oceania:**

- Australia\*
- New Zealand

Pan-regional broadcasters are acceptable if it is proven that they air the content in the regions above.

**6.2 Obligation of airing the content**

The Agent will have the obligation to make sure that the content is aired by the licensees. At least 1 live programme shown live or as-live and 1 Highlight shown per Event.

**7. Rights & Ownership**

All visual, audiovisual and written works, material and content prepared or produced by the Agent in relation to the Events' distribution shall remain the exclusive property of UIPM in perpetuity. The Agent may use such content solely for the purposes of the Media Services and not for any other purpose.

**8. Production, Contribution & Technical Delivery**

UIPM is solely responsible for production, contribution and technical delivery of the Event programmes. Live feed delivery will be provided as follows:

Type	SRT
Resolution	1920×1080
Framerate/Scan	50i
Video Codec	H.264
Audio Codec	AAC-LC
Bitrate	10 Mbps VBR*
Audio Tracks	2× Stereo
Audio Layout	<u>A1+A2</u> : PGM Mix (English Commentaries + Ambient + Interviews) <u>A3+A4</u> : International (Ambient + Interviews)

Highlights delivery (within 7 days of each Event): Resolution 1920×1080; Codec H.264; Container MXF; Audio: 4 channels – Ch1+2 English, Ch3+4 International.



**9. Co-operation & Materials**

UIPM will provide available video and photo materials upon request. The Agent is responsible for creating promotional materials to maximise distribution.

**10. Timetable**

This timetable is provisional and may be subject to changes, but will be adhered to by UIPM as far as reasonably possible:

- Tender process opens: 01 November 2025
- Submission deadline for proposals: 23 November 2025 at 23:59 CET
- Presentation meetings for shortlisted bidders: 01-03 December 2025
- Notification of unsuccessful/successful bidders: 05 December 2025
- Contract negotiations: until 20 December 2025

If you have any question or need further information, please contact Florent BOAS, UIPM TV & Media Operations Manager at [florent.boas@pentathlon.org](mailto:florent.boas@pentathlon.org) or +377 92 00 09 59, and cc to [uipm@pentathlon.org](mailto:uipm@pentathlon.org).

**11. Evaluation Criteria**

Quality and credibility of distribution plan across linear and digital platforms (including free-to-air exposure where relevant);

International footprint and relationships with broadcasters/platforms; demonstrated experience in multi-discipline sports;

Financial offer and robustness of payment/security (including parent guarantee/bank security where applicable);

Innovation in discoverability, marketing and anti-piracy approach;

Operational capability, resources and dedicated team;

Compliance with legal and regulatory frameworks (listed events / anti-siphoning, news access, advertising rules).

## **12. Legal Provisions**

### **12.1 Nature of this RFP**

This RFP constitutes an invitation to tender only and does not commit UIPM to award any rights. UIPM may accept or reject any Bid at its sole discretion.

### **12.2 Costs**

Bidders are solely responsible for all costs and expenses incurred in preparing and submitting their Bids and in any subsequent meetings or negotiations.

### **12.3 Confidentiality**

All information provided in or in connection with this RFP is confidential. No announcements may be made by Bidders without UIPM's prior written consent.

### **12.4 Intellectual Property**

All right, title and interest in this RFP and any materials provided by UIPM remain the property of UIPM.

### **12.5 Anti-bribery & Compliance**

Bidders warrant compliance with all applicable anti-bribery and corruption laws and confirm appropriate policies and procedures are in place.

### **12.6 Alteration of Process**

UIPM reserves the right to modify, suspend or cancel this process, to request additional information, or to negotiate directly with any party at any time.

### **12.7 Governing Law & Jurisdiction**

This RFP and any related non-contractual obligations shall be governed by the laws of Monaco, with exclusive jurisdiction of the Monaco courts.