



TV/digital production and distribution tender

Seasons 2022-2024

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Introduction

Modern Pentathlon is the ultimate examination of body and mind in the Olympic Games. It is a demanding test of athleticism, skill, stamina, nerve and speed, combining épée fencing, a 200m freestyle swim, show-jumping riding, running (5*600m) and 4 shooting series (together in the Laser Run).

This unique multi-discipline sport has been a pillar of the Games since it was introduced at Stockholm in 1912 by Baron Pierre de Coubertin, founder of the modern Olympic movement. But the sport has limited exposure and sometimes struggles to capture the wider public imagination outside of the Games and even, in relative terms, during the Games.

In order to change this, UIPM put together a new sports format for Modern Pentathlon. Instead of 5 hours of competition, the new format shrinks up the breaks and reduces the competition time to 90-110 minutes.

A true multisport international federation, UIPM also governs 5 other multi-discipline sports including Tetrathlon (fence-swim-run-shoot), Triathlon (run-shoot-swim), Biathlon (run-swim) and Laser Run (run-shoot).

Each year UIPM organises World Cups and World Championships together with local organizers and its national federations.

Summary

UIPM requires a media partner to provide the production and distribution of a signal to TV channels and digital stakeholders.

The partner will also need to produce highlights shows, social media clips as well as any other edits as required during events and outside of events.

This tender concerns upcoming 2022 until 2024 seasons for a total of events up to 8 per year (4 World Cups, 1 World Cup Final, 1 Pentathlon World Championships, 1 Biathlon & Triathlon World Championships, and 1 Laser Run World Championships).

The media partner will be a key player in building UIPM's storyline for its sports and most especially the New Modern Pentathlon Format which was designed as a media-friendly product.

It is crucial that the partner understands its important role in developing UIPM's awareness to the widest number via producing exciting programmes relevant to the targeted audiences.

The partner will help UIPM on tailoring the TV/streaming Technical Requirements and Guidelines distributed to the LOCs. It will also be a key player in developing the storytelling of the New Modern Pentathlon Format.

It is expected when submitting proposals, that the provider presents several proposals including:

- Full production of all events acting as the host broadcaster Including all equipment and manpower
- Full production of all events with locally hired equipment but own manpower
- Full production of all events with locally hired equipment and manpower
- Production with key support staff (e.g. director, producer etc.) but using a local host broadcaster on the LOC's cost.

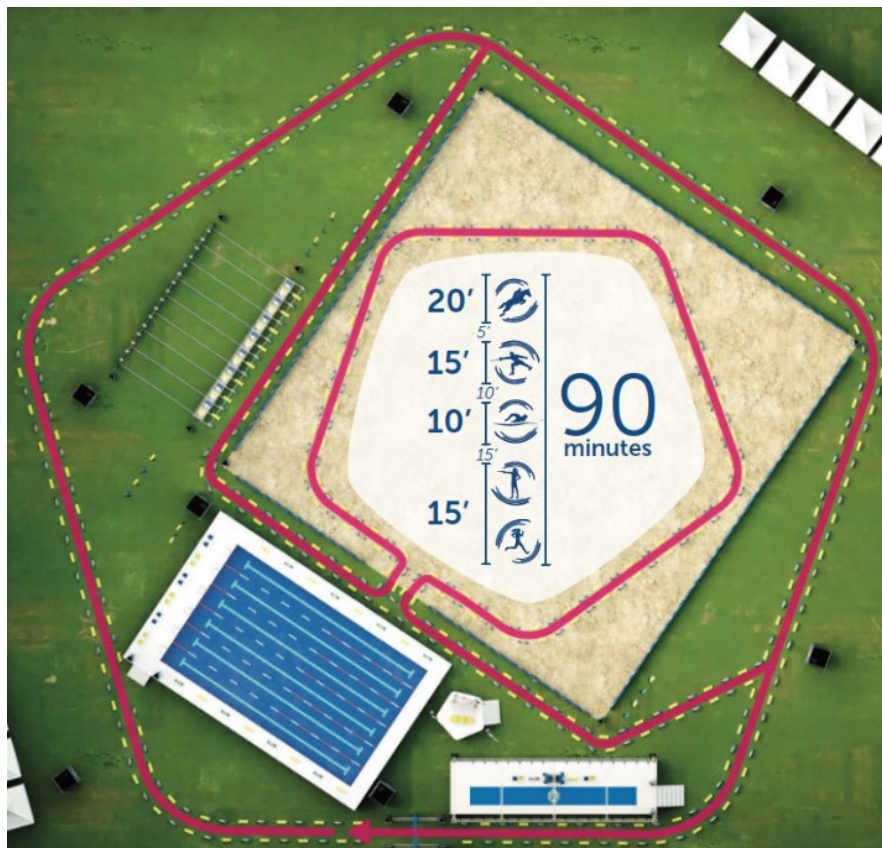
I. Audio-Visual Production

A. Live TV broadcast / live stream (Modern Pentathlon)

The media partner will need to produce a signal to be distributed to TV channels via SNG/KU or to OTT platforms via RTMP. The media partner will be in charge of the whole production including the manpower and in some cases the equipment.

For Modern Pentathlon, the expected signal should last ± 110 minutes live broken down as:

- Opening titles & introduction (± 5 min.)
- **Riding (± 25 min.)**
- *Break (5 min.)*
- **Fencing Ranking Round (± 15 min.)**
- *Break (10 min.)*
- **Swimming (± 10 min.)**
- *Break (15 min.)*
- **Laser Run (± 15 min.)**
- Interviews + Award Ceremony + Closing (± 15 min.)



Picture for illustration purposes only

The break between each discipline varies between 5 to 15 minutes (as shown above) and will need to be filled, most likely with behind-the-scenes footage or any elements which will help the storytelling.

The introduction in the very beginning will allow a presentation of the sport as well as the key athletes to follow.

TV graphics will be a central aspect of the programme and will help the story telling and the understanding of the viewers, especially those who aren't familiar with the sport.

Each discipline will feature graphics showing a scoreboard moving up and down depending on the performance of each athlete.

The event layout made by the LOC will need to be very compact to allow swift transitions from 1 discipline to the other. The quantity and nature of equipment will need to be tailored based on the specificities of the layout. For example, we might need a separate crew and production unit if the swimming pool is not close to the Laser Run venue.

This programme is to be distributed via SNG/KU to TV channels and other rights-holders. Distribution is detailed in another part of this document.

Commentary positions have to be provided for 2 commentators and have to be fully equipped.

B. Live stream (Biathlon-Triathlon World Championships / Laser Run World Championships)

A signal will need to be produced by the media partner. Its distribution would happen mostly via live streaming on UIPM TV but UIPM reserves the right to distribute it to TV channels or other digital platforms with which UIPM has an agreement with.

The signal needs to be produced for the whole competition days (4 days for Biathlon-Triathlon and 3 days for Laser Run). It must cover all age categories.

In comparison with Modern Pentathlon, Biathlon-Triathlon (run-swim and run-shoot-swim) and Laser Run (run-shoot) are fast-paced mass participation sports.

Athletes are seeded in groups based on their age category. Distances of running, shooting and swimming vary according to the age category.

Contrary to the Modern Pentathlon, there is no break between the disciplines and the swimming (for Biathlon-Triathlon) takes place in open water.

The production has to appeal to the community watching and the coverage should aim to get coverage of all the athletes as much as realistically possible.

Commentary positions have to be provided for 2 commentators and have to be fully equipped.

C. Highlights (all 8 events)

In order to maximise the exposure of the sport and to offer a different type of programme to the rights-holders, the UIPM will require its media partner to produce highlights after each event.

The exact content of the highlights is to be determined, but its primary goal is that it entertains and generate interest for people not familiar with Modern Pentathlon and/or other UIPM multi-discipline sports. It should have a strong story line and include the semi-finals and finals (for modern pentathlon), plus mixed relay.

The duration of the highlights will depend on the category of event:

Modern Pentathlon World Championships	52 minutes
Modern Pentathlon World Cup Final	
Modern Pentathlon World Cup series	26 minutes
Biathle-Triathle World Championships	
Laser Run World Championships	

It is the responsibility of the media partner to create the story line of the programme for each sport/event, to record the relevant footages (i.e. slow-motion shots etc.), to edit it and to distribute it.

Before the 2022 season starts, the media partner should submit a story line proposal to UIPM which will define the editorial line for the season.

The highlights have to be voiced by a native English-speaking commentator.

D. Social media clips (all events)

Social media is a central part of UIPM's media strategy and it relies on audio-visual content to entertain and inform the audience. These clips are needed for all events as described in the *List of events* sections.

The media partner will provide the relevant manpower and equipment to produce a series of clips. The format is usually short and tailored to social media dimensions (e.g. 1:1 ratio).

UIPM will provide a script, or a list of clips it is expecting from the media partner. If the clips have to be voiced, it is by a native English-speaking commentator.

It is appreciated from the media partner that they come with suggestions.

E. Video News Reports (all events) and punctual edits

In order to feed news outlets with footage, the media partner will need to build a 3-minute news programme containing raw clips from each final day. The clips should contain the best and most important moments of each final.

The media partner will then be in charge of distributing this programme to news outlets. It is also possible that the UIPM will ask for specific news reports based on specific interest.

UIPM will request the media partner on a punctual basis to produce promotional clips and it is expected from the media partner that they provide a timely response of these requests.

II. Distribution

The media partner will be in charge of distributing the programmes it produced to different parties:

- Television channels
- OTT (and other digital platforms)
- News outlets (via VNR)
- UIPM's own platforms (UIPMTV, social media etc.)

The partner's responsibility is to enlarge the exposure of UIPM sports to the world and therefore will need to do so via looking after broadcasters.

UIPM and the partner will agree prior to each season the general orientation of the distribution strategy. A minimum distribution level is to be determined and must be guaranteed by the media partner.

Each agreement will be made in UIPM's name and UIPM shall be informed of each rights agreement being made. Revenue sharing is to be discussed separately.

In case the media partner is not able to provide distribution services on its own, it can sub-contract a third-party to do so with the same conditions applying.

III. List of events

The following events will require a signal to be produced and distributed to TV channels (most probably via SNG/KU), or via livestream:

A. *Modern Pentathlon:*

- UIPM Modern Pentathlon World Cup series (4 events)
- UIPM Modern Pentathlon World Cup Final (1 event)
- UIPM Modern Pentathlon World Championships (1 event)

For each event, signals have to be produced for all semi-final groups and all finals (incl. Mixed Relay when applicable).

Highlights (26' for WC series / 53' for WCF/WCH), VNR and social media clips have to be produced for all Modern Pentathlon events.

B. *Biathle-Triathle & Laser Run*

- UIPM Biathle-Triathle World Championships (1 event)
- UIPM Laser Run World Championships (1 event)

For each event, signals have to be produced for all competition days (Individual & Relays) for all age categories. Distribution of streaming signal is to take place mostly on UIPMTV.

Highlights (26'), VNR and social media clips have to be produced for all Biathle-Triathle and Laser Run events.

C. *Other events*

The following events might need highlights, VNR and social media clips:

- UIPM Modern Pentathlon Junior World Championships
- UIPM Modern Pentathlon Youth World Championships (U17/U19)
- UIPM Modern Pentathlon Masters World Championships

UIPM reserves the possibility to produce a signal for TV channels and/or livestream for the events above listed events, and for any UIPM event even if not mentioned in this list.

IV. Stakeholders involved

A. UIPM

The Union Internationale de Pentathlon Moderne – UIPM – is the world governing body for the Olympic sport of Modern Pentathlon and its other multi-discipline sports.

It sets technical requirements and standards in terms of media and television production. Each year it issues Television and Livestream Technical Requirements & Guidelines for the event organisers.

Such requirements and guidelines evolve each season and are made in co-operation with the media partner which inputs its expertise.

It also is the rights holder for all international events of the sports it governs. UIPM owns rights of any audio-visual material created or generated during a UIPM international event as defined in the Competition Rules and Media and Advertising Rules.

B. Media Partner

The media partner's role is to produce video programmes on behalf of UIPM which appointed it. It is responsible of delivering consistent, dynamic programmes which have to fit the needs and desires of modern audiences.

The media partner has to be able to provide the manpower and the equipment required for the production. In most cases, the media partner will be considered as the Host Broadcaster of the event. In some cases, for example because of geographical or logistical limitations, the LOC will hire a host broadcaster (with UIPM's approval) with which the media partner will have to work with.

It will either provide:

- all equipment and manpower; or
- only the manpower; or
- only essential personnel (i.e. director, producer etc.) – in the case that the HB is hired by the LOC.

This will depend on several factors such as previous experience of local knowledge of the sport, customs and transportation costs etc.

If some parts have to be hired locally, the media partner/UIPM and LOC should find the most cost-effective solution bearing in mind that quality is the number 1 priority.

The media partner should handle transportation of its crew and equipment. Road transportation or any other cost-effective solution should be considered.

It is expected from the media partner that it is aware of logistical matters whilst making arrangements abroad (e.g. temporary equipment importation, ATA carnets etc.).

Its main point of contact is the UIPM Media Operations Manager which is acting as liaison between the stakeholders. Timely answers and treatment are expected from the partner.

C. Local Organising Committee (LOC)

The LOC is the party responsible for organising the event. It was appointed by UIPM following a call for bids which is now binding.

Most of the time, the LOC is an organ of the National Federation where the event will take place. Some other times, the LOC is a private or local government supported entity linked or not linked to the National Federation.

The LOC has to provide a series of information and documents which are crucial in the preparation of the event's TV production (e.g. venue map, running/riding courses, time schedule etc). All of this information has to be approved by UIPM.

It has to facilitate any contact with a local provider which UIPM or the media partner will require (e.g. equipment, platforms, internet etc.).

According to the bid document, the LOC is responsible for the infrastructure provided at the event including the internet connection, electricity, offices or workspaces etc.

If the media partner is acting as HB, the LOC has to cover all expenses linked including full-board accommodation. In which case, it is appreciated that the media partner accepts to be housed in twin rooms to reduce the costs on the LOC.

V. Timetable

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

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| - Tender process opens: | 16 August 2021 |
| - Submission deadline for proposals | 17 September 2021 at 23:59 CEST |
| - Presentation meetings for shortlisted bidders: | 01 October 2021 |
| - Notification of unsuccessful/successful bidders: | 07 October 2021 |
| - Contract negotiations: | until 29 October 2021 |
| - Season planning: | until 31 January 2022 |
| - 2022 season starts | March 2022 |

If you have any question or need further information, please contact Florent BOAS, UIPM Media Operations Manager at media@pentathlon.org or +377 92 00 09 59, and cc to uipm@pentathlon.org.

VI. Instructions and Information on Tendering Process

These instructions are designed to ensure that all tenders are given equal and fair consideration.

It is important therefore that you provide all the information asked for in the format and order specified.

Please contact the UIPM Media Operations Manager by email (media@pentathlon.org), if you have any doubts as to what is required or you have difficulty in providing the information requested. Pre-tender negotiations are not allowed.

Bidders should ensure they have read and fully understood the guidance set out in this document before submitting a tender.

A. Contract Period

The period of this contract is to run from 1 November 2021 – 31 December 2024 with 2022 being a trial year which UIPM reserving the right to terminate the contract. UIPM reserves also the right to terminate the contract at the end of each year.

To ensure all responses are provided in time for bidders to apply to their tenders, the cut-off date for receipt of questions will be 17 September 2021.

B. Returning Tenders

All tenders received by 17 September 2021 at 23:59 CEST will be only accepted by UIPM.

UIPM will accept only bids received by email to the following email address: media@pentathlon.org

The subject line must specify “UIPM Audio-visual Production Tender – XXXXX [insert name of organisation]”.

C. Acceptance of Tenders

By issuing this invitation UIPM is not bound in any way and does not have to accept any tender. UIPM also reserves the right to accept a portion of any tender, unless the tenderer expressly stipulates otherwise in their bid.

D. Evaluation of Tenders

UIPM will evaluate the tenders based on several criteria including (but not limited to):

- Experience in sports, and especially in multi-discipline sports (e.g. triathlon, biathlon etc.);
- Cost-effectiveness;
- Creativity and understandibility of the importance of story-telling.

E. Confidentiality of Tenders

All tenders are considered Confidential and UIPM will ensure the same level of confidentiality; Failure to comply with these conditions may disqualify your tender.

F. Costs and Expenses

You will not be entitled to claim from UIPM any costs or expenses, which you may incur in preparing your tender or in attending the presentation meetings whether or not the success of the tender.