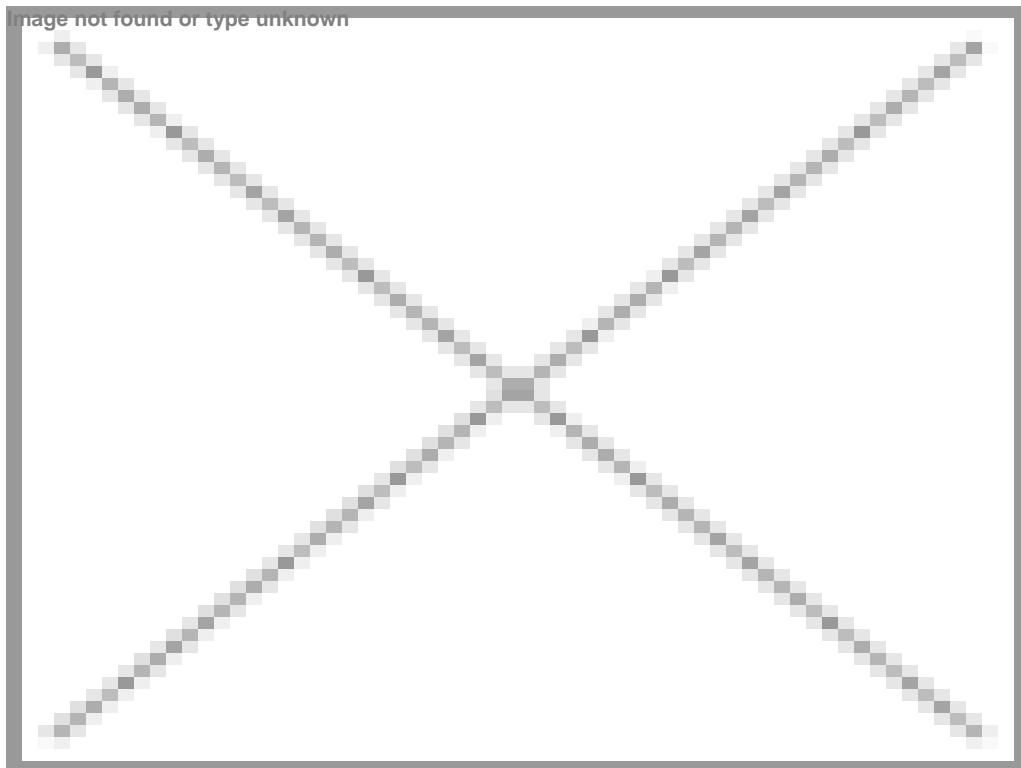


01 MAR 2021

# UIPM SECRETARY GENERAL'S MESSAGE: UIPMTV IS A VISUAL DESTINATION FOR SPORTS FAMILIES AND FANS



When Modern Pentathlon was created and established by the Modern Olympic Games founder Baron Pierre de Coubertin, it was mainly for elite groups and it was only for men – women weren't even involved in the Olympic Games until 2000.

Today, the sport is still not accessible enough to include everyone, and still a lot of countries can't provide all the resources needed to train athletes in all five disciplines.

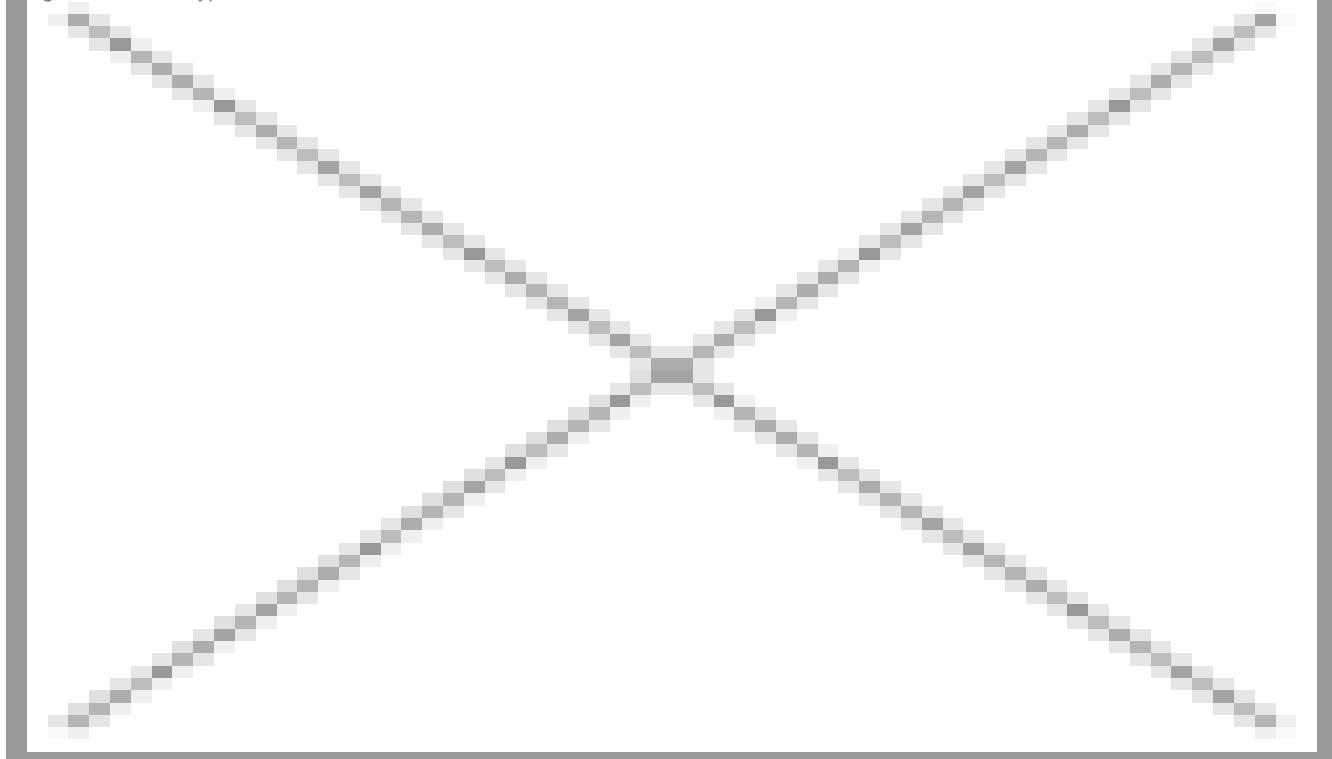
We created and evolved the UIPM Sports pyramid, with different combinations (5, 4, 3, 2, 2, 2) of the UIPM disciplines. Each multi-discipline sport provides its own unique entry point for participants, and once they enter the pyramid they can figure out their ultimate goal and destination.

The more participants we introduced, the more fans we created, too – but visibility was still a problem.

For many years when you looked around for action videos of our sports and relevant archive materials, YouTube was the main or only platform to search, and the content was not assembled well on that medium.

That is why we established our own over-the-top online TV channel – UIPMTV.org – and after a couple years of running experiences, from 2021 UIPM is making additional efforts to enhance the platform.

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We are aiming to provide a one-stop destination for our audience, fans, participants, families and friends to find the ultimate visual contents related to Modern Pentathlon and all other UIPM Sports.

The product is incomplete and still evolving – compared with more than 100 years of Modern Pentathlon history. The videos are not perfect considering the rapid advances in TV, media and camera technology, but we aim big and aim for the future to facilitate all of your needs.

So why not try a subscription, to experience dedicated video and TV and get the content to suit your needs?

Not only will you be investing in our sporting movement, but we will also give you the chance to provide feedback on what your actual needs are when it comes to the digital presentation of our sport.

UIPMTV.org, the place for your visual experiment, starting from now...