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# PRESIDENT'S VIEW: PENTATHLON HAS ARRIVED AS AN ENTERTAINMENT PRODUCT – AND PEOPLE ARE TAKING NOTICE

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**By Rob Stull, UIPM President**

When we look back on the summer of 2025, one thing is clear: the political landscape of Modern Pentathlon has changed, and it has changed for the better.

Our sport has been redefined by the new-look format, with the Obstacle discipline and Direct Elimination Fencing bringing new energy and captivating new audiences. It is no exaggeration to say that decision-makers at the highest level of the Olympic Movement are taking notice.

The UIPM 2025 Pentathlon World Championships in Kaunas was a watershed moment. To call it a success would be an understatement — it exceeded all expectations.

The birth of the indoor arena format with Obstacle was pioneered in Hungary in Spring, and then

Kaunas lifted the concept to an entirely new level. The way Lithuania raised the bar, demonstrating the potential of our new-look Pentathlon as a spectator and viewer experience, has given our movement a momentum we must now carry forward.

The presence of key IOC Members was timely, and the outcome was very fulfilling for the many people working hard behind the scenes to perpetuate our sport's future.

For our sport, it was refreshing to see so many IOC Members attend a Pentathlon competition outside the Olympics with such curiosity and interest.

Their reaction was very positive: they, alongside thousands of spectators, found the new sport exciting and engaging. In debriefs with our leadership team, the attending IOC Members offered constructive insights on what we are doing right and where we can improve. That feedback will be essential in guiding our next steps.

Kaunas has created a new standard — in competition, in sport presentation, and in entertainment value. As we move into the 2026 Pentathlon season, following the Milano-Cortina 2026 Winter Olympics, we will be committed to maintaining and building on this standard.

We will continue to develop our 'show' competitions, invite decision-makers and sports influencers to experience the new product designed for LA28, and seek their feedback to ensure Pentathlon continues to evolve as a compelling, modern Olympic sport.

Our emphasis is clear: to deliver an innovative competition format that is not only exciting for athletes and audiences, but also commercially successful, adding real value to organisers, stakeholders and the Olympic Games.

This commitment is already resonating. Even though the Games of the XXXV Olympiad is still seven years away and the programme has not yet been finalised, the Brisbane 2032 Organising Committee is already engaging with us. In recent weeks, we had initial conversations with the organising team, discussing venues and formats. As mentioned before, we now have three types of venue – indoor, outdoor and iconic.

That Brisbane is engaging with us at such an early stage is a very good sign for the organisational quality of that Games. It also reflects growing recognition that Pentathlon has something unique to offer the Games: a multi-discipline sport that connects with youth, showcases innovation, and adapts to different environments while keeping its essence – and Coubertin's original vision – intact.

The lesson of Kaunas is that when we present our sport at its best, people take notice. We now have proof that Modern Pentathlon can not only capture the imagination of audiences but also inspire confidence among Olympic decision-makers.

As we look ahead, our mission is simple: keep raising the standard, keep improving and innovating the product, and keep showing the world why Pentathlon is at the heart of the Olympic Games.

Enjoy the show — and let's keep building toward LA28, Brisbane 2032 and beyond.