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UIPM SECRETARY GENERAL'S MESSAGE: WE HAVE EVERY REASON TO STATE THAT PENTATHLON BELONGS IN FUTURE OLYMPIC GAMES. HERE'S WHY



As we navigate the current Olympic cycle, we find ourselves at a crucial juncture.

As part of its Fit For The Future strategy, the International Olympic Committee is conducting a thorough evaluation of all sports and their disciplines, examining the Olympic programme event by event.

This methodology is exactly what our Federation has long advocated for – a fair, granular assessment that recognises performance at discipline level, not just at sport level.

Why it matters

With only two events on the Olympic programme – the Women's Individual and Men's Individual Pentathlon – sport-level rankings can sometimes present an incomplete picture of the true value our athletes are adding to the Games.

When evaluated event by event, our two Pentathlon competitions consistently perform close to, at or above the median across the majority of key indicators.

Let me share four points that underline why we have every reason to approach this evaluation with confidence.

1. We are demonstrating proven growth

Over the past three Olympic cycles, Pentathlon has shown consistent, measurable growth across digital engagement, spectator interest and media coverage.

Every gain came under the previous format, prior to the introduction of Obstacle Racing and the refinement of Fencing, Swimming and Laser Run – and with the reimagined Pentathlon debuting at Los Angeles 2028, we are building an even stronger foundation.

From Rio 2016 to Paris 2024, we have seen, via the IOC Games-Time Data Analysis:

- **A 257% increase** in global internet searches
- **A 115% increase** in digital viewership between Tokyo and Paris
- **A 58% increase** in press articles and media coverage
- **Ticket demand rising to 97.78%** capacity at Paris 2024 – a remarkable 54% growth from Rio.



This is not the profile of a sport standing still. Pentathlon is increasingly capturing global attention and demonstrating real momentum during each Olympic cycle, inside and outside of the Olympic Games.

2. Event-level evaluation reveals our true strength

This is where the IOC's methodological evolution deserves recognition.

Sport-level rankings are a sum of all events – so a sport with 10 events will always outrank a sport with two, regardless of performance quality.

That is simply arithmetic, not a reflection of value.

But when the IOC drills down to the event level, a different picture emerges.

Pentathlon performs strongly across multiple metrics where event-level data is available – with 10 out of 14 indicators close to, at or above the median.

Our athletes deliver engagement, excitement and audience connection that rivals any sport on the programme, when ranked fairly and proportionally.

We welcome the IOC's event-by-event approach because it tells the real story – one of a sport that delivers exceptional value per event.

3. We have a track record of innovation and adaptation

- Paris 2024 demonstrated Pentathlon's ability to contribute powerfully to the Olympic Games, even with a format that was on the way out.
- The reimagined Pentathlon for LA28 represents our commitment to becoming even more relevant, modern and exciting for athletes and audiences alike, while reducing the cost and complexity of our sport for the benefit of organisers.
- We have consistently shown that we can deliver positive change.
- The IOC sees a federation that is proactive, not reactive – one that understands the need to evolve while staying true to our identity.

4. We are united in our ambition

The scrutiny we face is simply a reflection of how much we care about Pentathlon. But we **must not let uncertainty paralyse our progress.**

Standing still is the only true risk. Our confidence in Pentathlon's foundation is stronger than our anxiety about the future.

We are one UIPM family, and we move forward together.



To conclude:

Do I feel the weight of this moment? Absolutely. We are fighting not just for a sport, but for future

generations of athletes and for the identity of our federation within the Olympic Movement.

But we must not let anxiety cloud our judgment.

The evidence is clear: when evaluated fairly – event by event, discipline by discipline – our Olympic sport stands tall, with the potential to grow much further.

We welcome the IOC's thorough process because it validates what we have always known: Pentathlon delivers exceptional value to the Olympic Games.

Let us face this evaluation with confidence, grounded in proven results and a clear vision for the future.