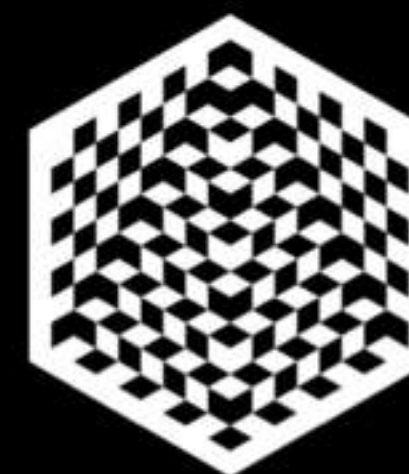


FIDE AND AGON: **THE MATCH AND THE NEXT CYCLE**

ILYA MERENZON



WORLD CHESS
THE BEST MIND WINS

FIDE GRAND PRIX SERIES

CYCLE 2016-2018

2016-2018 World Chess Championship Cycle



THE CHAMPIONSHIP CYCLE IN CHESS

IS A MULTI-EVENT PYRAMID THAT CULMINATES IN THE WORLD CHESS CHAMPIONSHIP MATCH THAT TAKES PLACE EVERY TWO YEARS.

24 grandmasters take part in 3 out of 4 Grand Prix tournaments over two years.

Grand Prix is the series where 24 of the world's best chess players from over 10 countries fight to have a shot at the World Chess Championship tile.

GRAND PRIX SERIES'

FIXED SCHEDULE

OPENING CEREMONY	ROUND 1	ROUND 2	ROUND 3	ROUND 4
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
ROUND 5	REST DAY	ROUND 6	ROUND 7	ROUND 8
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
ROUND 9 CLOSING CEREMONY	DEPARTURES			
DAY 11	DAY 12			

WORLD CHESS GRAND PRIX. WORLD'S TOP CHESS PLAYERS ARE LIKELY TO TAKE PART IN THE SERIES



Hikaru Nakamura
(USA)



Fabiano Caruana
(USA)



Vladimir Kramnik
(Russia)



Anish Giri
(Netherlands)



Levon Aronian
(Armenia)



Wesley So
(USA)



Ding Liren
(China)



Sergey Karjakin
(Russia)



Maxim Vachier -Lagrave
(France)



Peter Svidler
(Russia)

THE GRAND PRIX TOUR SPONSORSHIP STRUCTURE

NATIONAL PARTNER

OFFICIAL PARTNER

OFFICIAL SPOSOR

THE GRAND PRIX TOUR SPONSOR

FIDE PARTNER 1

FIDE PARTNER 2

FIDE PARTNER 3

NATIONAL SPONSORS

ORGANIZER'S SPONSORS ARE YELLOW

A close-up photograph of chess grandmaster Vladimir Kramnik. He is wearing glasses and a dark blue shirt, resting his chin on his hands in a thoughtful pose. The background is blurred, showing other people in a tournament setting.

FIDE GRAND PRIX SERIES **2017**

NATIONAL SPONSOR OF
GRANDMASTER VLADIMIR KRAMNIK (RUSSIA)



Vladimir Kramnik

One of the strongest players in the world, the latest World Chess Champion from Russia (2006), #2 according to Fide rating list, Vladimir is still a serious contender to the World Chess Championship title.

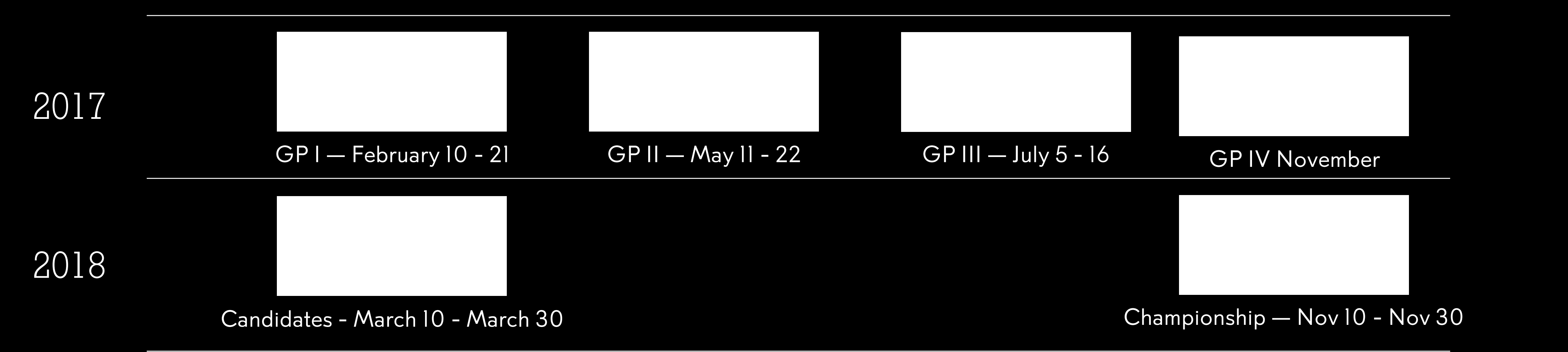
More than 2500 articles mentioned Vladimir in the last year.

1.

WORLD CHESS GRAND PRIX SERIES

2017-2018 World Chess Championship Timeline

Each Championship cycle consists of four Grand Prix tournaments, the Candidates Tournament, and the Championship Match. The events take place in world cities.



2.

NATIONAL PLAYER SPONSOR PACKAGE

OFFICIAL NATIONAL SPONSOR PACKAGE. SPONSORSHIP OF THE NATIONAL PLAYER

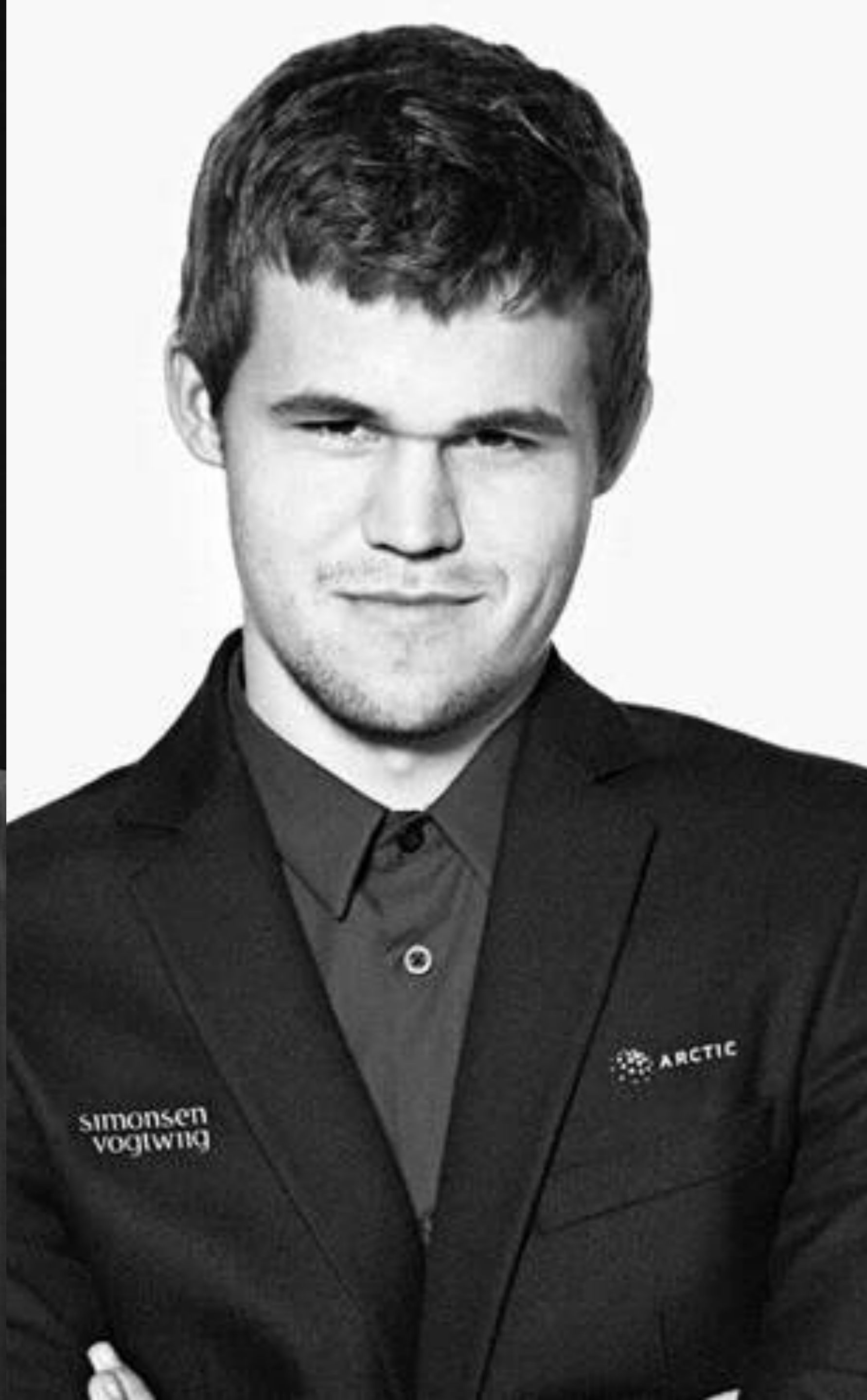
- Status: Official National Sponsor
- Branding on Sponsor's Jacket
- Branding of player's name plackard
- Full branding of player's profile on the official site
- Branding on the press conference wall
- Special event with the player
- Hospitality package at all four events of the cycle
- First move ceremony at one of the events
- Mentioning of player's sponsor in press releases when player wins rounds/games
- Branding stays on the player if/when player qualifies for the Candidates Tournament

Sponsor's logo sized 15*3 cm on the left side of player's jacket is always in sight and in the frame of official online broadcast and official photography supplied to accredited media



Logo on Player's Jacket





Logo placed on player's name placard and is always visible in the official photography of the player and games.



*Illustration from New York Times article



Mr. Nakamura and Mr. Caruana competing in Moscow this month in the tournament to select a challenger for Magnus Carlsen in the world championship match in New York this fall.


James Hill for The New York Times


Branding of player's profile on Worldchess.com




WORLD
CHESS


NEWSRATINGSEVENTSNYC 2016









JOIN OUR
COMMUNITY






World Chess
Candidates
Tournament
2016
MOSCOW, RUSSIA

[See All Top 100 Players](#)

CarlsenCaruana



#2

Vladimir Kramnik

Russia, 40

Classic 2812	World rank	2
Blitz 2841	National rank	1
Rapid 2799	Continent rank	2

Hospitality Opportunities



THE WORLD CHESS CHAMPIONSHIP MATCH

THE 'YOUNGEST' CHAMPIONSHIP IN HISTORY. BOTH OPPONENTS WERE BORN IN 1990. CHESS IS OFFICIALLY YOUNG.



Magnus Carlsen (Norway)
World Chess Champion

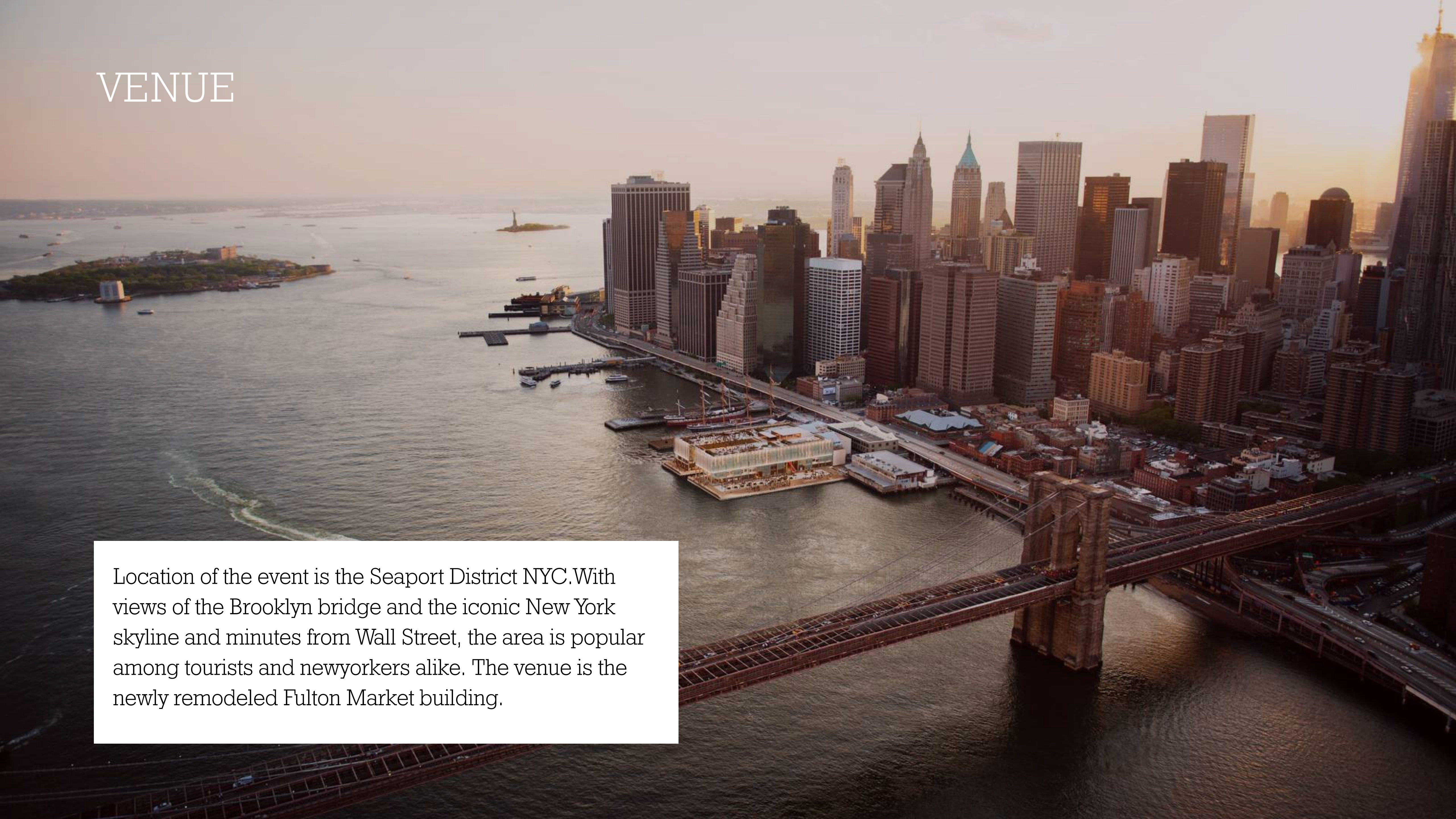
VS



Sergey Karjakin (Russia)
The Challenger

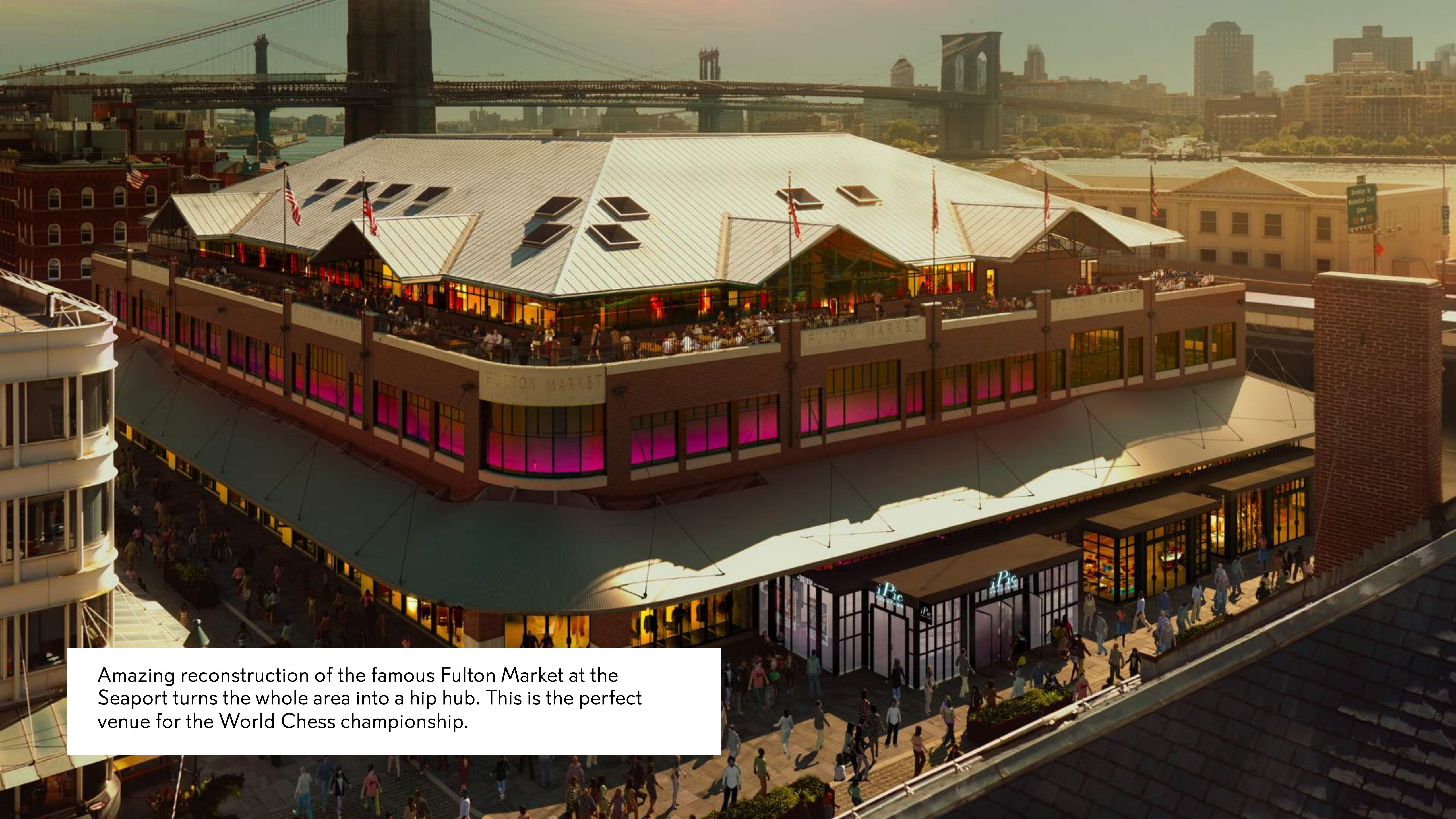
VENUE

Location of the event is the Seaport District NYC. With views of the Brooklyn bridge and the iconic New York skyline and minutes from Wall Street, the area is popular among tourists and newyorkers alike. The venue is the newly remodeled Fulton Market building.



VENUE





Amazing reconstruction of the famous Fulton Market at the Seaport turns the whole area into a hip hub. This is the perfect venue for the World Chess championship.

VENUE



VENUE: SOUTH STREET SEAPORT





South Seaport District has already become a busy cultural spot on the NYC map. It hosts many concerts, design markets, public art shows and pop-up activities.

AOL live music show. November 2015



Every November 15 the giant Christmas tree is set in the middle of the Seaport square on Fulton street. The Christmas market occupies the whole square and generates the human traffic.

VENUE: VIP LOUNGE



VENUE: VIP LOUNGE



VENUE: VIP LOUNGE



VENUE: SPECTATORS LOUNGE

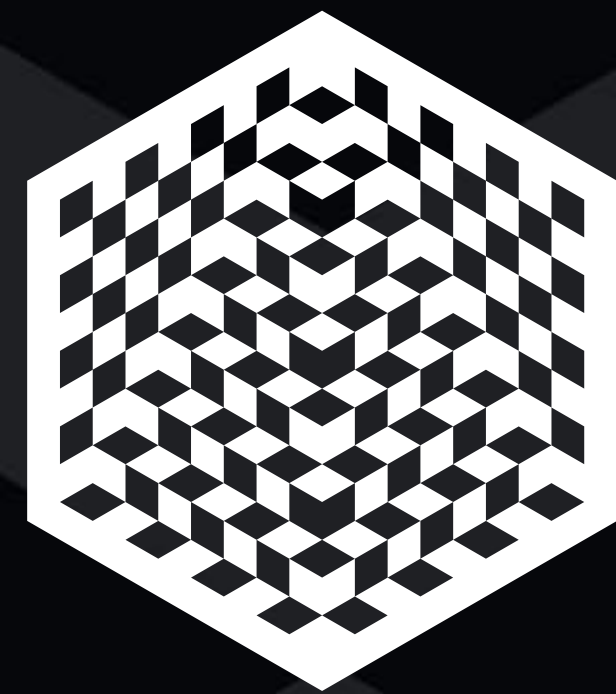


CALENDAR OFFICIAL WORLD CHESS CHAMPIONSHIP EVENTS

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNSDAY
PRESS CONFERENCE OPENING CEREMONY	ROUND 1 FIRST MOVE [VETERANS DAY]	ROUND 2 FIRST MOVE	REST DAY	ROUND 3 FIRST MOVE	ROUND 4 FIRST MOVE	REST DAY
NOVEMBER 10	NOVEMBER 11	NOVEMBER 12	NOVEMBER 13	NOVEMBER 14	NOVEMBER 15	NOVEMBER 16
THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNSDAY
ROUND 5 FIRST MOVE	ROUND 6 FIRST MOVE	REST DAY	ROUND 7 FIRST MOVE	ROUND 8 FIRST MOVE	REST DAY	ROUND 9 FIRST MOVE
NOVEMBER 17	NOVEMBER 18	NOVEMBER 19	NOVEMBER 20	NOVEMBER 21	NOVEMBER 22	NOVEMBER 23
THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNSDAY
ROUND 10 FIRST MOVE [THANKSGIVING DAY]	REST DAY [THANKSGIVING]	ROUND 11 FIRST MOVE [THANKSGIVING]	REST DAY [THANKSGIVING]	ROUND 12 FIRST MOVE	RESTDAY	TIE-BREAK CLOSING CEREMONY CLOSING AFTER-PARTY
NOVEMBER 24	NOVEMBER 25	NOVEMBER 26	NOVEMBER 27	NOVEMBER 28	NOVEMBER 29	NOVEMBER 30

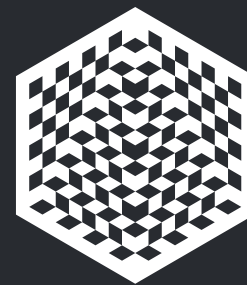
AND NOW THE BIG NEWS...





WORLD CHESS

Welcome to the *New World* of Chess Broadcasting





1972

Fischer—Spassky Match – the TV moment

The Match was the quintessence of the Cold War, the struggle between the West and the East. Hence the Match captivated the world and became not only one of the key sporting events of the century. It was also one of the top TV moments ever.



1985

Karpov—Kasparov Match, covered in Print

The young and brilliant rising star faced the experienced champion who was supported by the Soviet government. In the end, young star captured the Chess Champion title and became one of the best players of all time. It was one of the top chess events reported in print.

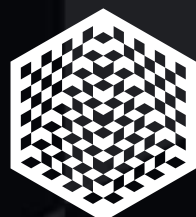


A Culmination of the 2013—2014 Championship Cycle

2014

Carlsen—Anand, record numbers online

Another young chess star, the incumbent chess champion Magnus Carlsen is the first champion who was born during the computer age. The Sochi Match was record-breaking in terms of online audience.



VS



2016

Carlsen–Karjakin – something completely new



Welcome to 2016: *New Reality*

- New generation of chess players
- Chess in the most popular game on smartphones
- Virtual Reality technology is wide-spread
- All TV is moving towards Pay-per-view
- Young kids and adults all over the world follow chess online



What is New?

The World Chess Championship, to take place in November **in New York**, is to be broadcast live in **360° Virtual Reality**, a global first for any sport.



New Chess Broadcasting



New Engaging Way *to Watch Chess*

Get closer to the action than ever before.
Experience the World Chess Championship
Match as if you had not just one but all the
best seats in the house.



New Features:

Video 360°

Enjoy panoramic views of the players arena from any smartphone, tablet, computer and get the closest view of the match that you can imagine.





New Features:

Virtual Reality

This is the first world championship that will be broadcast in virtual reality. Watch Magnus Carlsen take on Sergey Karjakin in a stereoscopic live video using Google Cardboard or any other VR device.



Broadcasting of the tournament will be also provided via official apps. Spectators can switch cameras and go into VR more which is controlled by phones' gyroscope or can be viewed in a stereoscopic mode.

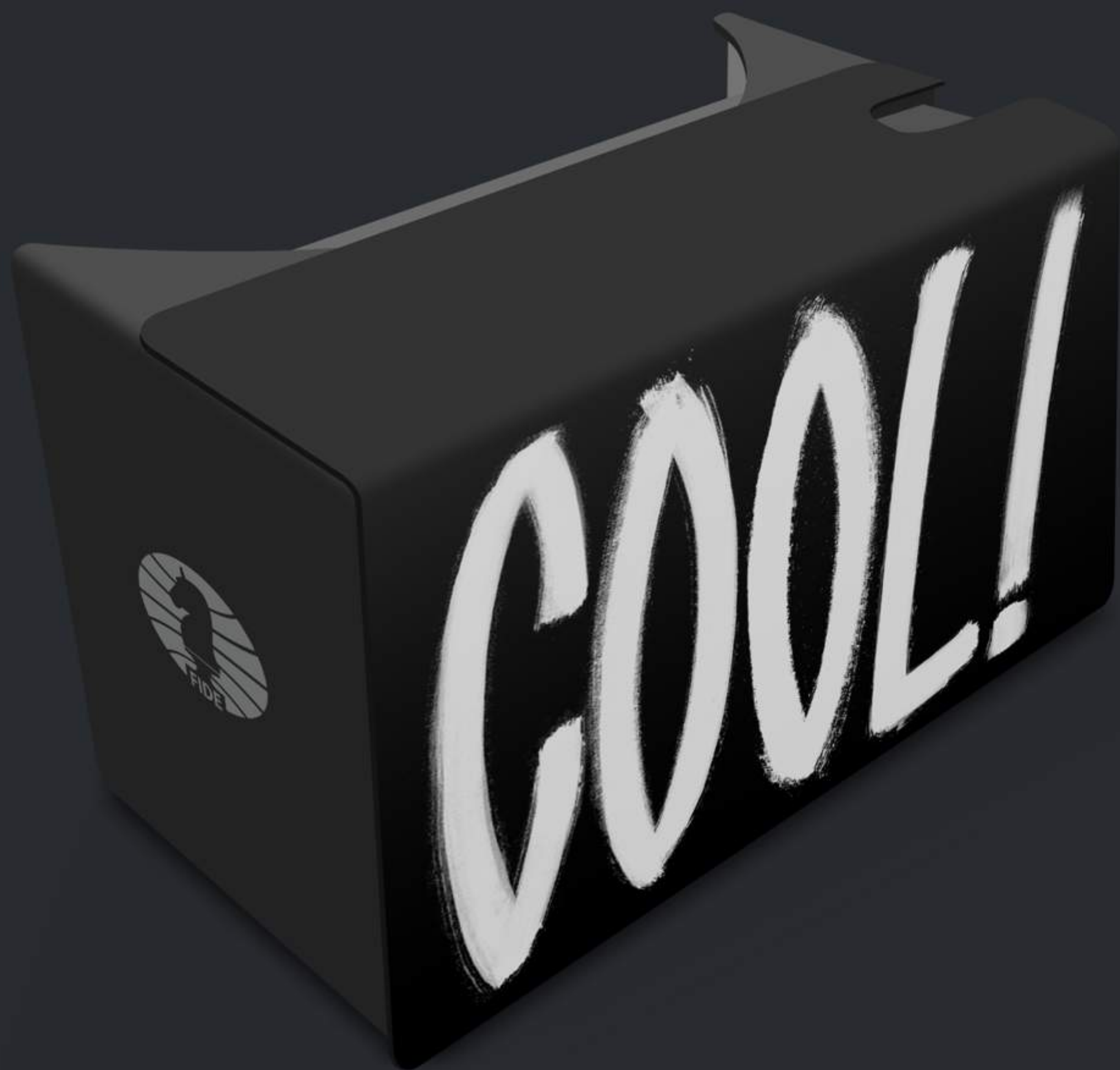




Stereoscopic mode allows spectators to use Google Cardboard-like headset and watch the tournament as if they were sitting right next to players.



Stereoscopic mode allows spectator to use Google Cardboard-like headset and watch the tournament as if they were sitting right next to players.







New Features:

Multi-Camera View

Switch between multiple cameras within the playing arena to get unique views of the action





New Features:

Commentary

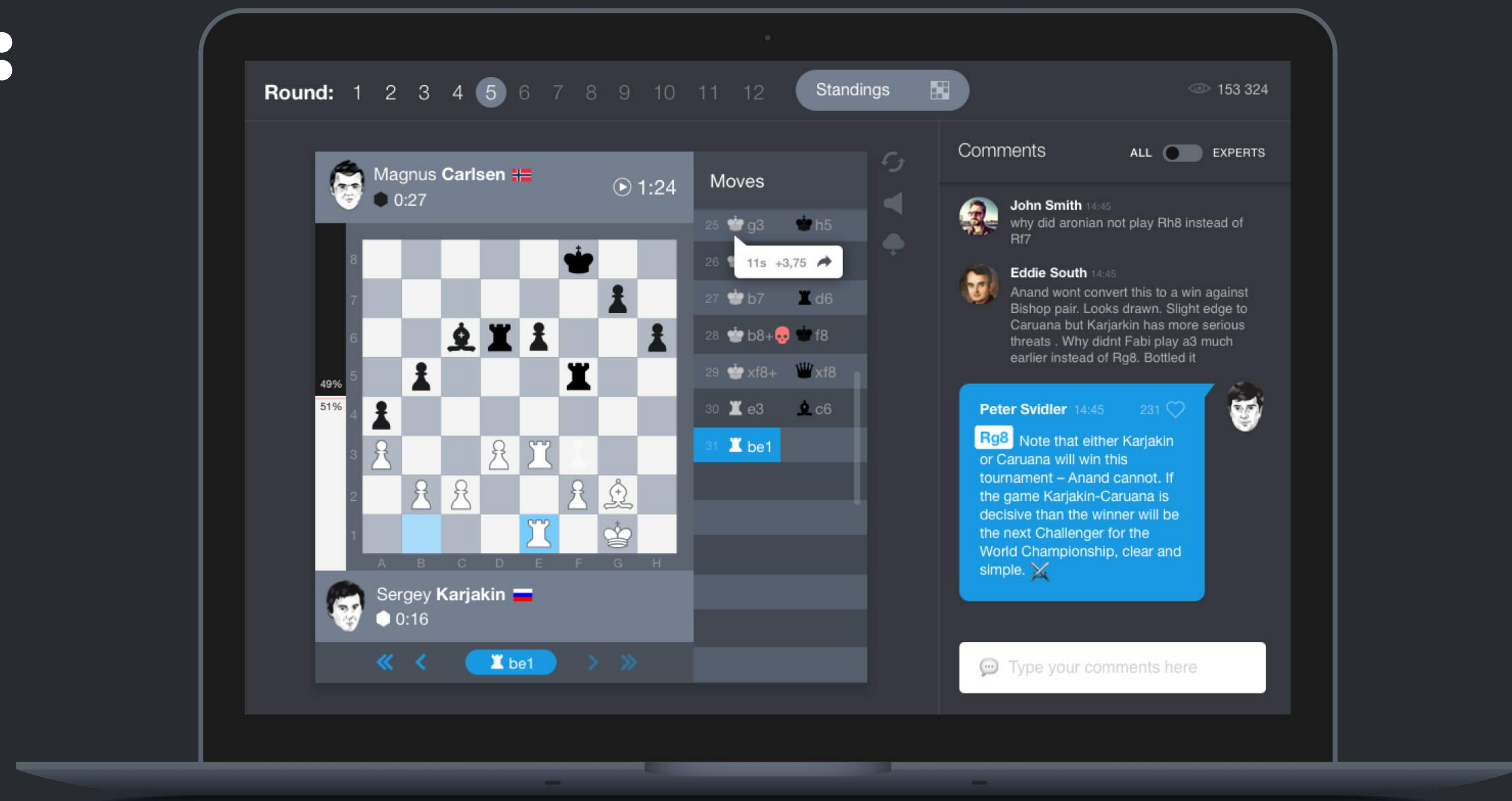
Live commentary in several languages from leading grandmasters and guest celebrity chess fans.





New Features:

Dashboard



Round: 1 2 3 4 5 6 7 8 9 10 11 12

Standings

153 324

**Magnus Carlsen** 
0:27



49%
51%

**Sergey Karjakin** 
0:16

Moves

- 25 ♔ g3 ♚ h5
- 26 ♜ 11s +3,75 ↗
- 27 ♔ b7 ♚ d6
- 28 ♔ b8+ ♚ f8
- 29 ♔ xf8+ ♚ xf8
- 30 ♜ e3 ♚ c6
- 31 ♜ be1

Comments

ALL EXPERTS



John Smith 14:45

why did aronian not play Rh8 instead of Rf7



Eddie South 14:45

Anand wont convert this to a win against Bishop pair. Looks drawn. Slight edge to Caruana but Karjakin has more serious threats . Why didnt Fabi play a3 much earlier instead of Rg8. Bottled it

Peter Svidler 14:45

231 ❤



Rg8 Note that either Karjakin or Caruana will win this tournament – Anand cannot. If the game Karjakin-Caruana is decisive than the winner will be the next Challenger for the World Championship, clear and simple. ✂

Type your comments here



Multifunctional board

Our interactive board lets you replay each move, try your own move to see how it can impact the outcome of a game and share moves on social networks.



Chat with Experts

Have a live conversations with other spectators about a game and see expert comments on what's happening behind a board.



Timeline

Real-time tracking of players performance and moves with analytics that lets you see how much time is spent on each move and who is currently winning.



Pay-Per-View



New Commercial Opportunity for the Sport

Introducing **Pay-Per-View**
for **Premium Features**



Packages

\$15



CHAMPIONSHIP 2016 BROADCAST

- Virtual Reality Broadcast
- Video 360
- Dashboard
- Chat with experts

Promo code

BUY

\$45

BROADCASTS

1. Champoinship 2016
 - Virtual Reality Broadcast
 - Video 360
 - Dashboard
 - Chat with experts
2. Gran Prix Series 2017
3. Blitz and Rapid
Championship 2017
4. Championship 2018

\$99

BROADCASTS

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Championship 2017
4. Championship 2018

GIFT BOX

- Pins
- Official FIDE chessboard
- Championship 2016 poster



Magnus Carlsen, *The World Champion*

In my opinion, chess has the potential to reach and engage a much broader audience than what we see today. To succeed with this, innovation, and most of all quality in the production and transmission, are key elements.



Market Size



Market Size

340,000

paying subscribers
of *top-5* chess sites



Market Size

4.4 million

loyal followers
of top chess events



Market Size

35 million

registered users
of top chess sites



Other sports are there

- *Golf*
- *Boxing*
- *Car Racing*
- *and more...*



Partnership with Federations



Widget promotes official online video broadcasting and encourages users to buy pay-per-view tickets while keeping loyal fans on their favorite websites.

Chess News

LANGUAGE : DE EN ES
 SEARCH : OK
 OPENINGS A-Z

SHOP

USER :
 PASSWORD :
[REGISTER](#)

FIDE World Chess Championship 2016

Round: 1 2 3 4 5 6 7 8 9 10 11 12

Magnus Carlsen 57:34

Sergey Karjakin 03:14

Moves

1		e4		c5
2		e4		c5
3		e4		c5
4		e4		c5
5		e4		c5

BUY FULL BROADCAST

Explosions in the Closed Sicilian: Jon Speelman's Agony Column #18

9/7/2016 – Most chessplayer wonder, at least occasionally, how good they are. Of course, rating offers an answer but this answer often seems wrong. Indeed, sometimes you play far worse than your rating indicates, sometimes you do much better. The latter games should encourage you as they indicate what you are able to do. You "only" have to play such games more often, more consistently. Which might lead to [less agony and more ecstasy](#). [Discuss]

America's Young Chess Champs

9/7/2016 – Chess booms in the US. The US team is one of the favorites to win the Open Section of the Olympiad in Baku and the US American juniors achieve success after success. In the Wall Street Journal GM Alejandro Ramirez analyses this phenomenon, concluding that "the new model for U.S. chess success is a uniquely American recipe: private sponsorship combined with school programs and a dollop of vintage Soviet chess know-how". See article in the [Wall Street Journal](#). [Discuss]

Daniel King: Highlights of round 5 in Baku

9/7/2016 – Maybe on day six of the Olympiad the players have firmly settled in and feel more and more inspired by the Olympic spirit, or they decided to try particularly hard before the free day after round five, or they were looking forward to the legendary Bermuda Party that invited players on Tuesday evening - but whatever the reason, round five in Baku brought many brilliancies. Daniel King [presents three of them](#). [Discuss]

2016 Baku Rd5: A day of brilliancies

9/7/2016 – The fifth round shows the Olympiad in Baku now in full swing, and lopsided pairings are now mostly a thing of the past. In the Open section, Ukraine continued their fantastic run, and after their great win over Russia, they now beat the Chinese, and remain unbeaten. Joining them is the Netherlands, who won against Belarus, followed by India who soundly defeated the Azeri team. In the Women's section, only Russia and Ukraine remain unblemished. Still, what really stood out was the inordinate number of [spectacular games, analyzed for your pleasure](#). [Discuss]

Master Class Vol. 07: Garry Kasparov

9/6/2016 – There have been many chess geniuses, but Kasparov is one of the greatest.

FIDE World Chess Championship 2016

Round: 1 2 3 4 5 6 7 8 9 10 11 12

Magnus Carlsen 57:34

Sergey Karjakin 03:14

Moves

1		e4		c5
2		e4		c5
3		e4		c5
4		e4		c5
5		e4		c5

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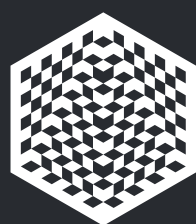
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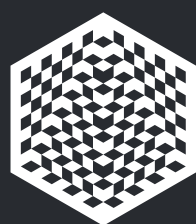
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Partnerships

Worldchess will offer widgets in different color schemes and sizes. Partners will sign affiliate programs with Worldchess and will get revenue from this partnership, keeping up to 10% of sales through their site.





Federations

Chess federations will be given affiliate codes, and Federations will be able to generate income through the affiliate programs. World Chess will also work with Federations to include many languages into the broadcast.

FIDE World Chess Championship 2016

Round: 1 2 3 4 5 6 7 8 9 10 11 12

Magnus Carlsen  57:34 1:24

Sergey Karjakin  03:14

81% 19%

BUY FULL BROADCAST

WORLD CHESS

FIDE World Chess Championship 2016

Round: 1 2 3 4 5 6 7 8 9 10 11 12

Magnus Carlsen  57:34 1:24

Sergey Karjakin  03:14

81% 19%

BUY FULL BROADCAST

WORLD CHESS

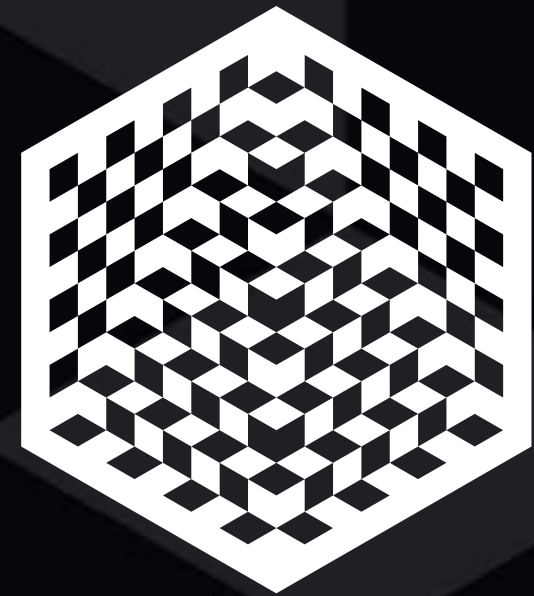
Moves
1 e4 c5
2 e4 c5
3 e4 c5
4 e4 c5
5 e4 c5
6 e4 c5
7 e4 c5
8 e4 c5
9 e4 c5
10 e4 c5
11 e4 c5



Growth

This is the first World Chess
Championship **by and for** the iPhone
generation.

On sale on September 12, 2016



WORLD CHESS

Thank you!