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WHAT ARE THE WORLD MIND GAMES?

Strategize, Deceive, Challenge
The power of the human brain in action

Launched in 2011 in Beijing, China

A combination of the world’s most popular mind sports

Provide Worldwide Exposure

Feature the world’s best athletes in high-level competition

Promote the values of strategy, intelligence and concentration

In cooperation with international sports federations
SPORTS

5 MIND SPORTS

- BRIDGE
- CHESS
- DRAUGHTS
- GO
- XIANGQI

250+ PLAYERS & OFFICIALS
150+ players from 37 countries ranked in the top 20 of their sport worldwide

550+ PARTICIPANTS

15+ DISCIPLINES

25+ CATEGORIES
## 7 DAYS OF COMPETITION

Example of schedule during the 2013 Beijing World Mind Games

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<thead>
<tr>
<th>DAY 0</th>
<th>DAY 1</th>
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<td>Xiangqi</td>
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Bridge is a trick-taking card game using a standard deck of 52 playing cards played by four players in two competing partnerships with partners sitting opposite each other around a small table.

For purposes of scoring and reference, each player is identified by one of the points of the compass and thus, North and South play against East and West. The game consists of several hands (or deals), each progressing through four phases: dealing the cards – generally done by computer in competitive events, the bidding (also referred to as auction), playing the hand, and scoring the results.

Dealing the cards and scoring the results are procedural activities while the bidding and playing the hand are the two actively competitive phases of the sport.
Chess is a two-player board game played on a chessboard, a square-checkered board with 64 squares arranged in an 8x8 grid. Each player begins the game with sixteen pieces: one king, one queen, two rooks, two knights, two bishops and eight pawns.

Pieces move in different ways according to their type, and accordingly are used to attack and capture the opponent’s pieces. The object of the game is to checkmate the opponent’s king, whereby the king is under immediate attack (in “check”) and there is no way to move or defend it.
The game of draughts is played between two opponents who move their pieces alternately on a square board with 100 dark and light squares called a ‘draughtboard’. Only the dark squares are used. The player with the white pieces commences the game. A player is said to ‘have the move’, when his opponent’s move has been made.

The objective of each player is to capture all the pieces, or to prevent the opponent from making a move by encapsulating all his pieces. The player who achieves one of these situations wins the game. If neither player can possibly achieve the game objective, the game is drawn.

A move consists of moving a piece forward diagonally to an adjacent unoccupied square. If the adjacent square contains an opponent’s piece, and the square immediately beyond it is vacant, the opponent’s piece must be captured and removed by jumping over it. Jumping can also be done backwards. In case of multiple capture possibilities, the majority capture must be chosen.

When a piece reaches the rank furthest from its starting position, it is crowned king. The king can move over multiple squares on the same diagonal and it can move forwards and backwards.
Go is an ancient board game for two players that originated in China more than 2,000 years ago. The game is noted for being rich in strategy despite its relatively simple rules.

The game is played by two players who alternately place black and white stones on the vacant intersections of a grid of 19 x 19 lines. Other board sizes are possible; beginners often start out on a 9 x 9 board. The stones act as markers, representing one’s occupation of a particular point. Once placed on the board the stones cannot be moved. The object of the game is to use one’s stones to surround and control a larger part of the board than the opponent. This can include capturing or killing the opponent’s stones, although that is not the main purpose. Captured stones are removed from the board immediately. Other dead stones are removed by agreement at the end of the game.

When a game concludes, the controlled points (or surrounded points minus prisoners) are counted to determine who has the most territory. A game can also end by resignation, when a player falls too far behind to catch up.
Xiangqi (Chinese: 象棋, pinyin: Xiàngqí) is a two-player Chinese board game in the same family as Western chess, chaturanga, shogi, Indian chess and janggi. The present-day form of Xiangqi originated in China and is therefore commonly called Chinese Chess in English. Xiangqi is one of the most popular board games in China. Besides China and areas with significant ethnic Chinese communities, Xiangqi is also a popular pastime in Vietnam.

The game represents a battle between two armies, with the object of capturing the enemy’s “general” piece. Distinctive features of Xiangqi include the unique movement of the pao (“cannon”) piece, a rule prohibiting the generals (similar to chess kings) from facing each other directly, and the river and palace board features, which restrict the movement of some pieces.
VENUES

1 Indoor Venue (ie. Convention Center)

5 fields of play (one per sport)

Viewing rooms for spectators (ie. Amphitheatre)
PARTICIPANTS

700+

PARTICIPANTS

AMBASSADORS  STAFF

ATHLETES  MEDIA

OFFICIALS  TV

VOLUNTEERS  SPECIAL GUESTS
OPENING CEREMONY

A grand ceremony for the opening of the event. Unveiling the participating sports and athletes as well as sports personalities and local celebrities.
**TV Strategy**

*Repucom 2013 World Mind Games, TV Analysis Dec 2013*

### Distribution:
- Live Broadcast
- Daily Highlights
- News Clips
- Event Highlights

### Production:
- **5** Simultaneous production points
- **4** HD cameras per production point, can produce one or two signals in parallel
- Linked to International Broadcasting Center, where international signals are mixed with commentary
- Mobile ENG crews for news collection

**30+ hours of content produced in HD**

**TV broadcast in 36 countries**

In 4 key territories, 110 hours of broadcasting time and 101 million event contacts

**Distribution:**
- 30+ hours of content produced in HD
- TV broadcast in 36 countries
- In 4 key territories, 110 hours of broadcasting time and 101 million event contacts

**Production:**
- **5** Simultaneous production points
- **4** HD cameras per production point, can produce one or two signals in parallel
- Linked to International Broadcasting Center, where international signals are mixed with commentary
- Mobile ENG crews for news collection

*Repucom 2013 World Mind Games, TV Analysis Dec 2013*
MEDIA PROMOTION

MULTICHANNEL MEDIA PROMOTION
IN LOCAL MARKET AND GLOBALLY:

- Digital (event website, social networks, YouTube channel):
  - Live streaming
  - Clips, teasers
  - Newsletters
- Media partnerships
- PR initiatives (sports ambassadors)
- Domestic media promotion campaign (TV, radio, print, outdoor, social media)
- International federations’ media networks
- Sponsors’ activation

650 articles in press and internet
100,000 page views on the Event website
13,000 video views of Youtube World Mind Games channel (190,000 video views over 2 years)
CULTURAL PROGRAMME

Key component of the event programme featuring activities for the fans and local communities.

- Ambassador Programme
- Demonstrations/Animations
- Youth Masterclass
- Cultural Exhibitions
- Local Community Projects
- Fan Fest
World class competition featuring the sports’ best players

Worldwide multi-channel media exposure

Association with the culture and values of mind sports

Reaching out to unified fan communities from multiple mind sports

Stimulating participation in mind sports, especially among the youth

Implementing CSR programmes in partnership with the local communities