



# ChessCast

The solution for live chess Webcasts

Chess is a sport that draws interest from all over the world. Most of the fans don't have the time and budget to attend a distant tournament. Chesscast provides now the opportunity to follow these tournaments online.

Chesscast makes it possible to webcast live video or audio from the tournament. The PGN-view enables users to follow every move, while the video provides an impression of the match, as if you were there yourself. ChessCast provides you the opportunity to promote your tournament all over the world.

The screenshot displays the ChessCast website interface. At the top, the ChessCast logo and tagline 'The solution for live chess' are on the left, and the 'noterik' logo is on the right. A navigation bar below the logo contains links for 'Home | Archive | Year | Information | Links | Contact'. The main content area is divided into several sections:

- 1 Video:** A video player showing a live chess match between Browne and Sunyo Neto. The video is titled 'Browne vs Sunyo Neto' and has a 'Full screen' button. Below the video is a 'Commentaar' (Comments) section with a list of recent comments and a 'Meer info' (More info) link.
- 2 Comments:** A section for player information, showing details for Walter S. Browne, including his name, country (The Netherlands), date of birth (April 5 1965), and rating (July 1, 2006: 2532).
- 3 PGN chessboard:** A PGN chessboard showing the current game state. The board is labeled 'Browne, Walter S.' and includes a list of moves on the right side.
- 4 Player information:** A section for player information, showing details for Sunyo Nefo, including his name, country (Germany), date of birth (February 13, 1960), and rating (July 1, 2006: 2532).

The interface also features a 'Noterik B.V.' logo at the bottom left and a 'Meer info' link at the bottom right.

## 1 Video

On the left side of the screen, the image of the video camera shows the players behind the chessboard. It's also possible to watch the game in full screen mode and to select a higher or lower bitrate stream. This video screen gives you the opportunity to see the behavior of the players during a chess game.

## 2 Comments

The chesscasting platform offers you the possibility to show comments during the game. This will be showed below the video screen. In this comment box you can see when the game will start or if necessary a link to the press conference where the game is analyzed.

## 3 PGN chessboard

On the right side of the video there is the PGN chessboard. The PGN chessboard shows the status of the game and provides the possibility to watch previous moves.

## 4 Player information

Above and under the PGN chessboard you can read information about the players. This area allows you to place the name, age, world ranking, a link to a website or any related information.

**"Enjoy the tournament, as if you were there."**



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There are also some additional options you can take to offer your viewers more information

## Option 1: Press conferences

Many tournaments have press conferences that about the matches that are taking place, analyzing what is happening on the board and providing comments from the players after the match. These events can be included in the live webcast.

## Option 2: Interviews

One can include interviews of every chess player before or during the tournament. These moments provide an opportunity for background information of every chess player, such as education, experience and play styles.

## Option 3: Low bitrate stream

Everywhere in the world people can view the chess tournament, if necessary the video can be provided in multiple bitrates.

## Option 4: Pay-per-view

You can provide free access to your video or audio Chesscast or decide to charge a fee from the viewers. Using Chesscast it is possible to protect outgoing video and audio streams and charge your customers per view or event. Contact us for more information.

## Option 5: Porting to mobile devices

ChessCast enables an extension of your audience to the mobile space. Contact us for more information about the options to configure ChessCast for mobile devices.

## Option 6: Interaction with the online viewers

During the press conference viewers can send questions via a chat interface. These questions can be answered by experts that handle the press conferences or by the players themselves.

## Option 7: Searchable archive

The video is synchronized with the PGN viewer so you can search the match moves for each player.

### Viewers comment:

*"The video worked very well and from across the sea I was able to enjoy a live chess tournament. It was so great to watch the players live and up close and to see the game moves at the same time. The picture was extremely clear and appeared as a TV show on my computer screen."*

## The Amber chess tournament



### The Amber Chess tournament

The Amber Chess tournament was held from the 21th of August to 2nd of September 2006 and included 10 competition days, an opening and closing ceremony. In collaboration with Alldata all the matches were recorded simultaneously and made available for the viewers online. The press conferences were also available as a live webcast.

### Evaluation broadcast 2006

The success of the webcast is clearly visible from the viewer statistics. An average of 3700 people logged into the different ChessCast streams and a total of 18.000 unique visitors from all over the world were recorded. More than 41.000 hits were measured over the entire tournament.

### Viewers comment:

*"Web cameras provide a beter impression of chess tournaments. You get a much more personal impression of the players, and now you understand better what happens to players when they are in time trouble."*

**"Enjoy the tournament, as if you were there."**