



True cybersecurity ensures bright future for world chess



worldchess.com
www.fide.com

World Chess Federation

Partnership agreement set to deliver checkmate to cyber criminals.



Online

- 1 billion chess installations on smartphones
- 100,000 online matches taking place 24/7
- 600-700 million regular players worldwide
- Kaspersky Lab sponsorship and cybersecurity measures

“We have a huge responsibility to complete the transformation of the sport. We feel much more confident knowing that we are backed by Kaspersky Lab.”

Ilya Merenzon,
CEO,
World Chess Events

Chess is one of the internet success stories of the 21st century, with hundreds of millions of players now competing regularly online.

New technology has transformed the way the sport is organized, presented and played, enabling fans worldwide to use their devices to follow every move made by the elite players, streamed live from the top tournaments. And on PCs and mobile devices worldwide, tens of thousands of chess lovers are logging on and playing.

The World Chess Federation (Federation Internationale des Echecs, or FIDE) is the governing body and is dedicated to reviving the sport by expanding the international chess community. FIDE runs chess events and cultural programs around the world to encourage people of all ages to play, with the aim of repositioning chess as a high-profile sport.

Challenge

The highlight of the sporting calendar is the World Chess Championship, organized by World Chess Ltd, a commercial partner of FIDE. A two-year series of events around the world produces the World Chess Champion, one of the most prestigious titles in sport, currently held by Norwegian, Magnus Carlsen.

These events are broadcast by worldchess.com the official website of the World Chess Championships, delivering web casting, articles, expert analysis, video features and interactive graphics on top players.

In 2016 the World Championship match in New York was watched online by more than 10 million viewers, with the sport's booming popularity and profile attracting new commercial partners and extensive media coverage.

With its huge online following and the importance of technology and data analysis in player performance, FIDE and World Chess are determined to protect the reputation and integrity of the sport by guarding against the serious effects of a successful cybersecurity attack.

Elite players need to have confidence that they will have secure access to the data they need to prepare their strategy for the next match. And tens of millions of viewers expect live and uninterrupted coverage of the top tournaments. Sponsors are expecting a healthy return on investment and to be associated with a respected sport with professional systems, administration and strong governance.

“Like all large businesses we face risks from cyber-attacks – and we have suffered from them in the past,” says World Chess IT Director, Lev Rostunov. “But with the worldwide growth of our sport and our brand in recent years we knew that we needed to improve the way we protect ourselves and everyone involved in the sport.”



Secure

World class protection of infrastructure and players



Partnership

Strategic planning and technical and commercial support



Control

Essential during a period of unprecedented transformation



Mobile

Promotion of protection to 1 billion mobile players

The Kaspersky Lab solution

In February 2017 FIDE, World Chess and Kaspersky Lab jointly announced a cybersecurity partnership, initially embracing the two-year World Chess Championship cycle in 2017-18.

The agreement is the culmination of a growing relationship and a recognition of the vital importance of having world-class cybersecurity measures in place to protect and enhance the sport.

The partnership will include cybersecurity protection at FIDE headquarters in Switzerland, elite chess players competing in the World Chess Championship and the infrastructure of the tournament.

It also includes group cybersecurity training for players, while Kaspersky Lab's branding will be visible on all player tables during the matches of the 2017-18 championship.

"Sponsoring a global sport like chess is a major investment and commitment, so we are very pleased that Kaspersky Lab have joined us. They are a high value partner, their brand and their technical expertise immediately elevates the sport – they are very good at getting things done. They have wide experience of sports sponsorship, for example in Formula 1, so there is much we can learn from them about how best to develop our sport and to capitalize on the many opportunities we have," explains Ilya Merenzon, CEO, World Chess Events.

Protecting the crown jewels

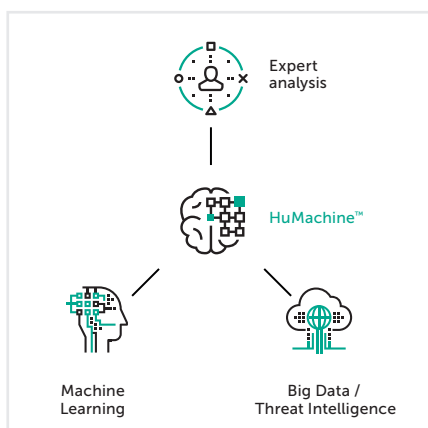
One of Kaspersky Lab's first interventions was to deploy its market-leading Distributed Denial of Service (DDoS) solution within FIDE and World Chess, providing continuous, high-speed analysis and protection of all online traffic, including data shared via the Amazon Web Services public cloud platform used by FIDE and World Chess.

Kaspersky Lab specialists also completed a detailed application security assessment and discovered vulnerabilities and cybersecurity threats. Kaspersky Lab helped to prepare the plan of vulnerability remediation and make the application more secure.

Adds Ilya Merenzon: "Kaspersky Lab is protecting the crown jewels of the sport, keeping it safe, secure and free from damage and criminal activity. Ultimately if we are successful together at the elite level it will encourage every chess player in the world to take advantage of Kaspersky's cybersecurity protection too.

"This is the most significant time in the 2000-year history of chess with booming numbers of players, whose average age is falling all the time. Chess is made for the digital age, but we have a huge responsibility to successfully complete the transformation of the sport.

"With Kaspersky Lab with us we can look forward to achieving our ambitions with renewed confidence and optimism."



For more information about Kaspersky products and services contact your account rep or visit www.kaspersky.com

Kaspersky Lab HQ

39A/3 Leningradskoe Shosse
Moscow, 125212
info@kaspersky.com
www.kaspersky.com

© 2017 AO Kaspersky Lab. All rights reserved. Registered trademarks and service marks are the property of their respective owners. Mac and Mac OS are registered trademarks of Apple Inc. Cisco is a registered trademark or trademark of Cisco Systems, Inc. and/or its affiliates in the U.S. and certain other countries. IBM, Lotus, Notes and Domino are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Linux is the registered trademark of Linus Torvalds in the U.S. and other countries. Microsoft, Windows, Windows Server and Forefront are registered trademarks of Microsoft Corporation in the United States and other countries. Android™ is a trademark of Google, Inc. The Trademark BlackBerry is owned by Research In Motion Limited and is registered in the United States and may be pending or registered in other countries.