

World Chess Plc

("World Chess" or the "Company")

Price Of The Game: The World Chess Revolution

World Chess plc (LSE:CHSS), the official partner of the International Chess Federation (FIDE), today announces the latest episode of its flagship television property, The World Chess Show.

Episode 8, titled *The Price Of The Game*, examines the revolution in chess that has seen the game transformed from a niche hobby to a global product. The programme will broadcast from 4 November across 156 markets and 53 networks worldwide.

The episode features exclusive interviews with sponsors and innovators who re-shaped a new ecosystem for chess to thrive. It charts how and why chess went from a niche sport to a global industry that continues to grow.

Ilya Merenzon, Chief Executive Officer of World Chess, said:

"What the chess world has seen is nothing short of a revolution unfold in front of its eyes. People in the chess world and beyond didn't think it could happen, but it did. Modern chess was born in 2013 and with it monetisation. How this happened, The World Chess Show finds out."

Andrey Insarov, CEO of it.com Domains, official partner of World Chess "Chess grows when you make it watchable and participatory. That's why, together with World Chess, we support formats that widen the audience - from prime-time Armageddon to large-scale interactive moments like 'Hans Niemann vs. You,' and now The World Chess Show. Our mission is to help World Chess turn attention into participation and bring new fans, partners, and creators into the sport."

The World Chess Show is a global television series showcasing the drama, rivalries and cultural impact of chess. Each episode blends elite competition with compelling storytelling, reaching an audience far beyond the dedicated playing community. The series is also a key part of World Chess's broader strategy to expand chess to the largest possible audience. It is one of the reasons the Company has consolidated all of its products under the worldchess.com domain, creating a single global destination for both play and media.

For more information, please visit <https://company.worldchess.com/investors> or contact:

World Chess Plc

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About World Chess

World Chess (LSE: CHSS) is a leading chess gaming and entertainment company and the official commercial partner of FIDE. World Chess reinvents the sport for the modern consumer by developing worldchess.com, the exclusive platform to play for the FIDE-recognised rating online, running Armageddon, the prime-time chess league, and operating a new generation of chess clubs. The Company has organised World Chess Championship Matches in New York and London and signed some of the most significant media partnerships in the sport's history.

More information: worldchess.com

About it.com Domains

it.com Domains LLC is the official operator for the it.com domain registry offering domains under the

[it.com](#) Domains LLC, is the official operator for the [.it.com](#) domain registry offering domains under the [.it.com](#) suffix, e.g., [yourname.it.com](#). It is also planning to become a Registry Services Provider (RSP) in the coming round of new gTLDs planned by ICANN for 2026. Headquartered in London, [it.com](#) Domains is committed to promoting the adoption and trusted use of the [*.it.com](#) domain space worldwide.

For more information, please visit: <https://get.it.com>.

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