



## SPORTACCORD WORLD MIND GAMES

December 8<sup>th</sup> to 16<sup>th</sup> 2011

BEIJING – CHINA



### Contents

#### **Presentation of the SportAccord World Mind Games**

- General
- Opening
- Closing

#### **Competitions**

##### Results

- General
- Bridge
- Chess
- Draughts
- Go
- XiangQi

#### **Media**

#### **Event's Promotion**

- Virtual Tournaments
- Cultural Programs

The first edition of SportAccord World Mind Games took place from 9-16 December 2011 in Beijing - China in the Beijing International Convention Centre. The official hotel was the Beijing Continental Grand Hotel.

Five Mind Sports participated in this first edition of the SportAccord World Mind Games: Bridge, Chess, Draughts, Go and Xiang Qi

This unique multi-sport event highlights the great value of Mind Sports. The world's best players had delivered top-level performances and created new valuable experiences based on intelligence, strategy and exercise of mind. Rado and Samsung were the official partners of SportAccord World Mind Games.

**The opening ceremony** of the 2011 SportAccord World Mind Games was held on 9<sup>th</sup> December in the Beijing International Convention Center and the Games were officially open.

SportAccord President Hein Verbruggen expressed his gratitude for the warm reception of SportAccord in China's Capital. He continued by thanking the General Sport Administration of China and Beijing Municipal Government for their support for SportAccord World Mind Games, the Local Organizing Committee and all the people involved in the preparations. He acknowledged the official partners of SportAccord World Mind Games; Rado and Samsung.

Deputy Major of Beijing, Liu Jingmin and Deputy Director of General Administration of Sport of China, Feng Jianzhong, welcomed SportAccord, players, coaches, referees, and friends. They underlined the values and importance of SportAccord World Mind Games and wished the event great success.



Mr Hein Verbruggen President SportAccord  
Mr Guo Jilong Mayor of Beijing



Athletes on stage for the oath

The Mayor Guo Jilong declared the games open  
The addresses were followed by cultural performances by a children's chorus, Beijing Opera Group and Beijing Women New Folk Music Band.

During the SAWMG several official events were organized. After the Opening Ceremony a bridge game was played with the Mayor of Beijing. At the end of the game the IMSA president, José Damiani, awarded Mr Guo Jilong an IMSA Trophy.



The IMSA offered a dinner to the SportAccord officials, the local Organizing Committee and the IFs. The IMSA president awarded Mr. Hein Verbruggen an IMSA Trophy as well as to Mr. Hai Zhenwen, Deputy Director of Beijing Sports Competitions Administration Center. SportAccord offered a dinner to the sponsors, the local organizing Committee and the IFs. During this dinner the online winners were rewarded.

**The Closing Ceremony** of the 2011 SportAccord World Mind Games took place on 16<sup>th</sup> December in the Beijing Continental Grand Hotel in the presence of the Beijing authorities and Sport Accord officials and the Games were officially closed.

SportAccord President Hein Verbruggen thanked the local organizers, the players and the IFs.

The IFs received presents from the organizing Committee and a dinner was offered to all the officials and players

The addresses were followed by a performance of traditional Chinese music.



## Results

22 participating countries from all over the world.

Hereafter number of medals per country and then per sport

## General

Rank	Country	Gold	Silver	Bronze	Total
1	China	8	2	1	11
2	United States	4	1	4	9
3	Russian Fedration	3	2	1	6
4	France	1	1	1	3
5	Netherlands	1		1	2
6	Belarus	1			1
6	Hungary	1			1
8	Great Britain		2		2
9	Korea		2		2
10	Latvia		2		2
11	Azerbaijan		1	2	3
12	Ukraine		1	2	3
13	Norway		1	1	2
14	Bulgaria		1		1
15	Hong Kong -China		1		1
16	Lithuania		1		1
17	Vietnam		1		1
18	Japan			2	2
19	Australia			1	1
19	Georgia			1	1
19	Singapore			1	1
19	Slovenia			1	1
<b>Total</b>		<b>19</b>	<b>19</b>	<b>19</b>	<b>57</b>

## Bridge

Rank	Country	Gold	Silver	Bronze	Total
1	United States	4	1	3	8
2	China	1	2	1	4
3	Netherlands	1			1
4	Great Britain		2		2
5	Norway		1	1	2
6	France			1	1
<b>Total</b>		<b>6</b>	<b>6</b>	<b>6</b>	<b>18</b>

## Chess

Rank	Country	Gold	Silver	Bronze	Total
1	China	3			3
2	Russian Fedration	1	1	1	3
3	France	1	1		2
4	Hungary	1			1
5	Azerbaijan		1	2	3
6	Bulgaria		1		1
7	Lithuania		1		1
8	Ukraine		1		1
9	Georgia			1	1
9	Slovenia			1	1
9	United States			1	1
<b>Total</b>		<b>6</b>	<b>6</b>	<b>6</b>	<b>18</b>

## Draughts

Rank	Country	Gold	Silver	Bronze	Total
1	Russian Fedration	2	1		3
2	Belarus	1			1
3	Latvia		2		2
4	ukraine			2	2
5	Netherlands			1	1
<b>Total</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>9</b>

## GO

Rank	Country	Gold	Silver	Bronze	Total
1	China	2			2
2	Korea		2		2
3	Japan			2	2
<b>Total</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>6</b>

## Xiang Qi

Rank	Country	Gold	Silver	Bronze	Total
1	China	2			2
2	Hong Kong -China		1		1
2	Vietnam		1		1
4	Australia			1	1
4	Singapore			1	1
<b>Total</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>6</b>

The first edition of SportAccord World Mind Games in Beijing included competitions between world's top players in Bridge, Chess, Draughts, Go and Xiangqi. We present the final list of medalists per sport, event, and medals (in order: gold, silver, bronze).

### **Bridge:**

Individuals Men Series: Willenken Christopher Jon (USA), LI Jie (CHN), Moss Brad (USA)

Individuals Women Series: Seamon Molson Janice (USA), Smith Nicola (GBR), Sokolow Tobi (USA)

Pairs Men Series: Hou, Shi (CHN), Charlsen, Hoftaniska (NOR), Gitelman, Moss (USA)

Pairs Women Series: Deas, Palmer (USA), Sun, Feng (CHN), Cronier, Willard (FRA)

Teams Men Series: Netherlands, United States, Norway

Teams Women Series: United States, Great Britain, China



### **Chess:**

Men's Blindfold: Almasi Zoltan (HUN), Vachier-Lagrave Maxime (FRA), Hashimov Vugar (AZE)

Women's Blindfold: Hou Yifan (CHN), Cmilyte Viktorija (LTU), Kostenyuk Alexandra (RUS)

Men's Blitz: Vachier-Lagrave Maxime (FRA), Grishchuk Alexander (RUS), Mammadyarov Shahriyar (AZE)

Women's Blitz: Hou Yifan (CHN), Stefanova Antoaneta (BUL), Muzychuk Anna (SLO)

Men's Rapid: Wang Hao (CHN), Hashimov Vugar (AZE), Kamsky Gata (USA)

Women's Rapid: Kostenyuk Alexandra (RUS), Lahno Kateryna (UKR), Dzagnidze Nana (GEO)



**Draughts:**

Men's 100: Georgiev Alexander (RUS), Valneris Guntis (LAT), Boomstra Roel (NED)

Open Series 64: Kolesov Gavril (RUS), Skrabov Vladimir (RUS), Bilosheyev Sergiy (UKR)

Women's 100: Fedarovich Volha (BLR), Golubeva Zoja (LAT), Tkachenko Darya (UKR)



**Go:**

Mixed Doubles: China, Korea, Japan

Mixed Team: China, Korea, Japan



**Xiangqi:**

Men's Individuals: JIANG Chuan (CHN), WONG Hok Him Vincent (HKG), WOO Tsung Han Alvin (SIN)

Women's Individuals: JIN Hai Ying (CHN), NGO Lan Huong (VIE), LIU Bi Jun (AUS)



## Media

Beijing TV was in charge of producing the images linked to the SAWMG.

### Production and Broadcast

- **Beijing TV** = host television broadcaster
- **IEC in Sports** = production coordinators, daily highlights, global news and international distributors of broadcast ex-China

### Schedule:

- Four hours / day **LIVE** window x 8 days = 32 hours
- 26 minutes daily highlights x 8 days = 4 hours
- 52 minutes event highlights
- News is 3-5 minutes per day offered x 8 days
- **Beijing World Mind Games logo in TV picture graphic:** branding 85% of the broadcast time



### The World plays and watches Mind Games...















**Global News on television, radio, web, mobile and all digital devices**

## Global News on television, radio, web, mobile and all digital devices

	<b>CNN</b>	CNN	More than 180 countries	
	<b>China</b>	CCTV-5 Sport News, Award Ceremony & Feature stories Chinese athletes	220m potential households	
	<b>SNTV</b>	SNTV Daily highlights	More than 90 countries	
	<b>Reuters</b>	Reuters Final matches & Daily highlights	More than 110 countries	
	<b>Eurovision</b>	Eurovision News distribution to all members	More than 56 countries	
	<b>TVB - Hong Kong</b>	News	2.8 million homes	



## Asian Television Broadcasters: LIVE coverage & highlights

	<b>China</b>	Beijing TV live coverage for Xiang Qi and GO + daily highlights	8m potential households	
	<b>Kazakhstan</b>	Sport 1 all matches live and highlights	Cable & Satellite and internet - 3.2m households	
	<b>Azerbaijan</b>	AZTV all matches live and highlights	Cable and Satellite - 400,000 households.	
	<b>India</b>	Ten Sports India Daily highlights	Cable and satellite 20 million households	
	<b>Kuwait</b>	Kuwait TV Daily highlights	Terrestrial Cable and Satellite - 700,00 households	
	<b>Mongolia</b>	Channel 1 Daily highlights	Terrestrial Cable and Satellite - 1.4m homes	

## European Television Broadcasters + pan-Africa LIVE coverage & highlights

	<b>Georgia</b>	GMG All matches live & daily highlights	Cable and Satellite - 10,000 households.	
	<b>Bulgaria</b>	BTV Bulgaria All matches live & highlights	Cable & Satellite and internet - 1m households	
	<b>Turkey</b>	Sports TV Turkey - 52 minutes Event Summary	Cable and Satellite - 500,000 households.	
	<b>Pan Africa</b>	Setanta Africa Daily highlights	Multiple Platforms, TV - 22m households	

Beijing TV, the host broadcaster of the 2011 SportAccord World Mind Games, in partnership with television company IEC in Sports, produced the world feed and satellite transmission on four continents; with four hours of daily coverage. Mainstream media and news agencies aired the Games. In addition, four web-portals including YouTube (<http://www.youtube.com/thesportshubchannel>), live streamed nearly 40 hours of content.

Starting on 9 December 2011, a daily four-hour video coverage was transmitted from 7:00-11:00 (CET), 14:00-18:00 (CST) on The Sports Hub [www.youtube.com/thesportshubchannel](http://www.youtube.com/thesportshubchannel). Viewers located in France, Germany or Sweden could access the live coverage here (available from 7 to 11 am CET). The live graphic animation of the matches was available on several online platforms.

**Bridge:**

BBO: <http://www.bridgebase.com>

Ourgame: <http://register.ourgame.com/special/foreign>

**Chess:**

<http://sportaccord2011.fide.com>

**Draughts:**

WBF Website: <http://swmg.fmjf.org/with-computer-analyses>

**Go:**

SINA: <http://sports.sina.com.cn/chess>

Wbaduk: [www.wbaduk.com/](http://www.wbaduk.com/)

**Xiangqi:**

WXF Website: <http://24.52.200.45/wxf> , <http://24.52.200.45/wxfc>

## Event's Promotion

### Virtual Tournaments

Each sport organized an online tournament.

The modalities of qualification were different depending on the sport, but one winner for each was qualified and invited by SportAccord to Beijing during the whole event.

The winners were able to watch the different games, but also to play with the champion in their own sport.



### Winners of the online tournament awarded

On the evening of Thursday 15<sup>th</sup>, the online tournament winners –from about 300.000 unique players- Janes Wilshire (Bridge), Mike Propas (Junior Bridge), Tang Lin (Bridge), Vladislav Artemyey (Chess), Andrejs Cehanvics (Draughts), Masahiro Hidaka (Go), Tang Zhimin (XinagQi) were awarded a commemorative medal and a certificate for their great performances during SportAccord World Mind Games online tournament.

### Cultural programs

Each sport, in collaboration with the Beijing Olympic City Development Association (BODA), organized cultural programs in the venue, but also outside in Schools and university. These cultural and educational programs aim to develop sports' influence in schools and to encourage youth participation in activities that build mental stamina, dexterity and concentration.

Bridge: IMSA and WBF officials had the opportunity to visit one of China's most prominent schools where bridge is taught extracurricularly with great success, the High School affiliated to Renmin University. The younger students were introduced to the game through mini bridge, while the older were offered expert coaching. Another day, a school came to the venue, the pupils watched the Bridge Rama, and then were able to discuss with the players.



### Chess:

Some schools came to the venue and games were organized with the pupils.



### Draughts:

FMJD organized different events.

A visit in the Beijing Hepingji Central Primary school where the Grand Master Alexander Shartsman played 20 simultaneous matches with students.

And students of the same school came to the venue to watch a match between Master Alexander Shartsman and Alexander Presman.



### GO:

IGF officials and 9 Go Masters visited the Beijing Middle school N° 12. The visit started with a conference where the school director introduced the guests to the students; afterwards, each of the Go Masters simultaneously played a game with two students.



### Xiangqi:

A group of students from Hjalou Central Primary school came to the venue to watch the competition, and a lesson was given in a school.



## Conclusion

The first edition of the SportAccord World Mind Games in Beijing was a great success. SportAccord would like to express its gratitude to the Beijing authorities, the Beijing Sports Bureau (BSB), the Beijing Olympic Development Authority (BODA), the International Mind Sports Association (IMSA), the five participating federations of Chess, Bridge, Draughts, Go and Xiangqi, and the official partners Rado and Samsung.

The three main objectives of the Games were achieved: the full satisfaction of the players and international federations, the establishment of a worldwide TV coverage, and a large participation to the online tournament linked to the event.

The future of SportAccord World Mind Games will focus on four goals;

- 1) development of educational initiatives in schools and universities in China and abroad;
- 2) development of internet competitions in China and internationally, selecting online winners to play with the top-players;
- 3) development of television programs focused on 'edutainment' for youth and promotion of the host city;
- 4) development of a 'festival' concept, allowing parts of the competitions to take place in local schools. SportAccord has already initiated contacts with prestigious educational institutions in Beijing for future editions.

SportAccord World Mind Games received positive feedback from Beijing local authorities, which is very promising for the future of the event.

A second edition of the SportAccord World Mind Games will be held in 2012. Discussions are still in progress.