

Question 146:

Are individuals and groups outside of the identified community aware of the existence of the identified community?

Yes. Individuals and organizations outside the identified global chess community demonstrate substantial and continuing awareness of the community, its institutions, activities, participants, and contributions. That awareness is reflected in recognition by international sporting institutions, extensive mainstream media coverage, government and public-sector engagement, international observances, public events, and collaborations extending well beyond persons who themselves participate in organized chess.

Recognition by International Sporting Institutions

The International Olympic Committee (IOC) formally recognizes FIDE as an international sports federation and lists the World Chess Federation among the federations recognized by the IOC.¹ This places the chess community within the broader international sporting structure and reflects recognition of its organized character by institutions outside the community itself.

That external recognition continued during the two-year period preceding this application. In April 2026, the International World Games Association (IWGA), an international sports organization recognized and supported by the IOC, admitted FIDE as a member. The IWGA described FIDE as the governing body of chess and the regulator of international chess competitions and stated that it looked forward to collaborating with FIDE and exploring future opportunities within The World Games framework.²

The IWGA also describes chess for the general public as one of the oldest and most widely played board games in the world, enjoyed by hundreds of millions of people across all continents and remaining relevant across cultures, languages, and generations.³ That description is

¹ International Olympic Committee, [International Sports Federations Recognized by the IOC](#), listing the World Chess Federation (FIDE) among the international sports federations recognized by the IOC.

² International World Games Association, [International Chess Federation \(FIDE\) Granted Membership of the IWGA](#), Apr. 25, 2026, describing FIDE as the governing body of chess and regulator of international chess competitions and announcing its admission to the IWGA

³ International World Games Association, [Chess](#), describing chess as one of the world's oldest and most widely played board games, enjoyed by hundreds of millions of people across all continents and transcending cultures, languages, and generations.

particularly probative of outside awareness because it comes from an international multisport organization rather than from FIDE or another chess organization.

Mainstream Media and Public Awareness

The global chess community and its members receive sustained coverage in general-interest media rather than only in chess-specific publications. The Guardian, for example, has regularly covered FIDE competitions, national championships, leading players, youth development, and the World Championship cycle during the two years preceding this application.

When Gukesh Dommaraju became World Chess Champion in December 2024 at age 18, mainstream coverage reported both his victory and the large public reception he received upon returning to India.⁴ Coverage has continued through the current championship cycle, including reporting in July 2026 that Geneva will host the 2026 World Chess Championship between Gukesh and challenger Javokhir Sindarov.⁵

Media attention is not confined to the World Championship. Coverage in 2025 and 2026 has addressed the Chess World Cup, British Championship, international rapid and blitz competitions, emerging junior players, and the growth of chess in Asia.⁶ This sustained reporting demonstrates that the community's competitions, institutions, and members are visible to a general audience outside the community itself.

Public Events and Engagement Beyond the Organized Community

Awareness of the chess community also extends well beyond formal federation structures. Public-facing events organized or supported by FIDE and its community members regularly bring titled players, organizers, clubs, schools, spectators, and members of the general public into contact with the organized chess community.

A particularly strong example occurred on International Chess Day, 20 July 2024, when FIDE organized a global attempt to establish the Guinness World Record for the most chess games played within 24 hours. FIDE invited national federations, organizers, clubs, professional and amateur players, and the public to participate in both over-the-board and online games

⁴ The Guardian, Gukesh Dommaraju coverage, Dec. 2024, [reporting Gukesh's victory](#) in the 2024 World Chess Championship and his public reception following the championship.

⁵ The Guardian, [Geneva lands world chess title match as Gukesh and Sindarov set to make history](#), July 28, 2026, reporting the venue and participants for the 2026 World Chess Championship.

⁶ See, e.g., The Guardian, [coverage of the 2025 Chess World Cup](#), the 2026 British Chess Championship, and the 2026 World Team Rapid and Blitz Championships.

worldwide. The initiative expressly welcomed participation ranging from beginners to grandmasters and from classrooms and streets to organized tournament venues.⁷

The initiative resulted in 7,284,970 chess games being played in 24 hours through more than 350 events worldwide, establishing a Guinness World Record.⁸ This FIDE-organized activity demonstrates external awareness in a particularly concrete manner: the organized chess community used its international federation, national federations, clubs, organizers, titled players, online participants, and public events to engage millions of people around the world in a single coordinated activity.

Public engagement is also demonstrated through recurring events such as London ChessFest, which attracted more than 20,000 visitors in 2025 and returned in 2026. Such events bring internationally recognized and titled players into direct interaction with members of the public and demonstrate that awareness of the organized chess community extends substantially beyond persons formally participating in federation competition.

United Nations Recognition and Contribution to Broader Society

The United Nations provides particularly strong independent evidence of recognition of both chess and the organized international community represented by FIDE.

In 2019, the United Nations General Assembly proclaimed 20 July as World Chess Day. The date was specifically chosen because 20 July marks the establishment of FIDE in Paris in 1924. The United Nations explains that FIDE had already observed that date as International Chess Day since 1966 and states that the UN designation recognizes FIDE's important role in supporting international cooperation in chess and promoting friendly harmony among peoples of the world.⁹

The United Nations' recognition extends beyond competitive chess. It describes chess as an ancient intellectual and cultural activity and recognizes the capacity of sport, the arts, and

⁷ International Chess Federation, [GUINNESS WORLD RECORDS Attempt for Most Games Played in a Day!](#), May 2, 2024, announcing FIDE's worldwide initiative for International Chess Day and inviting beginners, grandmasters, organizers, clubs, and online and over-the-board participants worldwide

⁸ International Chess Federation, [New Guinness World Record: Over Seven Million Chess Games Played in One Day!](#), July 23, 2024, reporting 7,284,970 games played through more than 350 events worldwide on International Chess Day.

⁹ United Nations, [World Chess Day](#), explaining that 20 July was selected to mark FIDE's establishment in Paris in 1924 and recognizing FIDE's role in supporting international cooperation in chess; see also United Nations in Indonesia, *World Chess Day – 20 July*

physical activity to change perceptions and behavior, break down racial and political barriers, combat discrimination, reduce conflict, and contribute to education, sustainable development, peace, cooperation, solidarity, social inclusion, and health.¹⁰

The United Nations further identifies chess as affordable and inclusive, capable of being played across barriers of language, age, gender, physical ability, and social status, and as a global activity that promotes fairness, inclusion, mutual respect, tolerance, and understanding among peoples and nations. It also recognizes opportunities for chess to contribute to the 2030 Agenda for Sustainable Development, including through education, gender equality, empowerment of women and girls, inclusion, tolerance, mutual understanding, and respect.¹¹

The designation of World Chess Day therefore constitutes more than recognition of the game itself. It expressly connects the date to FIDE's founding, recognizes FIDE's institutional role in international cooperation, and acknowledges the broader social, educational, cultural, and developmental contributions of the chess community to society.

Government and Public-Sector Recognition

The community also receives recognition and support from governmental and public institutions. Public authorities have treated chess as an activity worthy of investment, educational support, and public programming. Mainstream reporting in 2025 documented a £1.5 million UK funding initiative for chess alongside major public participation in London ChessFest and the British Championship.¹²

The IOC itself also uses chess in public-facing programming. For World Chess Day in July 2025, Olympics.com published content connecting chess with internationally recognized athletes from other sports, demonstrating that chess is presented to the broader Olympic audience as a culturally recognizable strategic activity rather than as an isolated specialist pursuit.¹³

¹⁰ United Nations, [World Chess Day](#), discussing the capacity of sport, the arts, and physical activity to break down racial and political barriers, combat discrimination, reduce conflict, and contribute to education, sustainable development, peace, cooperation, solidarity, social inclusion, and health.

¹¹ [Id.](#), describing chess as affordable, inclusive, and capable of crossing barriers of language, age, gender, physical ability, and social status, and recognizing its potential contribution to education, gender equality, inclusion, tolerance, mutual understanding, and the Sustainable Development Goals.

¹² The Guardian, [Chess: Rachel Reeves announces £1.5m fund as London ChessFest attracts 20,000 visitors](#), July 18, 2025.

¹³ Olympics.com, [Alcaraz and Wemby's strategic sides revealed](#) on *World Chess Day*, July 20, 2025, presenting chess to the broader Olympic audience through connections with athletes from other sports.

Partnerships and Collaboration Outside the Community

The chess community also collaborates with institutions whose principal missions lie outside chess. FIDE's admission to the IWGA provides a current example of formal collaboration with the international multisport movement. The IOC's continuing recognition of FIDE likewise connects the chess community to the broader Olympic institutional framework.¹⁴

FIDE and its constituent bodies also engage with schools, educational authorities, governments, international organizations, charities, social programs, and other external institutions through chess-in-education, development, inclusion, and community initiatives. These relationships demonstrate that the community interacts regularly with organizations and populations outside its own membership structures.

Organization Predating the Application Window

External awareness is also reinforced by the fact that the community's organization long predates the present gTLD application. FIDE was founded in 1924, national chess federations predate FIDE in a number of countries, and recurring institutions such as the Chess Olympiad and World Championship system have existed for generations. The community therefore was not organized in anticipation of the 2026 New gTLD Program.

Its century-long institutional presence has allowed governments, sporting institutions, educational bodies, media organizations, commercial enterprises, and the general public to develop longstanding familiarity with FIDE, national federations, major competitions, prominent players, and the broader chess community.

Conclusion

The evidence demonstrates extensive awareness of the identified community by persons and institutions outside it. During the two years preceding this application alone, the chess community has been recognized by the IOC and IWGA; discussed extensively in mainstream media; celebrated through World Chess Day and other public events; engaged by governments and public institutions; and recognized by the United Nations for its cultural, educational, social, and sustainable-development contributions.

This awareness extends beyond recognition of individual chess players or isolated tournaments. Outside institutions recognize an organized and enduring global chess community with

¹⁴ International World Games Association, *supra* note 2; International Olympic Committee, *supra* note 1.

identifiable governing bodies, recurring activities, prominent members, international competitions, educational and social programs, and contributions to broader society. The identified community is therefore both internally organized and externally recognizable as a distinct global community.