



APPENDIX C - KEY PERFORMANCE INDICATORS

NATIONAL CHESS FEDERATION (NCF): National Chess Society of Japan (Japan Chess Federation)

CONTINENT: Asia

DEVELOPMENT LEVEL: 3

PERIOD: Jan 2022 – Dec 2022

KEY PERFORMANCE INDICATORS (KPIs)¹ are the critical (key) indicators of progress toward an intended result.

The NCF is required to measure the effectiveness of its programmes using the KPIs listed below. At the beginning of the period, the NCF is expected to complete both the **Baseline** and **End of Period-target** values. It is possible that a Federation may not be able to report on a particular KPI and this will be taken into consideration at the end of the reporting period. NCFs can also make use of the '**Comments**' field as required. The NCF is also allowed to include any additional KPIs that it considers to be relevant for reporting purposes. When the NCF is preparing its final report for the end of the reporting period, the **Actual** values of the KPIs need to be completed for each KPI identified.

KPI STRUCTURE

The KPIs' shall be divided into 4 main categories as follows:

Core: These KPIs are related to the technical operations of the federation. It includes number of active players, number of tournaments, average player ratings as well as supporting 'infrastructure' e.g. number of arbiters, trainers ETC. Most of this information can be sourced from by FIDE via its website or from the Elista office. This KPI allows FIDE to ascertain the quality/quantity of the players, technical officials events, etc...

Social/Special: These examine the engagement in additional programmes related to the work of other FIDE Commissions and their priorities. These include: females, kids/chess in education, vulnerable groups (refugees, people with special needs, chess in prisons etc.). Federations are encouraged to engage in at least one such programme. This KPI allows federations to fulfil the horizontal goals of FIDE as chess impacts several aspects of society.

Promotion: This includes the focus on the dissemination and profiling of chess activities of the federation and FIDE support. This should include mainstream and social media. It is important that chess activities are highlighted so persons within the wider communities understand the value of chess and the role of FIDE which can increase the opportunities for support.

Partnerships: This includes sponsors, strategic partners whose objectives are aligned to the federation. Strategic partners can include other government agencies, NGOS, media outlets. This KPI tracks the efforts of federations to engage other partners in the support of their mandate so as to build increased sustainability.

Of course, Federations can also include any other KPIs they see as relevant to their operations. The KPIs are listed in the table below.

¹ <https://kpi.org/KPI-Basics>



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Key Performance Indicators (KPIs)	Baseline-2022 ²	End of Period Target	End of Period Actual	Comments
CORE				
Active FIDE-rated players <ul style="list-style-type: none"> Female All 	Female: 12 All: 124	Female: 15 All: 140	Female: 14 All: 124	
Active players on FIDE List <ul style="list-style-type: none"> Female All 	Female 62 All: 473 (*1)	Female: 65 All: 500	Female: 64 All: 514 (*1)	(*1) Counting All players on FIDE List since there is no definition or data available as 'active.'
Certified Arbiters-Active <ul style="list-style-type: none"> Female All 	Female: 12 All: 29	Female: 12 All: 29	Female: 12 All: 29	
Certified Trainers-Active <ul style="list-style-type: none"> Female All 	Female: 0 All: 1	Female: 0 All: 1	Female: 0 All: 1	
Average rating of top 10 players <ul style="list-style-type: none"> Female All 	Female 1637 All 2260	Female 1660 All 2260	Female 1692 All 2228	
FIDE-rated tournaments organised <ul style="list-style-type: none"> Classic Hybrid Blitz Rapid 	Classic 2	Classic 4	Classic: 5 Rapid: 1	
Other tournaments-Participation <ul style="list-style-type: none"> Online/Hybrid events Local events International chess tournaments 	Local: 468 International: 0	Local: 600 International: 10	Local: 858 International: 14	
Affiliated clubs	17	20	20	

² NCF to populate these fields with the current values of each KPI as at the beginning of the programme/project period.



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SOCIAL/SPECIAL				
Programmes (Females, Education, Prisons, refugees etc...)	N.A.	N.A.	N.A.	
Participants in each programme	N.A.	N.A.	N.A.	
PROMOTION				
Positive or neutral coverage in: • Mainstream media • Social Media/Websites • Other	YouTube Subscribers 1,528	YouTube Subscribers 2,028 (+500)	YouTube Subscribers 2,209 (+681)	
PARTNERSHIPS				
Chess sponsors	3	3	3	
Other Strategic Partners e.g. NOC, Media, government organisations, NGOs	N.A.	N.A.	N.A.	
OTHER				
Please feel free to specify any other KPI that may be important to the operations of the federation	Tournament Games Livestream 29 Online Lectures 73	Tournament Games Livestream 60 Online Lectures 80	Tournament Games Livestream 71 Online Lectures 94	

On behalf of FEDERATION

真鍋 浩

Hiroshi Manabe

Director and Delegate to FIDE

National Chess Society of Japan (Japan Chess Federation)

Date: 10/2/2023



APPENDIX D – REPORT ON FUNDING

NATIONAL CHESS FEDERATION (NCF): National Chess Society of Japan (Japan Chess Federation)

CONTINENT: Asia

DEVELOPMENT LEVEL: 3

Please complete ALL requested fields in this report.

1. Programme/Project Name:

Chess Online Broadcasting Enhancement Project

2. Programme/Project Dates:

From January 2022 to December 2022

3. Summary of Project Outcomes:

The objective of the project is to increase awareness of the game of chess in Japan by enhancing broadcasting of chess lectures and livestreaming of tournament games on YouTube and OPENREC.tv.

(1) Chess lectures

Our four lecturers (IM Kojima Shinya, IM Ikeda Junta, FM & FT Yamada Kohei, and Shinoda Taro) continued to give lectures to the audience.

- The two IMs have two-hour monthly lectures, covering topics such as calculation, strategy, and so on. Their names and quality of lectures attracted many new subscribers.
- FM & FT Yamada gives his two-hour lectures bi-weekly, with various topics, such as introduction of the legendary games of world champions. One of the most successful lectures this year was "Improve Your Chess with Your Scoresheet" series, where subscribers, mostly beginners to mid-class players, can send their scoresheets to the lecturer and he gives advices on the moves.
- Another lecturer Shinoda also gives his two-hour lectures bi-weekly, and has completed his series of lectures called "Shinoda's Mainline Explorer," which were broadcasted for 20 times. He also gave lectures based on his tournament experience in France, where he stayed and participated in many tournaments this year.

Most of the lectures were broadcasted on OPENREC.tv, a domestic video stream platform in Japan, and the number of lectures has increased from 73 to 93, and its paid subscribers has increased from 42 to 68 this year.

https://www.openrec.tv/user/ncs_chess



APPENDIX D – REPORT ON FUNDING

Sample of lectures

IM Kojima Shinya

<https://www.openrec.tv/live/e2zw60gmd8o>

IM Ikeda Junta

<https://www.openrec.tv/live/lv81d3vmy89>

FM & FT Yamada Kohei

<https://www.openrec.tv/live/e5rknmpmorv>

Shinoda Taro

<https://www.openrec.tv/live/1o8ql3o0nrk>

(2) Tournament Livestreaming

In the past years, our federation made many livestreaming of online tournaments, but for the OTB tournament, we had only one livestreaming experience (Japan Open 2021, with only one DGT board). This year, our progress in OTB tournament livestreaming has been remarkable.

- We have livestreamed nine domestic tournaments, New Year Tournament (Jan), Tokyo Chess Championship & Asian Games Qualifier (Mar), Japan Championship (Apr-May), Rapid Championship (Jun), Japan Chess Classic (Jul), Women's & Senior Championship (Aug), and Japan Open (Nov).
- From March, we began livestreaming with multiple boards, which enriches our program and has attracted much more viewers.
- In order to attract more viewers, we developed promotional video for the Japan Championship and paid advertisement on YouTube for our first time.
https://www.youtube.com/watch?v=pT_vqYEEdtn4
As a result, the last round of Japan Chess Championship 2022 had the largest number of viewers, more than 1,500 viewers.
https://www.youtube.com/watch?v=LL0_qrEEjpQ&t=8567s
- For the Chennai Olympiad, we formed a team to plan and prepare the broadcasting program. We also developed a promotional video clip for the Olympiad, by introducing our national team members with their comments.
<https://www.youtube.com/watch?v=9BBEsMJxHIU>
- At the same time, we launched a crowdfunding for Olympiad to support expenses of the team, which resulted in a great success, and most of the contributors also watched the broadcasting of the games. We also used our twitter account effectively, to promote our broadcasting. As a result, the first round attracted 11 thousand viewers in total.
<https://www.youtube.com/watch?v=wJH80B7jGYo>
- In total, the number of livestreamed tournament games has increased dramatically from 29 to 71 this year, and the number of YouTube subscribers has increased from 1,528 to 2,180.



APPENDIX D – REPORT ON FUNDING

4. Breakdown of Funding Usage (Please provide supporting documents as far as possible):

- Lecturer Gratuities: 240 thousand yen (USD 1,905)
20 thousand yen per month for two IMs
- Compensation for the staffs for broadcasting: 288 thousand yen (USD 2,285)
24 thousand yen per month for four staffs (online broadcasting team members)
- Compensation for the staffs for tournament livestreaming: 152 thousand yen (USD 1,206)
New Year Tournament (Jan) 8 thousand yen
Tokyo Chess Championship (Mar) 16 thousand yen
Asian Games Qualifier (Mar) 16 thousand yen
Japan Championship (Apr-May) 56 thousand yen
Rapid Championship (Jun) 12 thousand yen
Japan Chess Classic (Jul) 24 thousand yen
Japan Open (Nov) 20 thousand yen
- Equipment Rental Cost: 129 thousand yen (USD 1,023)
Tokyo Chess Championship (Mar) 36 thousand yen
Asian Games Qualifier (Mar) 51 thousand yen
Japan Chess Classic (Jul) 42 thousand yen
(Other tournaments incurred no rental cost since we could utilize existing equipment in the venues)
- Advertisement on YouTube: 45 thousand yen (USD 357)

Grand Total: 854 thousand yen (USD 6,777)

5. Any funds not yet used? Yes _____ No _____

If No, please provide reasons and details on how and when the funds will be utilised:

6. Lessons Learned/Future Improvements:

The program has been quite successful, which not only attracts much more viewers, but also has positive impact on the increase in the number of OTB tournament participants. However, we still need penetration of the broadcasting to wider range of audience.

Our team is considering following improvement in the next year.

- To integrate our two online channels, YouTube and OPENREC.tv
- To expand the federation's online broadcasting team
- To increase variation of lectures and livestreams



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On behalf of FEDERATION

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Director and Delegate to FIDE

National Chess Society of Japan (Japan Chess Federation)

Date: 22/12/2022