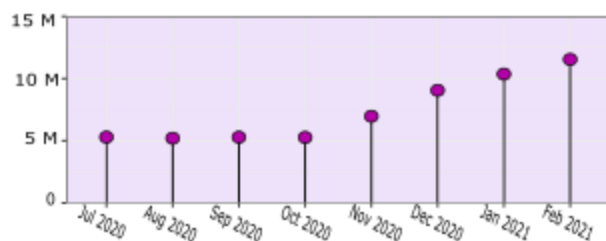


NETFLIX QUEEN'S GAMBIT INFLUENCE ON CHESS

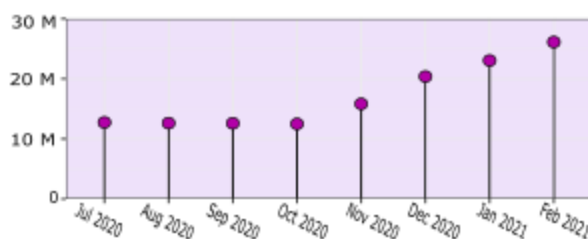
NETFLIX | OCT 23 2020 QUEEN'S GAMBIT PREMIERE

♟ CHESS.COM STATS ♟

fair-play accounts reviewed



fair-play games reviewed



SOURCE: chess.com

♟ TWITCH STATS ♟

October 2020



February 2021



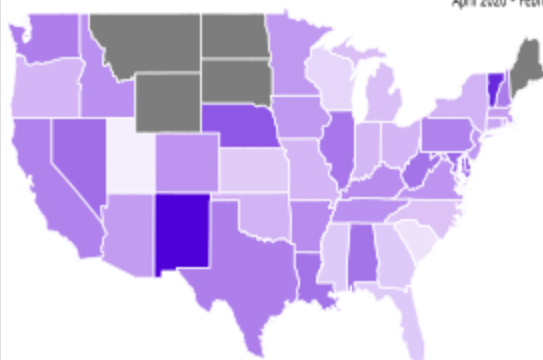
 - 1150 concurrent viewers

AVERAGE OF CONCURRENT VIEWERS, SOURCE: TWITCHTRACKER.COM

Google Trends STATS

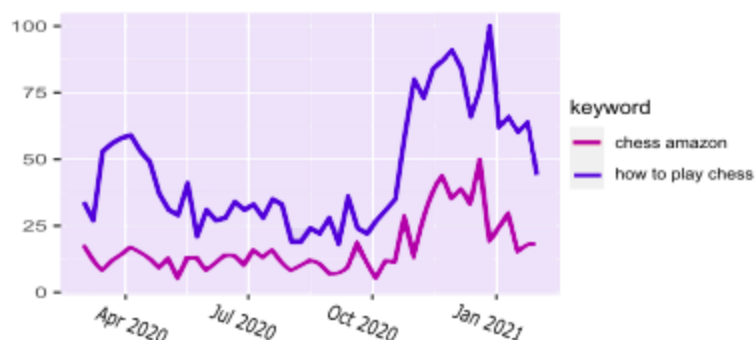
popularity of search 'how to play chess' by state

April 2020 - February 2021



Popularity of a search by state is of course bound to be influenced by the state's population. This might be why California or Texas are high in the ranking of the search interest. Florida, however, has had a quite low interest in chess despite being 4th most populated state. On the opposite side of the spectrum, we have New Mexico in which the search interest has been the highest, despite it being one of the least populated states.

Popularity of search 'how to play chess' & 'chess amazon'



Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means that there was not enough data for this term.

SOURCE: Google Trends