

It was a proposal for the General assembly 2015 and accepted by that General Assembly.

See the attachment with the published document of "proposals accepted at the GA 2015". And in this document the proposals of the Technical Committee in chapter E, proposal E1, details of this proposal at the bottom of page 4.

Also included is the document of proposals sent to the GA 2015, see proposal 1 at page 1.

But where you talk of rights for number 2,3 etc this is not clear as the accepted proposal only speaks about "the next player from the World Championship". This can be number 2 but in a special case where the two match players are also number 1 and 2 in the World Championship it can be number 3. But the article does not explicitly mention a possibility for a next replacement. Also players from the world cup are not mentioned in the rule for the title match.