



THE 2018 WINTER GAMES VIRTUAL MEDAL TABLE



Gracenote helps people connect to the music, TV shows, movies and sports they love across the world's most popular entertainment services, platforms and devices, from Apple to Amazon to Eurosport and BMW.

Unique insight into the form of countries and athletes

The Virtual Medal Table predicts the most likely gold, silver and bronze medal winners as if the Olympic Games were being held today. Updated monthly, it provides a unique insight into the current form of athletes and the countries they represent. Gracernote also offers editorial pieces and stories in addition to the widget.

Engage fans and activate your brand

The Virtual Medal Table is an excellent means of engaging fans on any platform. The tool is available to sports organisations, media publishers, sponsors and advertisers looking to activate their involvement in the world's biggest sporting event.

#	NOC	G	S	B	T
1	Norway	15	11	14	40
2	Germany	13	11	10	34
3	United States	10	11	11	32
4	France	10	7	5	22
5	Canada	9	9	11	29
6	Russia	6	8	8	22
7	Netherlands	6	5	8	19
8	Korea	6	3	1	10
9	Austria	5	7	3	15
10	Czech Republic	5	2	0	7

Last update: 5 Feb 2017

- ✓ The VMT provides **unique insights** into identifying the countries and athletes that are most likely to be successful at the 2018 Olympic Winter Games;
- ✓ The VMT is **dynamic** - monthly updates illustrate the changing balance of power in Olympic sports leading up to PyeongChang 2018;
- ✓ The VMT is an excellent source of **editorial content** and will increase engagement with your audience;
- ✓ The VMT can be **sponsored** and used to activate the marketing programmes of advertisers and brands;
- ✓ The VMT is easily **embedded** onto any webpage and highlighting its insights on social media will draw extra traffic to your site.

Take a look at the current Virtual Medal Table:
<http://sportsdemo1.gracernote.com/documentation/vmt>

'brand the widget in your preferred style'

'easily embedded on any website'



Outperforming the experts

The Virtual Medal Table is based on a proprietary algorithm that includes all results. It is the only medal table based purely on objective data. The algorithm is constantly being refined and tested against previous events.

At the 2014 Winter Games in Sochi, the Virtual Medal Table was on a par with most predictions published by experienced journalists. The new algorithms for the VMT are yielding even better results and are forecasted to outperform the experts.

The Virtual Medal Table has become an important voice in Olympic medal prediction, projecting around a half of the eventual medallists at Winter Olympics. A further third of medallists are ranked in the top-8 of their events in this data driven approach. The remaining 20% of medal winners can usually be regarded as genuine surprises.

Prior to PyeongChang 2018, you can become acquainted with the likely stars of the Winter Olympics via the Virtual Medal Table and follow their progress as they get closer and closer to the opening ceremony on February 9, 2018.

Our offer

- ✓ Use of the VMT-widget, which can be styled to your preferences (colour/language*)
- ✓ Delivery of data sets that support the creation of custom output/publication**
- ✓ Monthly editorial updates, giving insight and colour to tell the story

Optional: VMT - exclusivity for a specific country/region/platform

Optional: Editorial updates, customized for specific sports / athletes / countries

**Available in 18 languages*

***Delivery possible in Excel, XML, API*

For more information please contact:

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Other Winter Games products

The Virtual Medal Table is the first product released by Gracenote on the Road to PyeongChang. More products and services that will become available include:

- ✓ "Road to PyeongChang" Data & Results Feed
- ✓ Athlete Information
- ✓ Media Package
- ✓ Forecasting
- ✓ Olympic Games Data & Results Feed (live)
- ✓ Olympic Widgets & Event Frame