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.
Top 10 Power Rankings by Country

2018 Virtual Medal Table

As we’ve done for previous Olympic Games, Gracenote Sports will host its world renowned “Virtual Medal Table” in the lead up to the 2018 PyeongChang Olympic Winter Games. The Gracenote Sports Virtual Medal Table for PyeongChang 2018 is available starting today.

Using performance data from thousands of events and an extensive Olympic database dating back more than 100 years, Gracenote Sports is forecasting the most likely gold, silver and bronze medal winners by country. The Virtual Medal Table organizes these complicated data models and presents them in simple to understand predictions, enabling broadcasters, media publishers and pay TV operators to deliver unique Olympic-focused stories across their Web, mobile and broadcast properties. The Virtual Medal Table is updated monthly.

According to the Virtual Medal Table, Norway currently sits at the top ahead of Germany and the United States. A record 29 different countries are forecast to win medals at next year’s Winter Olympic Games. 26 countries look to place at this year’s Winter Games with new entrants such as Belgium, Bulgaria, Estonia, Hungary, Liechtenstein and Spain.

Current Top 10 Power Rankings (as of February 9, 2017)

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Last update: 5 Feb 2017

To view the full Virtual Medal Table Rankings, visit http://sportsdemo1.gracenote.com/documentation/vmt#demo
Norway Tops PyeongChang Medal Table

With 40 medals forecast (15 gold, 11 silver, 14 bronze), Norway stands to walk away with a record number of podium placements. The current record stands at 37 by the United States at Vancouver 2010. Norway’s record haul remains 26 medals in 1994 and 2014. The 15 gold medals would also be a record, beating Canada's total of 14 in 2010.

Norway has five potential stars from three different sports ready for the spotlight in PyeongChang. Cross country skiers Petter Northug and Marit Bjørgen are currently projected to win two golds each. Biathlete Johannes Bø is also forecast four medals with two of the golden variety. Alpine Skier Kjetil Jansrud is currently forecast to win a gold medal in the unpredictable downhill and super G events as well as place in the combined completes the quintet.

Germany Looks to Break Its Own Individual Gold Medal Count

The German team is currently set to take home 34 medals from PyeongChang 2018. The 13 gold medals currently forecast would be the country’s best, ahead of the 12 Germany won in 1998 and 2002.

Biathlete Laura Dahlmeier appears to be the German star of PyeongChang with five medals including three golds. No German competitor at a single Winter Olympics has won more than three medals. Michael Greis is currently the only German to have won three gold medals (2006).

United States Set to Equal Its Best with 10 Golds

Currently in third place, the United States, is set to land 32 medals, four more than four years ago. The 10 gold medals forecast would equal the best for USA at a Winter Games, achieved in 2002.

The star of the US Winter Olympic team is Heather Bergsma (formerly Heather Richardson) who is pegged for two gold medals and a bronze. Her Dutch husband Jorrit Bergsma is projected to win three medals and possibly a fourth if he takes part in the team pursuit event. Alpine skier Lindsey Vonn is forecast two Olympic medals next year, to double her career total to four, despite only returning to competition two weeks ago.

France to have Best Winter Games Ever

France is projected to have its best Winter Games ever with 22 medals, including 10 golds, seven silver and five bronze. The most France has placed was in Sochi 2014 with 15 total medals of which four were gold.

Success for France depends heavily on the two biathletes Marie Dorin Habert and Martin Fourcade who are currently forecast to win a combined 10 medals. If either manage to win more than three medals, they will break the current three medal record set by Jean-Claude Killy (1968) and Fourcade himself (2014).
Canada Looks to Gain Momentum at the Podium

Canada's athletes are currently forecast to win 28 medals at PyeongChang 2018, two more than the record of 26 when hosting the Games in Vancouver in 2010.

Short trackers Charles Hamelin and Marianne St-Gelais are forecast to win multiple medals for Canada in PyeongChang as is snowboarder Mark McMorris and speed skater Ted-Jan Bloemen. If St-Gelais wins three medals in PyeongChang, she would be the second Canadian with such a large medal haul from a single Winter Games. The first to do so was speed skater Cindy Klaassen in 2006.

Russia Forecast to Slip by 11 Medals

Russia is forecast to take home 22 medals at PyeongChang 2018 including six golds. This would be 11 fewer than when Russia hosted the Winter Games in 2014. Speed skater Pavel Kulizhnikov appears to be the breakout Russian performer with multiple medals including gold in the 500m and silver in the 1000m.

Netherlands Not on Track to Beat Country’s Best in 2014

The record-breaking performance from the Dutch at Sochi 2014, when the country won 24 medals, is unlikely to be repeated. The Netherlands is projected to win 19 medals in PyeongChang which would easily be the second best performance for the Netherlands at the Winter Games.

Korea Looks to Achieve Record Gold

Host nation Korea is forecast to win 10 medals in PyeongChang including a record six gold medals which would equal the best gold medal haul achieved by the country at the Winter Games in 2006 and 2010. The 10 medals would be better than Korea’s performance four years ago but would fall short of the country’s best Winter Games with 14 medals in 2010.

Austria Looks for Best Return Since 2006

Austria is currently projected to win 15 medals in PyeongChang, two fewer than in Sochi. However, Austria looks to pick it back up with a projected five gold medals which would be Austria’s best return since 2006.

Czech Republic Could Double Gold Medal Count

The Czech Republic has never won more than two gold medals at a Winter Olympics, but the female trio of Martina Sáblíková (Speed Skating), Gabriela Koukalová (Biathlon) and Ester Ledecká (Snowboard) are all forecast to win gold at PyeongChang 2018. Sáblíková is currently ranked number one in two events and the Czech Republic could more than double its best gold medal total at a Winter Games.
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. Gracenote 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.

✓ 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:


‘brand the widget in your preferred style’

‘easily embedded on any website’

www.gracenote.com/sports
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.

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:

E-mail: sportsvmt@gracenote.com

Other Winter Games products

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.

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