

# Project Get-A-GRIP:

Winter Olympics 2026



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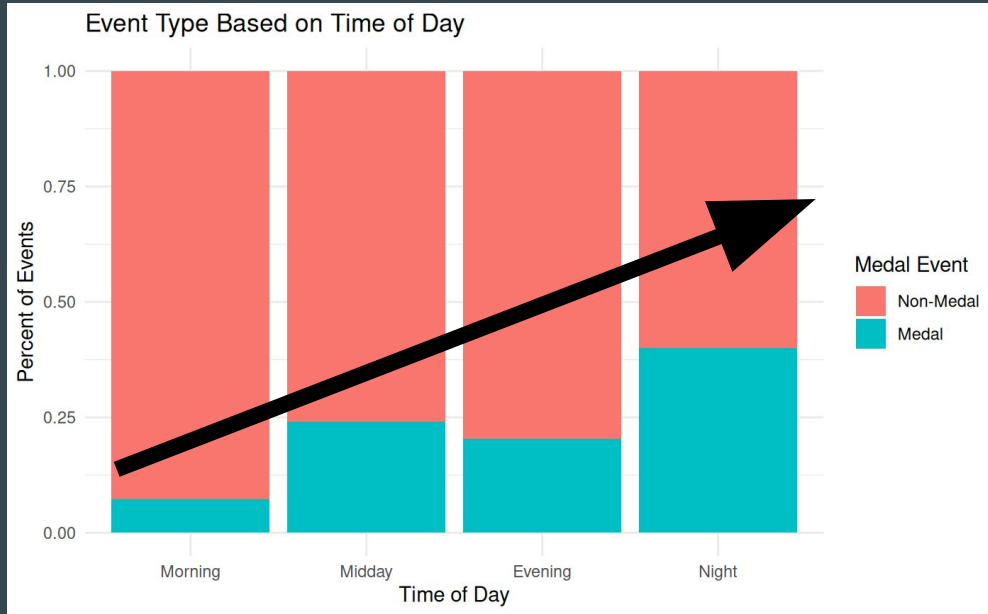
# Introduction & Research Question

The scheduling of the Winter Olympic games is not just done by chance. Organizers have to accommodate hundreds of events into a short window of time across multiple venues, with each event differing in its own way.

Therefore, we ask:

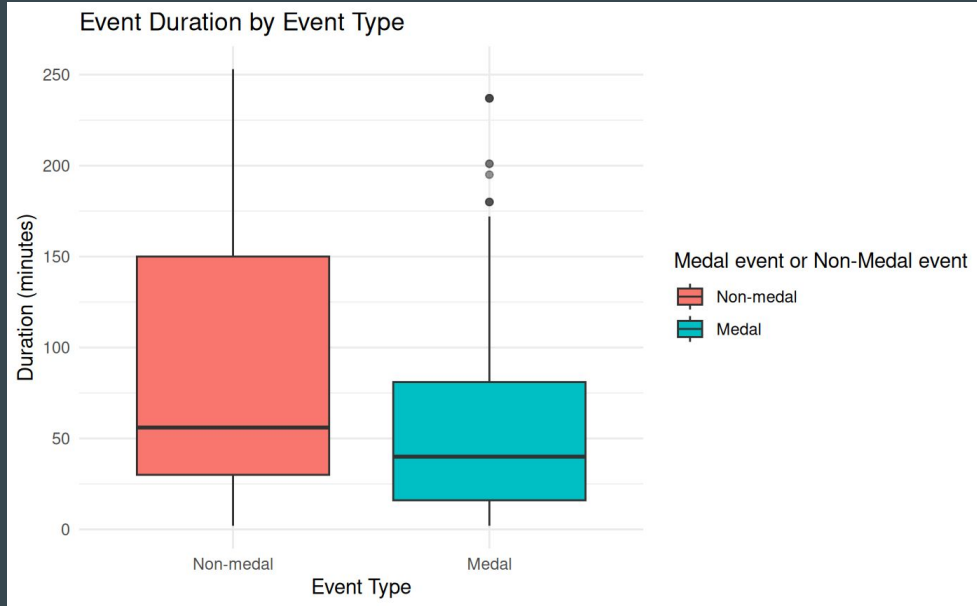
How do scheduling characteristics such as event duration, venue location, and time of day differ between medal and non-medal events in the 2026 Winter Olympics? What might these differences suggest about audience engagement and athlete preparation?

# Data & Highlights: Time of Day



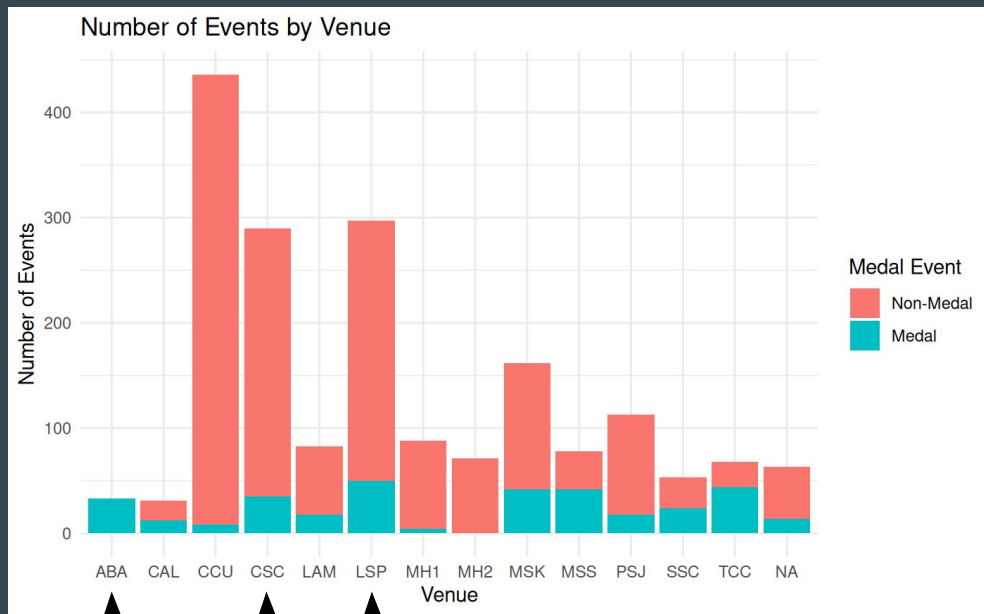
- **Non-Medal events** (typically practice sessions or qualifying take place earlier in the day)
- **Night time priority** in scheduling to target US and European viewership
- **Prioritization** of Western Ad revenue over athlete routine and well-being

# Data & Highlights: Event Duration



- **Medal events** are shorter and more consistent in duration
- **Non-medal events** have more variation (wider IQR) and longer durations
- **Viewer attention** is prioritized; events are shorter making it more likely for the viewer to watch the whole event
- **Product > process** medal events do not reflect the extreme training athletes go through

# Data & Highlights: Venues



- Venues such as CCU (Curling) & LSP (Snowboarding) have massive amounts of group-play and qualifying
- ABA (Biathlon) has only medal events as all qualifying is done prior to the olympics
- Venues reflect nature of different sports

# Conclusion

## Discussion:

- Medal events are concentrated at night, which is the peak viewing times in major broadcast markets like Europe and the United States, suggesting that scheduling prioritizes audience reach and advertising revenue
- Non-medal events are longer and more common in venues that host events in the qualification rounds, whilst medal events are shorter and more structured to fit into peak viewing times
- Differences across venues show the structure of each sport, with qualification-heavy sports having many non-medal events and single-round sports hosting mostly medal events.

## Conclusion:

- Overall, Olympic scheduling appears to be designed to maximise viewership, with high-stakes medal events placed later in the day and formatted to be shorter and more engaging.
- This suggests prioritising toward entertainment and broadcasting, sometimes at the expense of athlete convenience and well-being.
- The results suggest that modern Olympic event planning balances competition structure with global media demand, emphasizing audience engagement in determining when and how events occur.

## Critique:

- The time-of-day category is quite broad, so we may miss out on the patterns within each time period
- The analysis does not account for different sports, as some sports may host their finals at a specific time unrelated to any of these factors
- Other factors such as broadcasting schedules, host country time zones, and audience preferences are not included but could play a role in determining when medal events are held