

Eurovision 2009: Predictor



Using Google products, we have created a special "Eurovision 2009: Predictor" gadget.

Goals: as Eurovision 2009 created a huge craze among the Russian public it was decided to use this fact to promote Google products. And we thought of taking advantage of people's natural weakness towards gambling and foretelling.

Task: using Google App Engine, create a gadget that would visualize the dynamics of performers popularity, based on the number of Google searches.

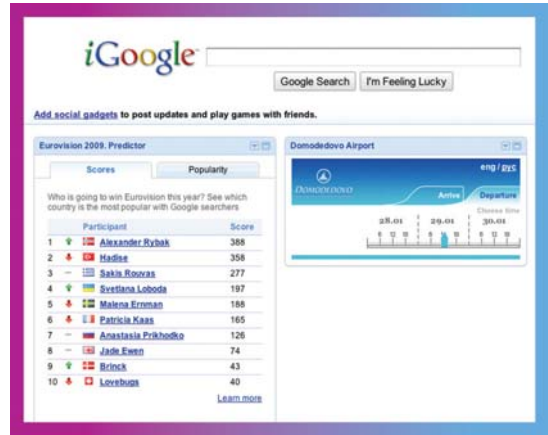
Solution: the idea was to use the dynamics of performers popularity, expressed through the number of Google search queries. From there, the gadget calculates what would be a participant score if voting commenced at that very moment.

The conditions were as close to the real competition calculations as possible:

- only queries from countries included in the European Broadcasting Union were counted.
- queries from the participant country were excluded.
- participant could get from 1 to 12 points.

"Predictor" can be added to a personal iGoogle page, website or a blog.

The gadget turned out to be a great way to test App Engine and see what this technology is capable of.



We found that under heavy load the limit of free queries runs out very fast. Visitor activity and resulting load were so high that the application stopped working. We found how to solve the problem — caching allowed us to reduce the number and rate of queries.

Results: three week stats: more than 2,000,000 views of gadget page; more than 40,000 gadget installations on personal iGoogle pages; more than a hundred installations on media websites and blogs. Google requested the gadget to be translated to all European languages and ran a promotional campaign in all Eurovision participant countries.

