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The Periodical Project:

The Potential for Odds Statements in the Print Media

In March of 2009 Book of Odds hired two independent consultants, one a novelist and the other a filmmaker, to survey the pages of several major U.S. print publications, including:

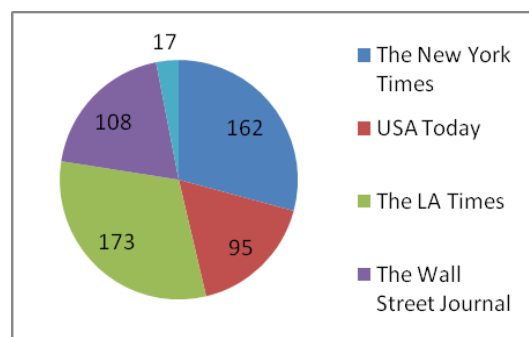
1. The New York Times
2. USA Today
3. The LA Times
4. The Wall Street Journal
5. Newsweek

The objective was to measure the frequency with which Odds Statements could be used by the mainstream media.

Highlights

- Not a day passed without a missed opportunity to use Book of Odds content
- In all, 555 articles were identified in 31 days
- Each article was accompanied by a researcher-suggested Odds Statement
- It was determined that **roughly 1 in 2 were currently available** in the Book of Odds database (BODB) or could be rapidly created by Book of Odds researchers
- We suspect an even higher hit-rate as the BODB has grown significantly since March, 2009.
- Our research shows Book of Odds to be a viable and consistent reference for the journalist community. Please visit www.bookofodds.com to learn more!

PUBLICATION	ARTICLES
The New York Times	162
The LA Times	173
The Wall Street Journal	108
USA Today	95
Newsweek	17



The odds of everyday life.

Example Use

The Wall Street Journal—3/5/09

“In the Land of ‘Live Free or Die,’ Some Refuse to Buckle Under Pressure” By Jennifer Levitz

Original Text

“Opponents point to NHTSA figures showing New Hampshire in 2007 had a fatality rate below the national average: 0.96 fatalities per 100 million vehicle miles traveled, well below the national average of 1.36 per 100 million.”

Text with Odds Statement [Added by Book of Odds]

“Opponents point to NHTSA figures showing New Hampshire in 2007 had a fatality rate below the national average: 0.96 fatalities per 100 million vehicle miles traveled, well below the national average of 1.36 per 100 million. *However, according to Book of Odds, the odds an occupant killed in an automobile accident in New Hampshire was not wearing a seatbelt are 1 in 1.38. There are only two states in the country where these odds are higher and those are Rhode Island and South Dakota.*”

The Los Angeles Times—3/14/09

“Clinical Research Lacks for Patients” By Shari Roan

Original Text

“A year ago, U.S. researchers launched what they deemed a high-priority study to determine if women with an often fatal type of breast cancer could live longer by taking a specific combination of drugs. If the study found that to be true, the average rate of survival—four years—could be significantly extended.”

Text with Odds Statement [Added by Book of Odds]

“A year ago, U.S. researchers launched what they deemed a high-priority study to determine if women with an often fatal type of breast cancer could live longer by taking a specific combination of drugs. *According to Book of Odds, The odds a female will be diagnosed with breast cancer in her lifetime are 1 in 8.14. With such a large number of women being affected by this cancer,* the average rate of survival—four years—could be significantly extended and have huge impacts for women everywhere.