

THE GAME WITHIN THE GAME

YOUR ULTIMATE GUIDE
TO THE 2018 BROWNLOW MEDAL



INTRODUCTION

Betfair has teamed up with data scientists, statistic professors and pro punters to predict the 2018 Brownlow Medal. The collective intelligence and experience make this one of the deepest Brownlow resources ever created.

Inside this eBook, you'll find:

- Five Brownlow Medal leaderboard predictions
- Two data models that let you create your own Brownlow predictions
- A collective leaderboard with our weighted Brownlow Medal predictions
- Most team votes

So not only will you get the individual and weighted vote predictions, we've even got data science tools to help you build your own Brownlow model. Whether you're a data novice or an expert, you can customise the script to predict your own votes.

If you're not interested in modeling data, we've got expert predictions. The predictive leaderboards will help you answer your Brownlow questions.

- Should you lay, or back, Tom Mitchell?
- Will Grundy or Gawn defy the history of ruckmen?
- Can Cripps poll despite Carlton only winning two games?

Plus you can use these numbers to predict the top three, leader at round 10, most team votes or any of the other [Brownlow markets on the Exchange](#).

We hope you enjoy these predictions.

Gamble responsibly.

1. THE PROFESSOR

Associate Professor, Michael Bailey, has worked as a biostatistician for 20 years and has published over 400 manuscripts in peer reviewed medical journals that have been cited more than 14,000 times.

In 2005 he completed a PhD which outlined a statistical approach to predicting sporting outcomes and with a specific chapter dedicated to the Brownlow. **He is the only known person to be awarded a PhD for the prediction of the Brownlow Medal winner.**

Bailey has exclusively teamed up with Betfair again to predict the 2018 Brownlow Medal. Sharing his statistical outputs, we see that Tom Mitchell and Dustin Martin are a clear quinella, with Patrick Dangerfield predicted to poll 20 votes for the seventh consecutive season.

THE PROFESSOR'S TOP 20

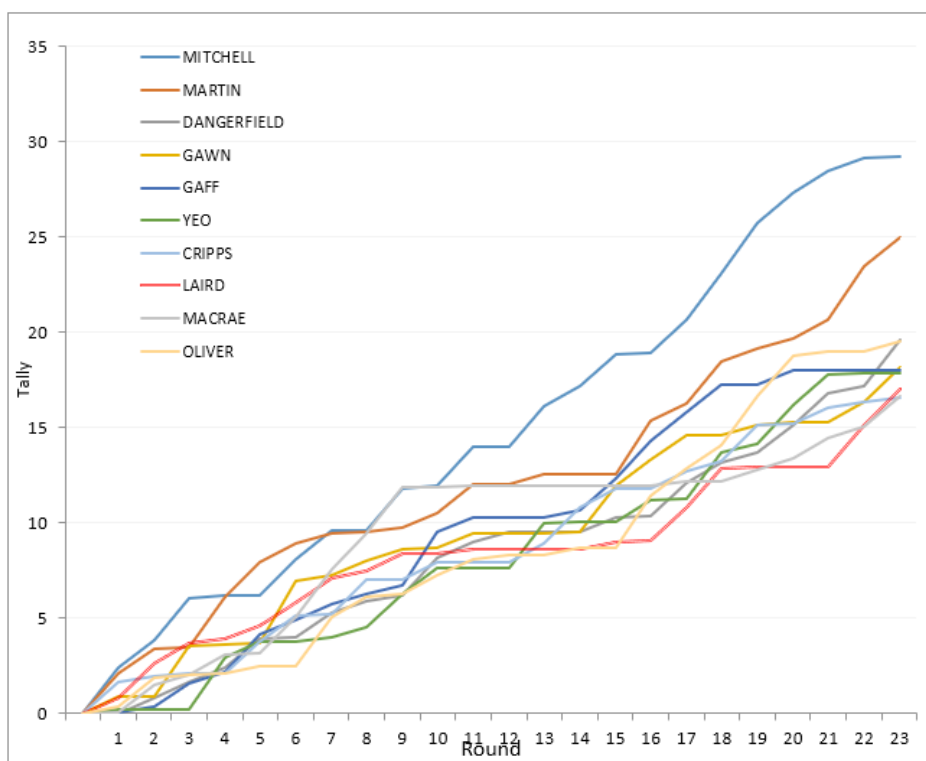
POSITION	PLAYER	PREDICTED VOTES
1	Tom Mitchell	29.0
2	Dustin Martin	25.0
T3	Patrick Dangerfield	20.0
T3	Clayton Oliver	20.0
T5	Max Gawn	18.0
T5	Andrew Gaff	18.0
T5	Elliot Yeo	18.0
T8	Patrick Cripps	17.0
T8	Rory Laird	17.0
T8	Jack Macrae	17.0
T8	Brodie Grundy	17.0
T8	Dyson Heppell	17.0
T8	Nat Fyfe	17.0
T8	Josh Kennedy	17.0
T15	Gary Ablett	16.0
T15	Steele Sidebottom	16.0
T17	Dayne Beams	15.0
T17	Scott Pendlebury	15.0
T17	Joel Selwood	15.0
T17	Shaun Higgins	15.0

Bailey has also graphed the timing of his predictions in figure 1 below.

This information could help you decide:

- When to back and lay in-play on Brownlow night
- the Round 10 leader
- What to expect from Dustin Martin in the second half of the season
- Where Tom Mitchell should be at each stage of the count to reach 29

Figure 1. How the count will progress for leading 10 players



We strongly recommend you check out all of Bailey's predictions [here](#).

You'll see his predictions from the last five years too.

In 2017, he predicted the trifecta in order.

In 2015, he predicted the top 7, with five of them in their exact position.

2. BETFAIR LEADERBOARD

The Analysts, a collection of pro punters, have been sharing their [Brownlow Medal Predictor](#) all season on [The Betfair Hub](#).

They allocate between 0.5 and 3.0 votes to the best players, depending on the number of players that stood out. The Analysts watch every game, analyse the statistics and seek out the media awards for even more opinion.

If you want to read a deeper explanation of their method, read their article on [managing your own Brownlow spreadsheet](#).

Please enjoy The Analyst's Top 20 leaderboard below. You'll notice that the quinella matches The Professor, although Patrick Cripps finishes third, just behind Dustin Martin. Grundy and Gawn don't reach 20 votes, but are still predicted to top their team's votes.

THE ANALYST'S TOP 20

POSITION	PLAYER	PREDICTED VOTES
1	Tom Mitchell	27.5
2	Dustin Martin	22.5
3	Patrick Cripps	22.0
4	Andrew Gaff	21.0
5	Dayne Beams	20.5
T6	Jack Macrae	19.5
T6	Max Gawn	19.5
8	Brodie Grundy	19.0
T9	Nat Fyfe	18.5
T9	Patrick Dangerfield	18.5
11	Rory Laird	18.0
12	Shaun Higgins	17.5
T13	Scott Pendlebury	17.0
T13	Elliot Yeo	17.0
T13	Zach Merrett	17.0
16	Clayton Oliver	16.5
17	Angus Brayshaw	15.5
T18	Gary Ablett	15.0
T18	Steele Sidebottom	15.0
T20	Josh Kelly	14.5
T20	Stephen Coniglio	14.5
T20	Jack Steven	14.5

3. FAT STATS CHARLIE

[Liam Webb](#) is the creator of [chaRlie](#), the most interactive Brownlow Medal interface you'll find. Liam uses data science for his predictions and has been refining his model for the past four years, although his predictions stretch back to 2010.

For 2018, every AFL player has a mean vote prediction after Webb ran 100 iterations of his model. Plus, there is even a skew function that tries to correct historic under and over-estimations by the model. For example, Marcus Bontempelli's predictions skew up because he historically outpolls his statistics.

For this eBook, Liam's predictions include the historic skew function.

The Fat Stats model has Tom Mitchell winning comprehensively and doesn't like Patrick Cripps' chances. Liam provides deeper context on Cripps in [this great article](#).

[Fat Stats Charlie](#) is a brilliant website for your team vote betting too.

FAT STATS' TOP 20

POSITION	PLAYER	PREDICTED VOTES
1	Tom Mitchell	39.5
2	Dustin Martin	24.1
3	Jack Macrae	22.6
4	Clayton Oliver	22.1
5	Dayne Beams	20.8
6	Lance Franklin	20.6
7	Steele Sidebottom	19.2
8	Nat Fyfe	18.5
9	Andrew Gaff	18.1
10	Brodie Grundy	18.1
11	Gary Ablett	16.7
12	Stephen Coniglio	16.3
13	Angus Brayshaw	16.1
14	Josh Kennedy SY	15.7
15	Dyson Heppell	15.7
16	Zach Merrett	15.6
17	Elliot Yeo	15.5
18	Luke Parker	15.2
19	Patrick Dangerfield	14.1
20	Scott Pendlebury	14.1

4. ROBERT NGUYEN

Bobby is the one of the most well-known AFL modelers in the country. He's a PhD student that you might know on Twitter as [Analysis of AFL](#) or as [himself](#). He co-created the best AFL data source, [FitzRoy](#), with [James Day](#), which is used by pro punters around the country.

Build your own model

Bobby generates his Brownlow predictions by running his Brownlow model, which he's sharing the process of how he build it and all the tricks that others might keep to themselves. If you're data inclined, please download it [here](#). There's instructions on how to use the model and even add in extra variables that you think influence umpires.

Some of Nguyen's predicted votes are skewed down from other numbers but the model is supposed to be used for it's positioning. For example, Andrew Gaff is predicted to finish third and beat teammate Elliot Yeo, even if Yeo polls 14 or more votes. In 2017, Nguyen [proved](#) that his positionings were more accurate than Champion Data's.

ROBERT NGUYEN'S TOP 20

POSITION	PLAYER	PREDICTED VOTES
1	Tom Mitchell	30.91
2	Dustin Martin	20.52
3	Andrew Gaff	18.17
4	Patrick Dangerfield	17.38
5	Jack Macrae	16.05
6	Lance Franklin	15.44
7	Nat Fyfe	15.41
8	Clayton Oliver	15.07
9	Dayne Beams	14.24
10	Elliot Yeo	13.90
11	Brodie Grundy	13.42
12	Steele Sidebottom	13.08
13	Patrick Cripps	13.03
14	Tom Hawkins	12.77
15	Gary Ablett	12.55
16	Stephen Coniglio	11.85
17	Shaun Higgins	11.66
18	Lachie Neale	11.51
19	Jack Ziebell	11.28
20	Joel Selwood	11.22

If you like Nguyen's AFL resources, we recommend checking out his NBA data too. [HotHand](#) is his FitzRoy equivalent.

5. MACHINE LEARNING MODEL

Betfair has its own team of data scientists who have created a machine learning model for the 2018 Brownlow Medal.

The model uses two data sets from Robert Nguyen's FitzRoy package, so that it includes every valuable statistic. Beyond kicks, handballs and goals, it also contains Supercoach scores, historic Brownlow votes, winning margin and any other valuable statistic you can think of.

Once the data is collected and cleaned, the model uses an ensemble of gradient boosted machines to create predictions.

You can find the predicted top 20 below. Plus if you're data minded you can find the model (and all its outputs) on [Betfair's Brownlow GitHub](#).

BETFAIR'S MACHINE LEARNING MODEL TOP 20

POSITION	PLAYER	PREDICTED VOTES
1	Tom Mitchell	35.0
2	Clayton Oliver	19.3
3	Dayne Beams	19.1
4	Brodie Grundy	19.1
5	Jack Macrae	18.7
6	Patrick Dangerfield	17.5
7	Dustin Martin	17.0
8	Andrew Gaff	16.6
9	Nat Fyfe	15.7
10	Max Gawn	15.7
11	Lachie Neale	15.4
12	Elliot Yeo	15.2
13	Steele Sidebottom	15.1
14	Patrick Cripps	14.7
15	Gary Ablett	14.4
16	Lance Franklin	13.9
17	Rory Laird	13.4
18	Joel Selwood	13.2
19	Matt Crouch	13.0
20	Dyson Heppell	12.8

COLLECTIVE LEADERBOARD

As we don't know which prediction is the most accurate, we have created a collective average. This is consistent with [The Wisdom Of Crowds](#), a popular [book](#) by James Surowiecki.

It's also why the [Betfair Starting Price](#) is such an [accurate prediction tool](#). When there is enough information, or weight of money, the probabilities in a market are true.

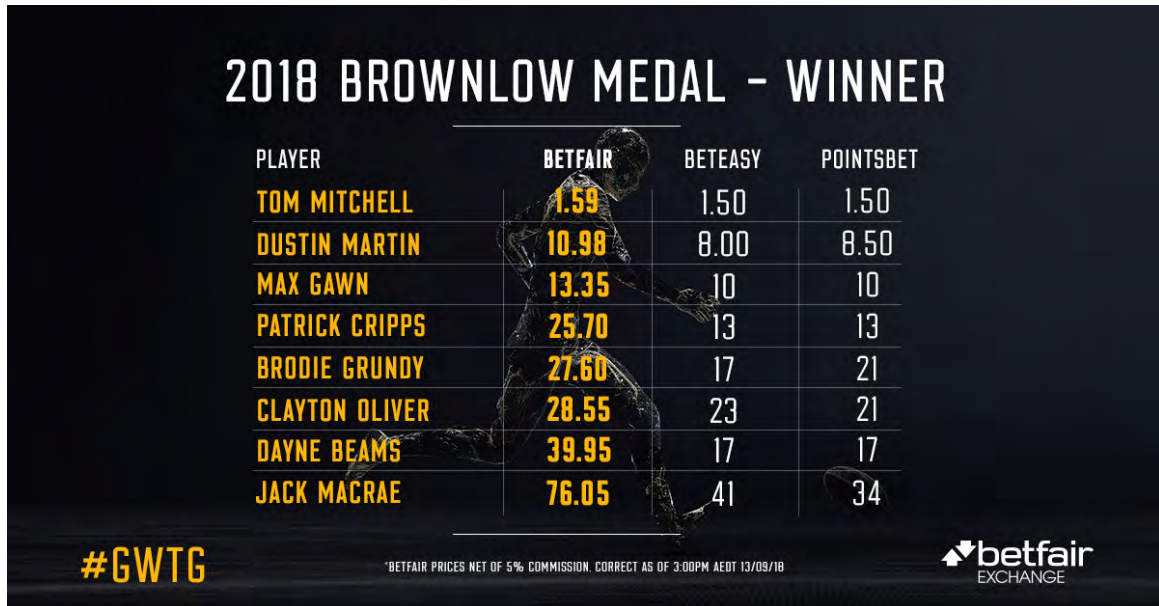
Using the principles of Betfair, please enjoy our collective Top 20. The weightings are:

- The Professor: 30%
- The Analysts 24%
- Fat Stats: 24%
- Machine Learning Model 7%
- Robert Nguyen 3%
- AFL.com.au 3%
- Phantom Brownlow 3%
- Before You Bet 3%
- King Punters 3%

POSITION	PLAYER	PREDICTED VOTES
1	Tom Mitchell	31.4
2	Dustin Martin	23.3
3	Clayton Oliver	19.3
4	Jack Macrae	19.2
5	Dayne Beams	18.8
6	Andrew Gaff	18.7
7	Brodie Grundy	18.1
8	Patrick Cripps	17.9
9	Nat Fyfe	17.7
10	Patrick Dangerfield	17.5
11	Max Gawn	17.2
12	Elliot Yeo	16.9
13	Steele Sidebottom	16.6
14	Gary Ablett	15.6
15	Rory Laird	15.5
16	Dyson Heppell	15.1
17	Josh Kennedy	15.0
18	Shaun Higgins	14.8
19	Stephen Coniglio	14.4
20	Lance Franklin	14.4

THE MARKET

How do these numbers compare with the [Brownlow market on the Betfair Exchange](#) and the odds from bookmakers?



2018 BROWNLOW MEDAL - WINNER

PLAYER	BETFAIR	BETEASY	POINTS BET
TOM MITCHELL	1.59	1.50	1.50
DUSTIN MARTIN	10.98	8.00	8.50
MAX GAWN	13.35	10	10
PATRICK CRIPPS	25.70	13	13
BRODIE GRUNDY	27.60	17	21
CLAYTON OLIVER	28.55	23	21
DAYNE BEAMS	39.95	17	17
JACK MACRAE	76.05	41	34

#GWTG

*BETFAIR PRICES NET OF 5% COMMISSION. CORRECT AS OF 3:00PM AEDT 12/09/18

betfair
EXCHANGE

Odds correct at 2pm 10/9/18

As some of you would know, Betfair is a marketplace for betting. Bookies don't set the odds. Punters do. Betfair create the markets and take a modest commission from winning bets (only 2.5% on AFL).

This business model, with these size margins, often means punters get greater value on the Exchange.

If you think Tom Mitchell is over the odds, you can back him. If you think he's underpriced, you can lay. You can even back and lay the same player, which is something many punters will be doing on Brownlow Medal night when the votes are being announced live.

If you're interested in getting the best odds this Brownlow, [join the Betfair Exchange](#).

TEAM LEADERS

We know another popular betting market is most votes for each team. So we're sharing weighted predictions for these too. The votes can be used for favourite out markets as well (eg [Carlton without Cripps](#)).

The predicted votes column is another Wisdom Of The Crowd number.

On the far right will be a mean prediction, with equal weighting.

ADELAIDE CROWS

PLAYER	WOC AVERAGE
Rory Laird	15.5
Bryce Gibbs	11.2
Matt Crouch	9.2

BRISBANE LIONS

PLAYER	WOC AVERAGE
Dayne Beams	18.8
Dayne Zorko	8.4
Stefan Martin	6.1

CARLTON BLUES

PLAYER	WOC AVERAGE
Patrick Cripps	17.9
Kade Simpson	5.5

COLLINGWOOD MAGPIES

PLAYER	WOC AVERAGE
Brodie Grundy	18.1
Steele Sidebottom	16.6
Scott Pendlebury	13.7
Adam Treloar	10.1
Jordan De Goey	9.3

ESSENDON BOMBERS

PLAYER	WOC AVERAGE
Dyson Heppell	15.1
Zach Merrett	13.7
Devon Smith	6.7

FREMANTLE DOCKERS

PLAYER	WOC AVERAGE
Nat Fyfe	17.7
Lachie Neale	12.8
Michael Walters	5.7

TEAM LEADERS

GEELONG CATS

PLAYER	WOC AVERAGE
Patrick Dangerfield	17.5
Gary Ablett	15.6
Joel Selwood	13.2
Tom Hawkins	11.5

GOLD COAST SUNS

PLAYER	WOC AVERAGE
Jarryd Lyons	3.8
Aaron Young	3.3
Brayden Fiorini	2.8
Jarrood Witts	2.6
David Swallow	2.0

GWS GIANTS

PLAYER	WOC AVERAGE
Stephen Coniglio	14.4
Callan Ward	12.3
Josh Kelly	12.2
Lachie Whitfield	11.0

HAWTHORN HAWKS

PLAYER	WOC AVERAGE
Tom Mitchell	31.4
Luke Bruest	9.0
Jack Gunston	7.7
Jaeger O'Meara	5.5

MELBOURNE DEMONS

PLAYER	WOC AVERAGE
Clayton Oliver	19.3
Max Gawn	17.2
Angus Brayshaw	13.5
Jesse Hogan	10.8

NORTH MELBOURNE

PLAYER	WOC AVERAGE
Shaun Higgins	15.0
Ben Brown	10.1
Ben Cunnington	9.9
Jarrad Waite	7.1
Jack Ziebell	6.3

TEAM LEADERS

PORT ADELAIDE POWER

PLAYER	WOC AVERAGE
Ollie Wines	12.0
Robbie Gray	9.7
Justin Westhoff	7.1
Jared Polec	6.5

RICHMOND TIGERS

PLAYER	WOC AVERAGE
Dustin Martin	23.9
Jack Riewoldt	9.4
Josh Caddy	8.3
Trent Cotchin	8.3
Kane Lambert	7.5

ST KILDA SAINTS

PLAYER	WOC AVERAGE
Jack Steven	10.5
Seb Ross	7.2

SYDNEY SWANS

PLAYER	WOC AVERAGE
Josh Kennedy	15.0
Lance Franklin	14.4
Luke Parker	11.4
Jake Lloyd	9.4
Isaac Heeney	8.6

WESTERN BULLDOGS

PLAYER	WOC AVERAGE
Jack Macrae	19.2
Marcus Bontempelli	10.6
Lachie Hunter	8.0

WEST COAST EAGLES

PLAYER	WOC AVERAGE
Andrew Gaff	18.7
Elliot Yeo	16.9
Jack Redden	10.4
Jack Darling	10.1

CONCLUSION

All five predictions have Tom Mitchell claiming the [2018 Brownlow Medal](#). The predicted margin, on our collective leaderboard below, is a significant 8.1 votes. It also shows Dustin Martin clearly finishing second on 23.3 votes with Clayton Oliver and Jack Macrae four votes back in third and fourth respectively. Dayne Beams concludes the predicted top five, just in front of Andrew Gaff.

Despite our confidence in these resources, please use caution in your betting. The Brownlow Medal often provides surprising results.

Thank you for reading and if you're skilled with data, don't forget to check out the resources on [Betfair's Brownlow GitHub](#).

Gamble responsibly.

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10	Patrick Dangerfield	17.5
11	Max Gawn	17.2
12	Elliot Yeo	16.9
13	Steele Sidebottom	16.6
14	Gary Ablett	15.6
15	Rory Laird	15.5
16	Dyson Heppell	15.1
17	Josh Kennedy	15.0
18	Shaun Higgins	14.8
19	Stephen Coniglio	14.4
20	Lance Franklin	14.4