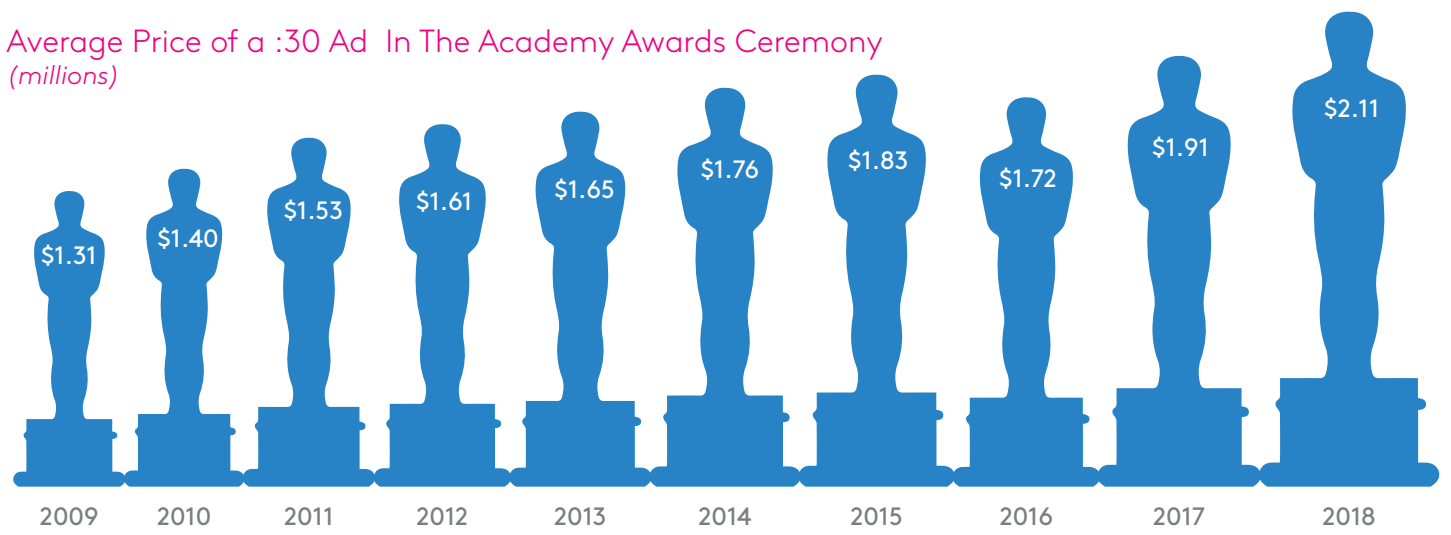


# Advertising goes for gold with the Oscars

## The Price of Advertising Is Trending Upwards

In 2018 the average price of a 30 second spot in the awards ceremony was \$2.11 million, an increase of 10 percent from the previous year. For 2019 the average price is expected to reach \$2.2 million. The show draws one of the largest audiences in all of television and generates strong second-screen engagement. These attributes are attractive to marketers and contribute to the premium price.

Average Price of a :30 Ad In The Academy Awards Ceremony (millions)

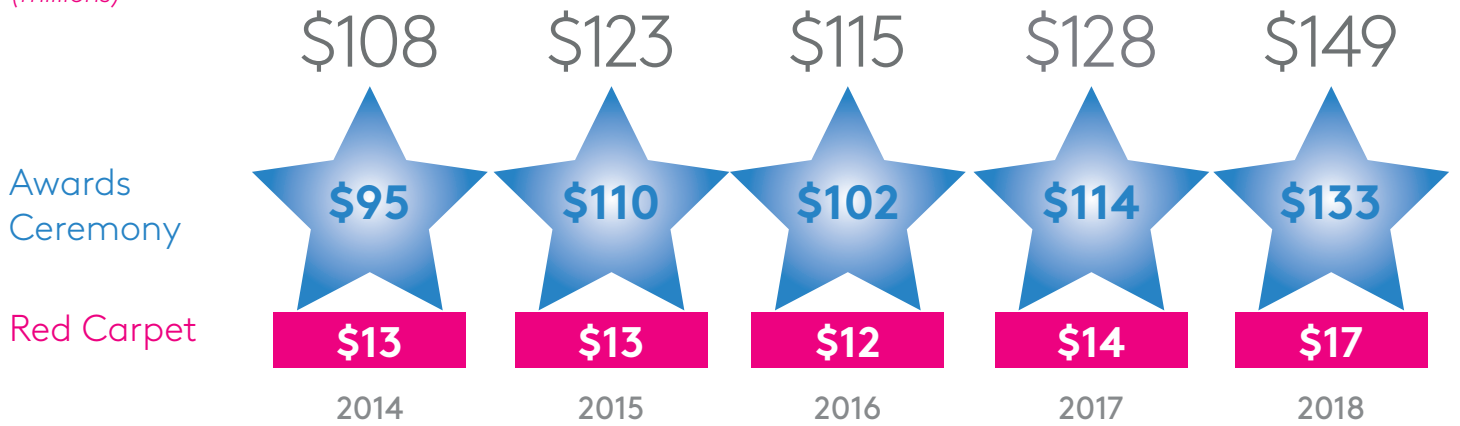


Source: Kantar Media

## Ad Revenues Remain High

Ad revenue has been increasing from a combination of higher unit pricing and more inventory for sale. In 2018 sponsors paid \$128 million for messages in the awards show, up 17 percent from 2017. When the pre-ceremony Red Carpet coverage is included the grand total jumps to an all-time high of \$149 million. Oscar Sunday perennially generates more ad revenue for ABC than any other day of the year.

The Academy Awards Ad Revenue (millions)

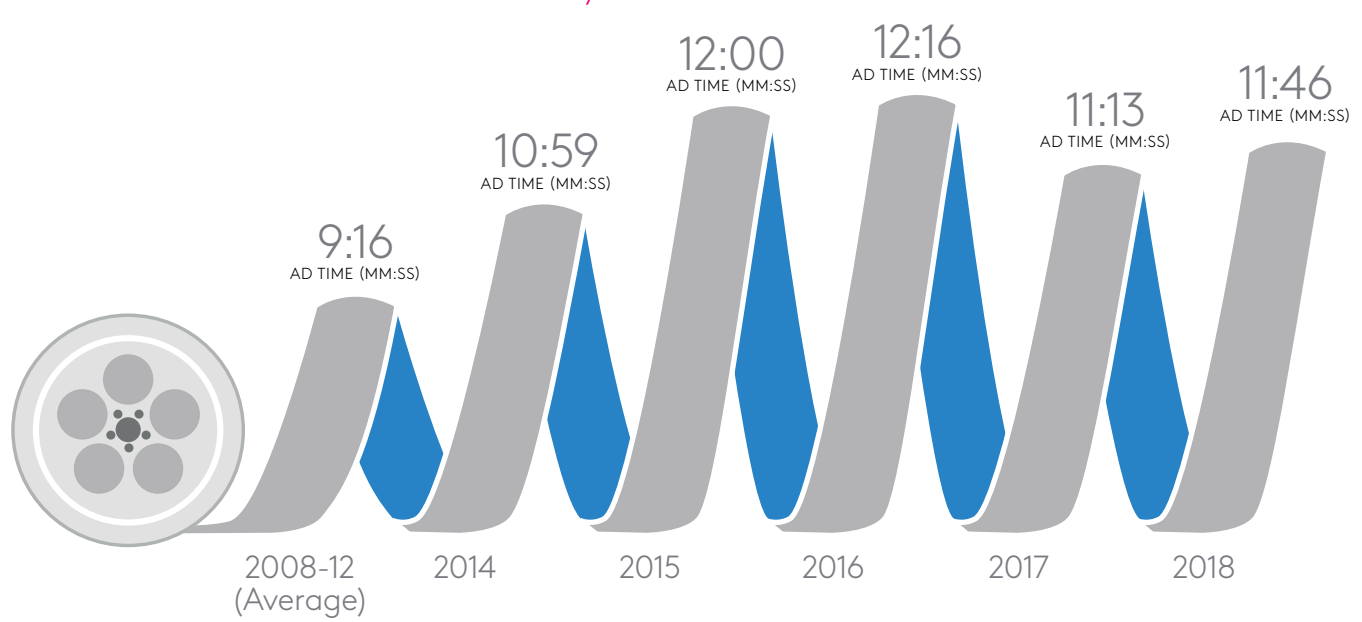


Source: Kantar Media

## The Ad Load Has Increased

The Academy Awards has a reputation of being relatively uncluttered by commercial messages. But the reference benchmark makes a difference. On one hand, the ad load in the awards telecast is about one-third less than regular prime-time programming on ABC. On the other, Oscar ad time has increased more than 25 percent during the past decade.

Network TV Commercials\* in the Academy Awards



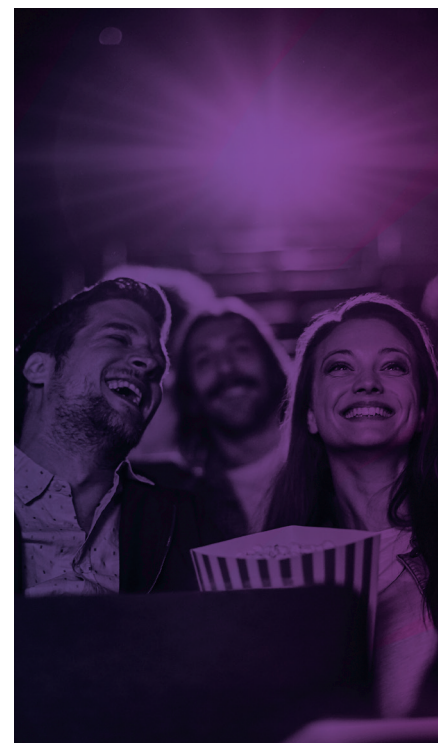
\*Includes paid announcements, network promos and PSAs  
Source: Kantar Media

## Samsung Leads in Ad Spend

The largest advertising positions in the Academy Awards are held by well-known marketers. In a typical year, the top five spenders account for 55-60 percent of total ad revenue. And because of long-term sponsorship deals, the makeup of the group changes slowly over time.

2018 Rank	Ad Spend (millions)	2014-18 Cumulative Rank	Ad Spend (millions)
1. Samsung Group (tie)	\$16.8	1. Samsung Group	\$89.6
1. General Motors (tie)	\$16.8	2. General Motors	\$74.6
1. Walmart (tie)	\$16.8	3. Alphabet (Google)	\$39.4
4. Yahoo	\$10.5	4. AT&T	\$31.9
5. Alphabet (Google)	\$ 8.4	5. Walmart	\$28.3

Source: Kantar Media

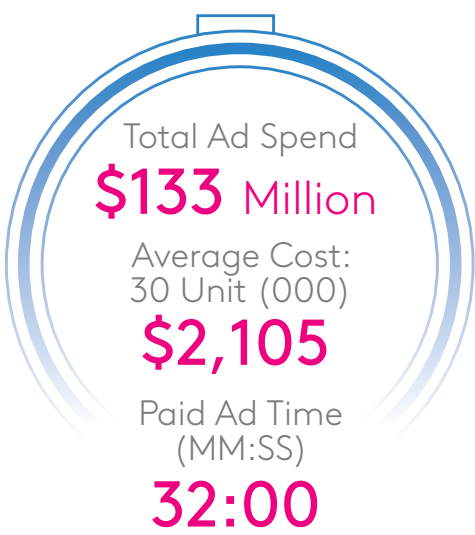


## The Oscars Win the Gold

The Academy Awards, Grammy Awards and Golden Globes are the top three awards shows on broadcast television and occur within weeks of each other. The Academy Awards commands a significantly higher advertising price and produces more revenue than its rivals.

Major Award Shows: Comparative Ad Metrics In 2018

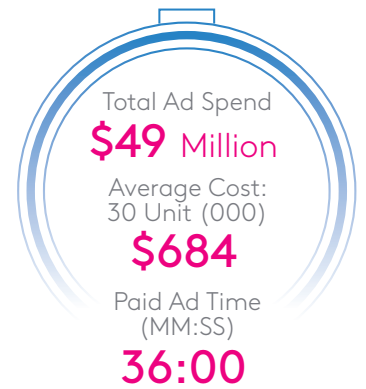
### Academy Awards



### Grammy Awards



### Golden Globe Awards



Source: Kantar Media