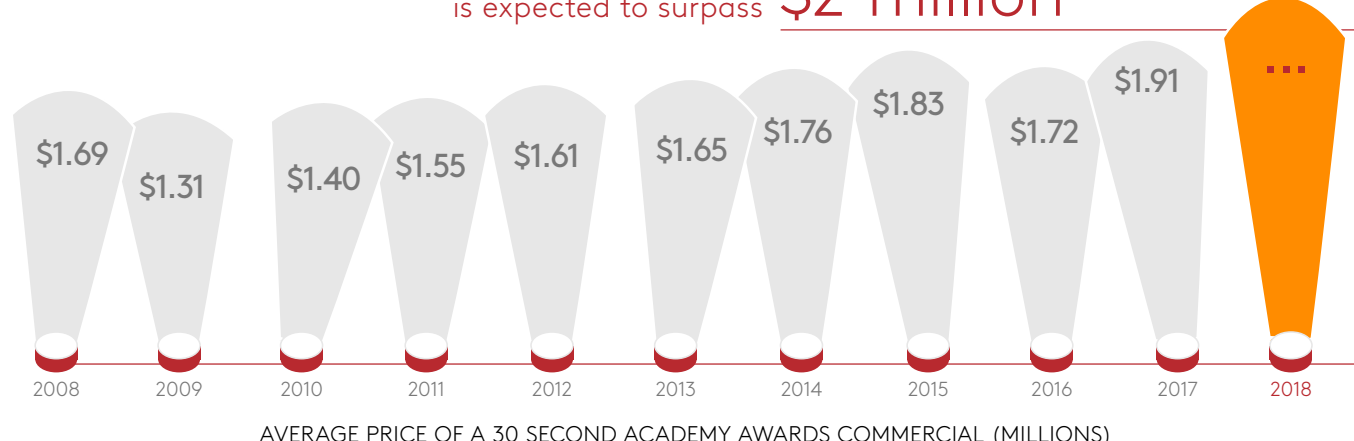


# And the advertising Oscar goes to...

## The Price of Advertising Is Trending Upwards

In 2017 the average price of a 30-second spot in the Academy Awards was \$1.91 million, an increase of 11 percent from the prior year. For 2018 the average cost for a 30 second ad is expected to surpass \$2 million. The awards show attracts one of the largest audiences in all of television and this contributes to the premium cost.

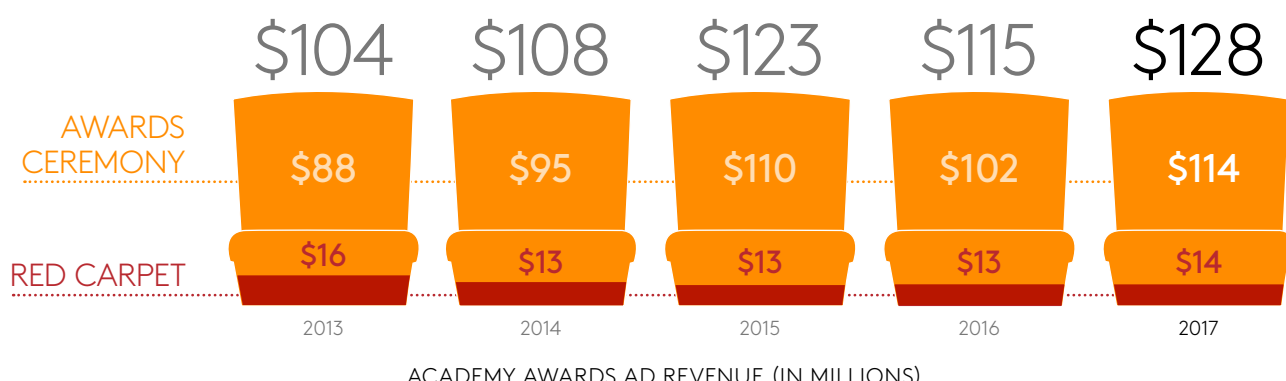
For 2018 the average cost for a 30 second ad is expected to surpass **\$2 million**



Source: Kantar Media

## Ad Revenues Remain High

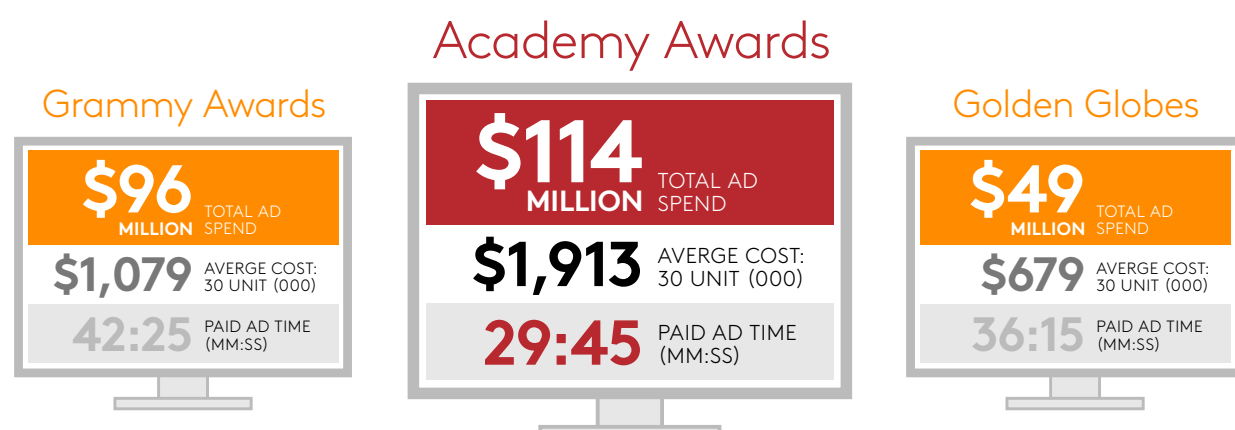
Ad revenue has been increasing from a combination of higher spot pricing and more inventory for sale. In 2017 sponsors paid \$114 million for messages in the Academy Awards, up 12 percent from a soft 2016. When the pre-ceremony Red Carpet coverage is included, the grand total jumps to \$128 million. Oscar Sunday perennially generates more ad revenue for ABC than any other day of the year.



Source: Kantar Media

## The Oscars Win the Gold

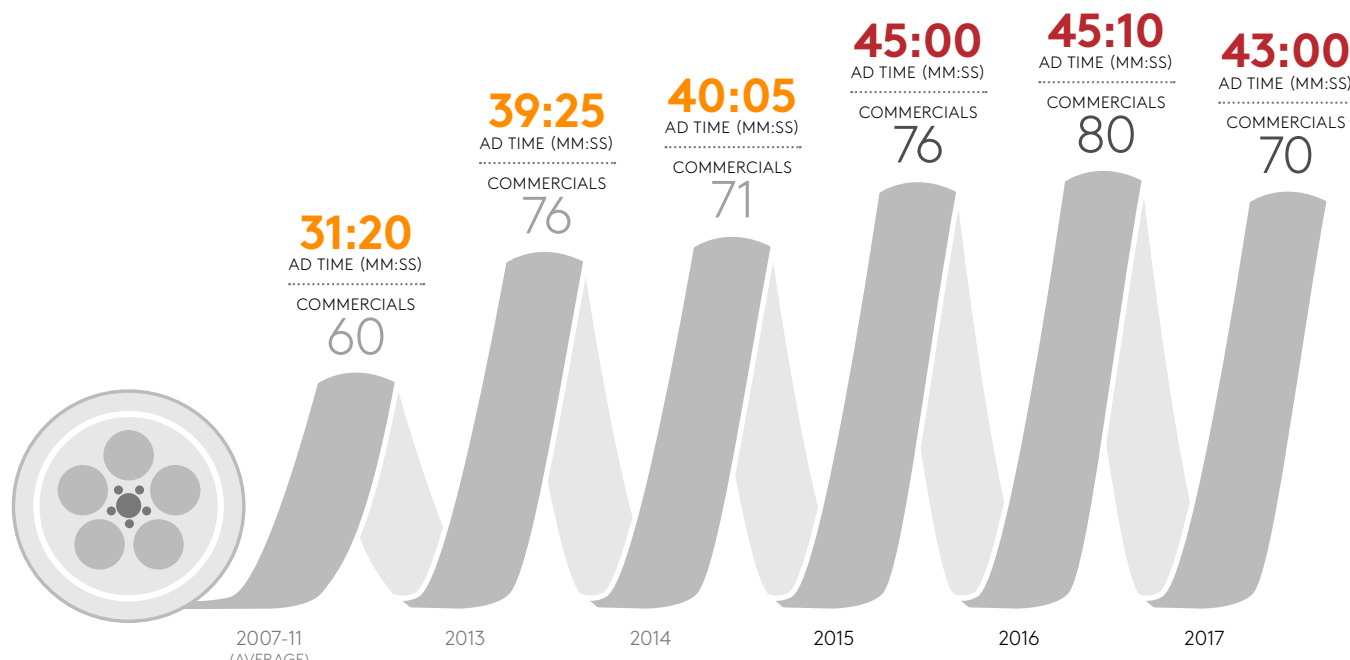
The Academy Awards, Grammy Awards and Golden Globes are the top three awards shows on broadcast television and occur within weeks of each other. The Academy Awards commands a significantly higher advertising price and produces more revenue than its rivals.



Source: Kantar Media

## Advertising Time Is Increasing

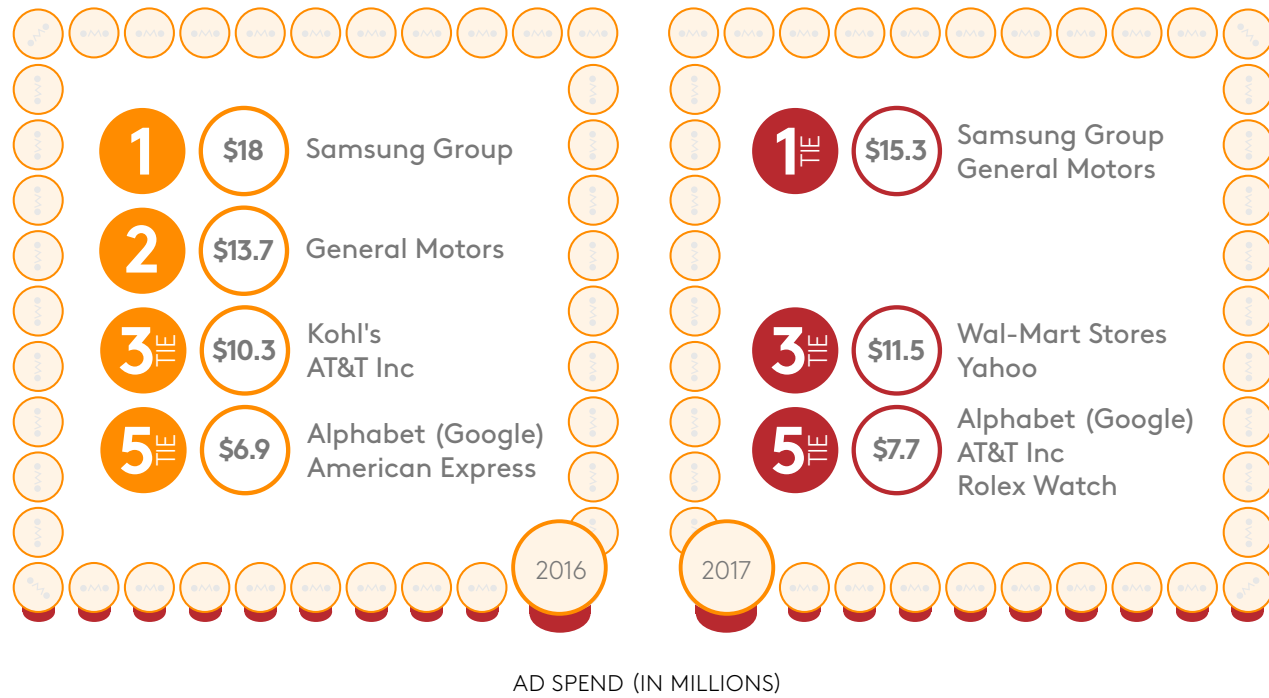
The Academy Awards has a reputation of being relatively uncluttered by commercial messages. That was truer a decade ago than present day. The past three telecasts have each had 43-45 minutes of national ad time as compared to an average of around 31 minutes five to ten years ago.



\*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.

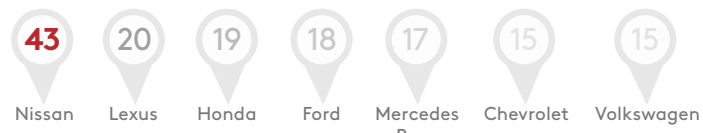


Source: Kantar Media

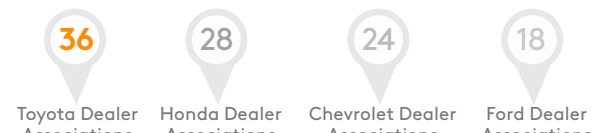
## Local Market TV Sponsors: A Battleground for Automotive

On a national level, ABC sells exclusivity to a single automotive company (currently GM), preventing competitors from airing national spots. This leaves local markets as the only access point for other auto advertisers to reach viewers. Across the Top 100 markets, auto accounted for 34 percent of all local ad time in the 2017 Academy Awards. Auto ads appeared in 99 of the 100 markets.

### MANUFACTURERS (NUMBER OF MARKETS)



### DEALER GROUPS (NUMBER OF MARKETS)



REGIONAL ADVERTISING IN THE 2016 ACADEMY AWARDS:  
AUTO BRANDS WITH ADS IN AT LEAST 15 OF THE TOP 100 MARKETS

Source: Kantar Media