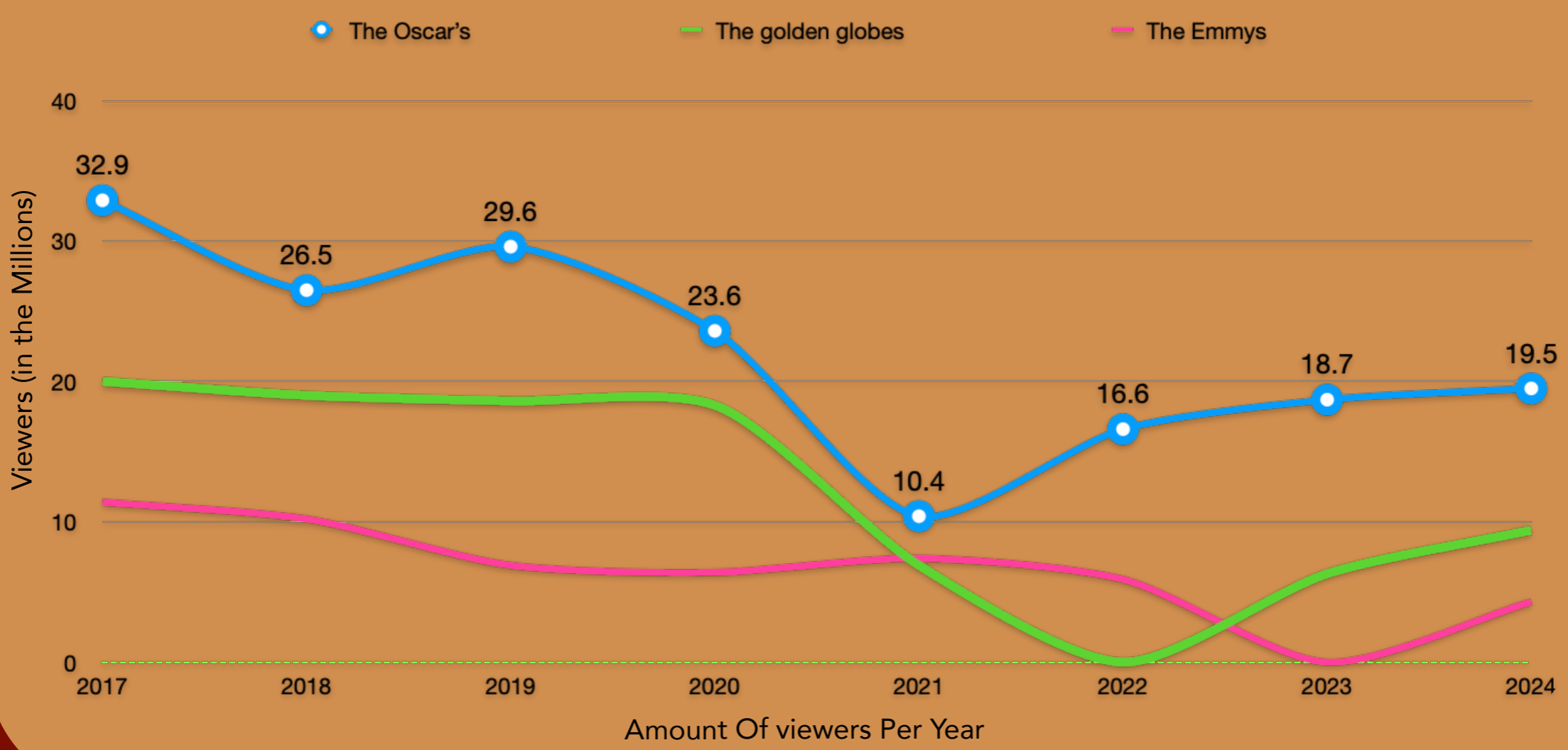


Are the Oscars Still Relevant A by the numbers follow up.

How Many People Are Watching The Oscars?



96th Academy Awards viewership

21.01 million total Views over 7 days

19.5 Million viewers Live

+

1.51 Million viewers watching later on Streaming platforms

How do the 96th Oscars stack up VS other years

Most Viewed

The 70th

Academy Awards (1994)

55 Million Viewers

VS

Least Viewed

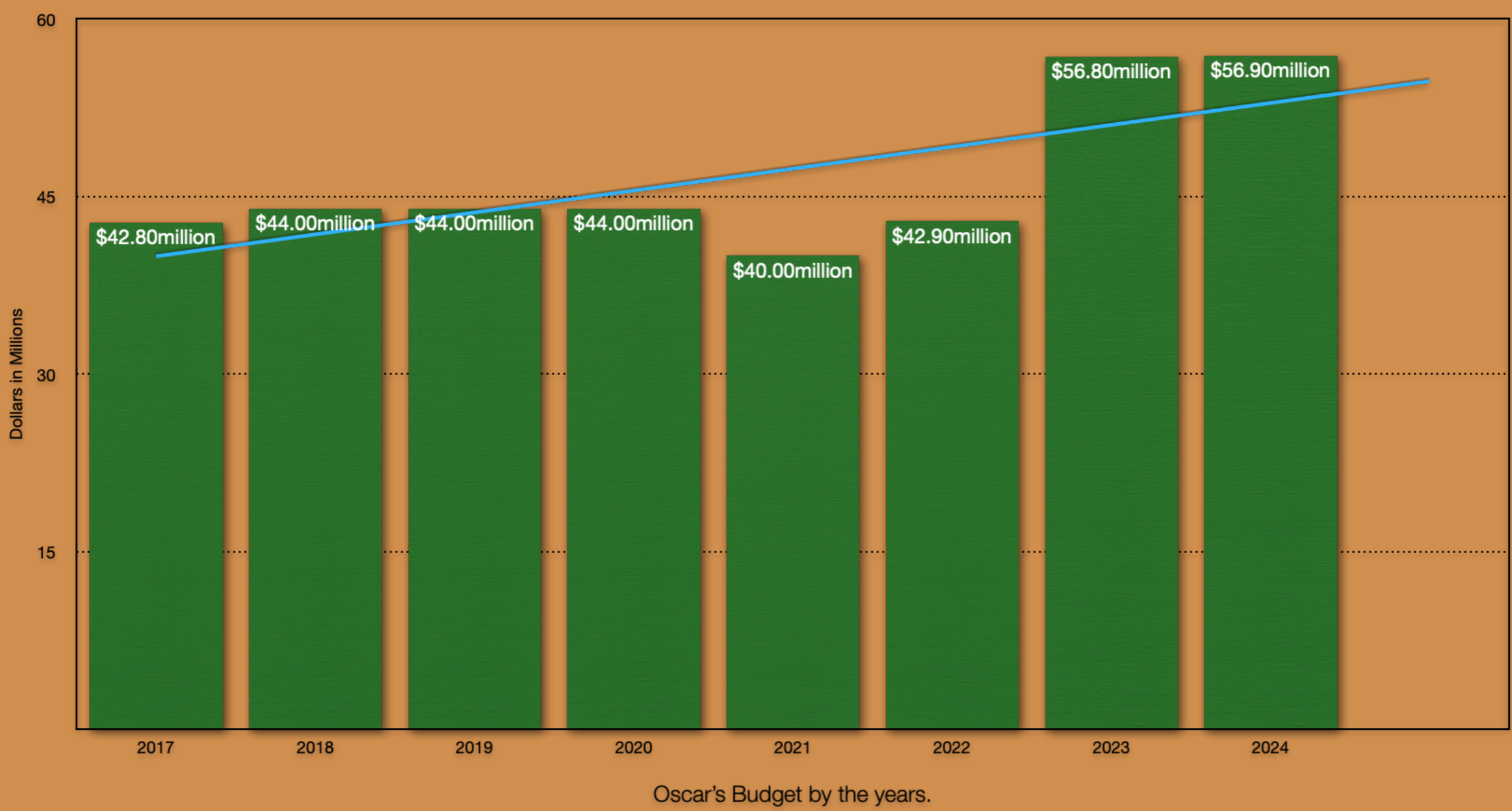
The 93rd

Academy Awards (2021)

10.4 Million Viewers

Cost Of The Oscars

How Much Do The Oscars Cost?



56.9 Million Dollars

The cost of the 96th Oscars Most Expensive Show to Date

Ad Dollars

1.85 Million Dollars

The Cost Of A 30-second Ad During the Oscars

VS

7 Million Dollars

The Cost Of A 2024 Super Bowl Ad

Nomination Vs Winners

Only **24.5%** of movies nominated won a Award

53

Movies received an Oscar nomination at the 96th Academy Awards

Only

13

Movies won an Oscar

Oppenheimer winning 7 awards
Poor Things 4 awards