

THE OSCARS

#TVisSocial #OscarsAreSocial

- In this latest *#TVisSocial* analysis, we examined the top 10 trending Twitter topics each hour (:28) during the night of The Oscars to showcase the awards' social presence. Topline findings are below:
 - 100%** of all top 10 trending topics during the night were Ad-Supported TV-related
 - 92%** of all top 10 trending topics were specific to The Oscars, of which:
 - 28%** were related to Movies nominated for awards
 - 23%** were related to Award Nominees and/or Actors & Actresses in attendance
 - 17%** were Oscar-related Personalities (Presenters, Performers and Hosts)
 - 17%** were related to the general Oscar topics & Awards
 - 7%** were related to Commercials that aired during the Oscars

35 different Ad-Supported TV Topics Trended During The Oscars

○ = Movies
 ○ = Nominees, Actors & Actresses
 ○ = Personalities
 ○ = Awards
 ○ = Oscars TV Commercials
 ○ = Other Ad-Supported TV

Rank	7pm	8pm	9pm	10pm	11pm	Midnight
1)	#Oscars	#Oscars	#Oscars	#Oscars	#Oscars	#Oscars
2)	#RedCarpet	#RedCarpet	#HereWeAre	#Coco	Kobe	Tiffany Haddish
3)	Tiffany Haddish	Best Supporting Actor	#Coco	Kobe	#Coco	#GetOut
4)	#SEAvLAFc (MLS)	Three Billboards	Baby Driver	#HereWeAre	Sufjan Stevens	#Coco
5)	#GoBlue (NCAA Basketball)	Tiffany Haddish	#Dunkirk	Laurie Metcalf	Baby Driver	Kobe
6)	Phil (PGA Golf)	#AcademyAwards2018	Phantom Thread	Roseanne	Eva Marie Saint	Eddie Vedder
7)	Ryan Seacrest	#SEAvLAFc (MLS)	#RememberMe (Coco)	BB-8	#HereWeAre	Matthew McConaughey
8)	#GetOut	Kimmel	Mary J Blige	#RememberMe (Coco)	bridge	Eva Marie Saint
9)	Kevin Harvick (NASCAR)	Michael Strahan	Icarus	#Dunkirk	Laurie Metcalf	Common
10)	Whoopi Goldberg	Ryan Seacrest	The Shape of Water	The Shape of Water	Sandra Bullock	Sufjan Stevens