

TVision Goes to Hollywood

HOLLYWOOD

Facts, Figures and Moments from the **Oscars Broadcast**

Insights from the Oscars, measured second-by-second
with TVision's proprietary computer vision software

What exactly can you measure? The TV's on... here's who's paying attention

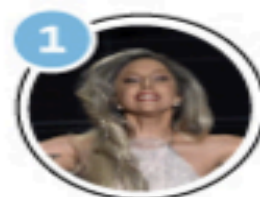


Attention Index
Index of Actual Eyes on Screen



The Average AI is 1.0.

The broadcast's Top 5 moments by Attention Index



1 Lady GaGa's powerful performance garners a standing ovation on stage and at home as she addresses campus assault.



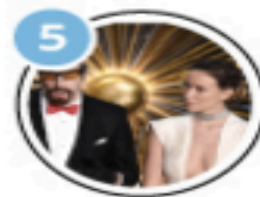
2 Reese Witherspoon & Kate Winslet look stunning on stage



3 The Girl Scout Cookies bit from Chris Rock is one of the most memorable moments of the evening.

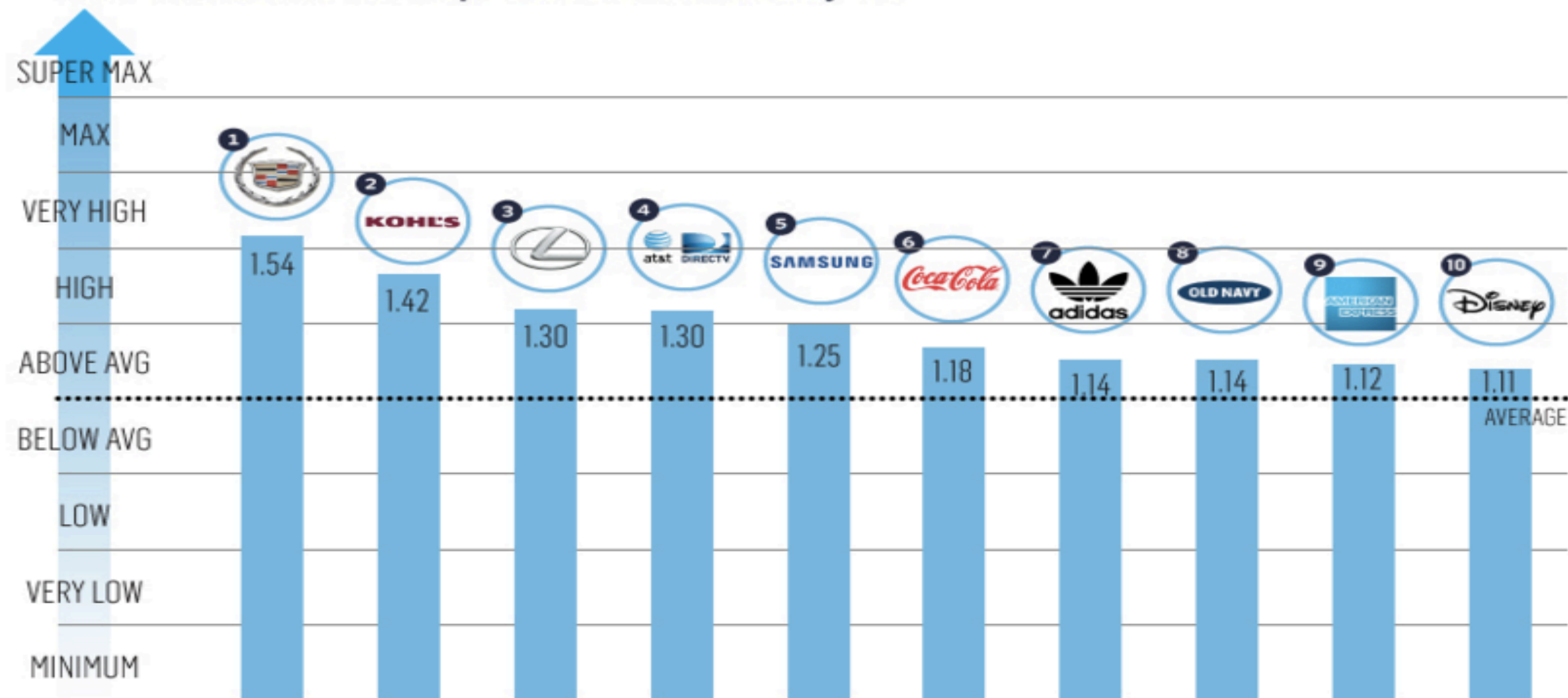


4 Joe Biden's profound speech about sexual assault on campus

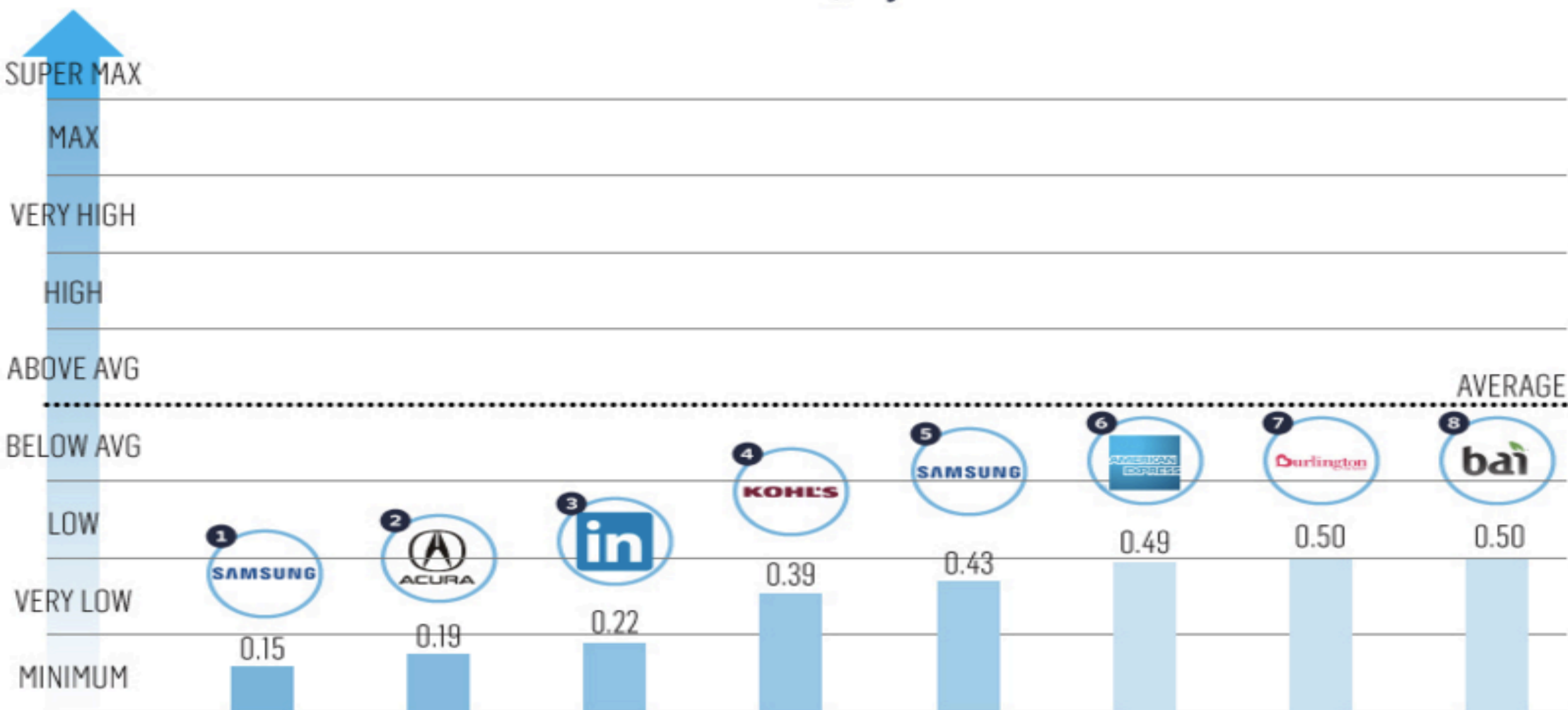


5 Olivia Wilde & Sascha Baron Cohen: A surprising and hilarious bit by Ali G.

The broadcast's top commercials, by AI



The broadcast's lowest commercials, by AI



Top 5 Smiled Moments



Leo Wins & Speech

SMILE INDEX = 2.75



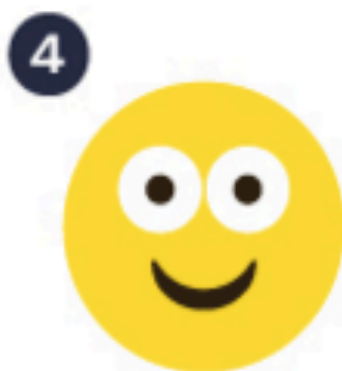
Spotlight Wins & Speech

SMILE INDEX = 1.50



Hateful 8 Wins

SMILE INDEX = 1.47



Minions Clip

SMILE INDEX = 1.26



Spectre Wins

SMILE INDEX = 1.24

TVision
INSIGHTS