



NEWS RELEASE

Academy Awards Viewers Tune Out After the First Hour

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Rovi Research Details Viewership Stats on Hollywood's Biggest Night

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced findings from viewership data Rovi collected during the telecast of the 88th Academy Awards.

Above all, the data revealed that at no time during the broadcast did viewership exceed 42 percent of the total number of viewers who tuned in to the linear broadcast. The audience grew as viewers tuned in for Chris Rock's opening monologue, reaching a peak in viewership after the first 60 minutes, but declined steadily for the remainder of the show. On average, 3.5 percent of the current viewing audience tuned out during each commercial break. By the time Best Actor and Best Picture awards were presented, only 32 percent of the total number of viewers who tuned in to the linear broadcast remained tuned in.

"This year it appears interest in Chris Rock's commentary about the Oscars eclipsed many of the most popular awards, even Best Actor," said Michael Hawkey, senior vice president and general manager of discovery, Rovi. "Despite all of the buzz around whether or not Leonardo DiCaprio would win his first Oscar, Rovi's data shows that while his trending popularity soared, it wasn't enough to hold the audience's attention and keep them tuned in until the very end of programming."

Working with Rovi, media and advertising companies can effectively uncover and engage with the audiences which are most valuable to them. Rovi's history in entertainment discovery gives it a unique viewpoint to provide valuable analytics and insights for its customers around the discovery and consumption of entertainment.

This viewership analysis was completed using sample data collected from U.S. Pay-TV set-top boxes utilizing Rovi's interactive program guide software. See infographic [here](#) for additional detail. Data for this analysis was provided by Rovi Advertising, Rovi Metadata, Rovi Knowledge Graph and Rovi Analytics.

About Rovi Corporation

Rovi Corporation (NASDAQ: ROVI) is creating personalized and data-driven ways for viewers to discover the right entertainment and for providers to discover the right audiences. Chosen by top brands in entertainment content, services and devices, Rovi touches the lives of hundreds of millions of consumers by providing comprehensive solutions, customizable products and technology licensing to make discovery simple, seamless and personal. With more than 5,000 issued or pending patents worldwide, Rovi is advancing entertainment and audience discovery. Learn more at rovi.com or follow us on Twitter @rovi.com.

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Rovi Corporation

Stacey Hurwitz, 617-710-9171

Source: Rovi Corporation