

NEVER MISS A MOMENT ON X



OWN THE OSCARS

March 2, 2025

X has your front row seat to the Oscars. Reach the most leaned in and attentive audience as the big night unfolds on X.



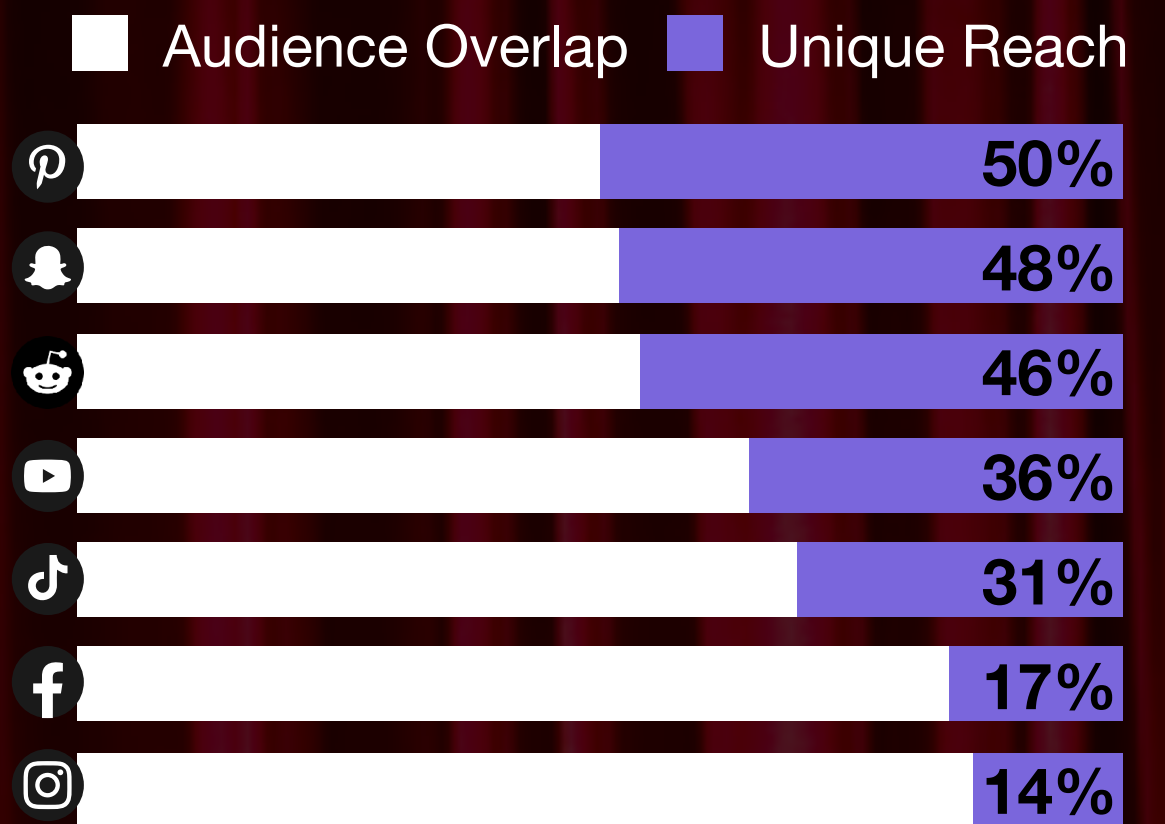
CONNECT WITH VALUABLE AUDIENCES DURING MOMENTS THAT MATTER TO THEM

From Gen Z, to Entertainment fans to Dual Screeners, all eyes will be on X during the Oscars. Bring your brand to high value audiences in a place like no other.

1 IN 2¹
GEN Z-ERS ON X
HAVE STRONG
AFFINITY TO FILM

4.3M²
OSCARS POSTS ON X
IN 2024
(+42% YOY)

1.2X¹
X USERS ARE MORE
LIKELY TO USE SOCIAL
WHILE
WATCHING TV



EXCITEMENT IS PICKING UP AROUND THE GLOBE

The 2025 Oscar conversation got a boost after nominee announcements.

+71%
MORE POSTS ON THE
DAY OF THE
NOMINATIONS YOY

+10%
MORE VIDEO VIEWS ON
THE DAY OF THE
NOMINATIONS YOY

X IS WHERE THE MAGIC HAPPENS

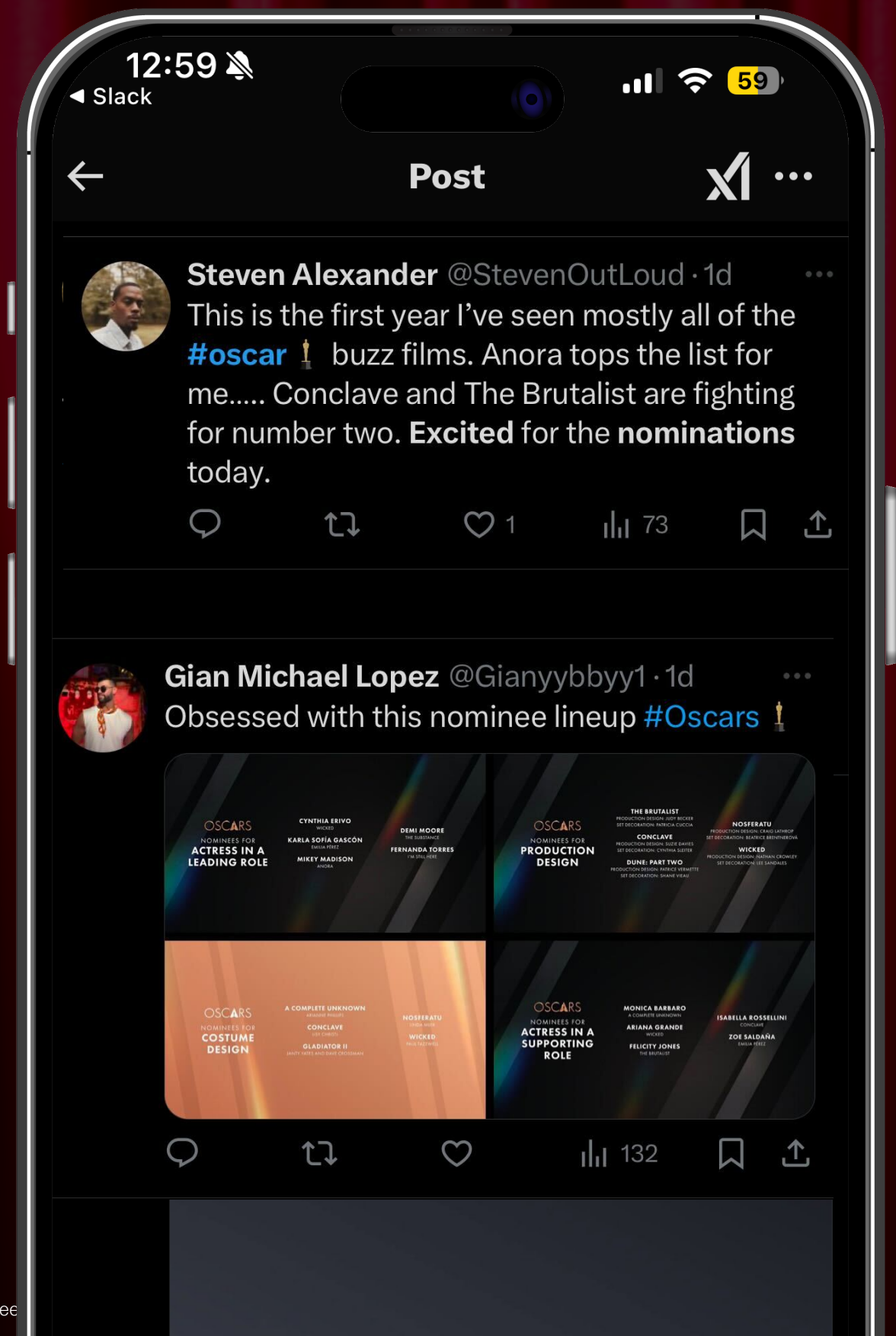
Leverage the power of multiple X touchpoints pre, during & post event to evolve from being a part of the Oscars to truly owning this culturally iconic moment.

Amplify Packages
STARTING AT \$100K



X Ads Bundles: Own the Moment

DIFFERENT BUNDLES AVAILABLE. INQUIRE TO LEARN MORE



1. Source: GWI, US, Q1-2 2024, GWI, 1H24, USA
2. Source: X Internal Data. Oscars from 3/9/2024 -3/11/2024. US only.
3. Source: GWI Core, US, Wave: Q2 2024. X Awards Shows Audience. Q: How often do you visit or use these services? A. More than once a day / Daily / Weekly