

The background of the entire image is a close-up, low-angle shot of the iconic Academy Awards stage. It features a large, semi-circular archway covered in thousands of small, glowing gold lights, creating a shimmering, starry effect. The lights are arranged in vertical columns, giving the impression of a waterfall of stars. The overall color palette is dominated by warm golds, oranges, and yellows, with a dark purple band across the middle containing the main text.

ACADEMY AWARDS

yahoo!

The Academy Awards CTV packages on Yahoo Exchange

Yahoo Exchange has created specific packages to reach the audience of the top awards of the season.

The Academy Awards, better known as **The Oscars**, are awards for artistic and technical merit for the American and international film industry.

Our packages spot the funniest moments, biggest trends, and the most meaningful exchanges for coverage that delights the audience and drives millions of views.

CTV/OTT Movies + Awards Shows

NAR - CTV - Movies + Awards Shows

Yahoo DSP ID: **3818863530**

Flight Dates **March 11-19**

\$19 Bid guidance

CTV/OTT + Awards shows

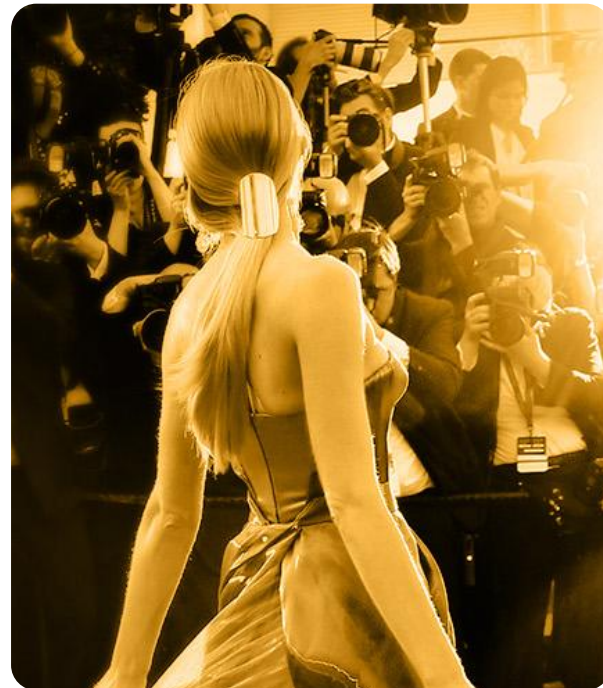
NAR - CTV - Awards Shows

Yahoo DSP ID: **5910123**

Flight Date Jan **9 - March 19**

\$18 Bid guidance

Sample premium publishers



Please contact your Yahoo representative for 3P DSP Deal IDs

The Academy Awards on Yahoo Entertainment - Yahoo Exchange

Yahoo Entertainment is a one-stop shop for people who want to join the **pop culture conversation**.

We help readers sort through the noise and discover the content they just can't miss -- from the latest celebrity and entertainment news, to exclusive interviews with top talent.

#1

AVERAGE MINUTES PER
VISITOR (12.1)
VS. COMPETITIVE SET

2x

TIME SPENT WATCHING VIDEO
(191M) VS. COMPETITIVE SET -
+64% INCREASE YEAR OVER
YEAR

46M

U.S. UNIQUE VISITORS
MONTHLY - **+20% INCREASE**
YEAR OVER YEAR

Cross-property deal opportunities

Video Yahoo, AOL, MSN

Standard - 2859443788

Priority - 704388306

VIP - 3557871387

\$14

\$18

\$22 (3P DSP \$24)

Display Yahoo, MSN

Standard - 210

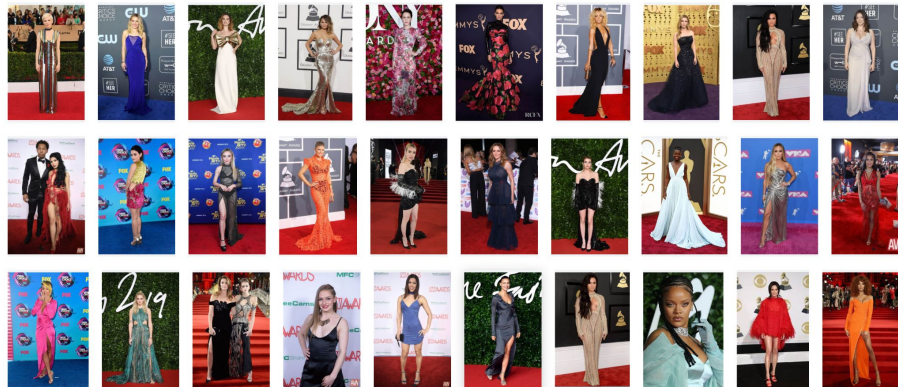
Priority - 1556850750878870403

VIP - 1583339859875295095

\$3.00

\$5.95 (3PDSP \$7)

\$8.50 (3PDSP \$10)



yahoo!

Source: Verizon Media Internal; Facebook Analytics; Comscore MRI Fusion

Please contact your Yahoo representative for 3P DSP Deal IDs

The Academy Awards on 3P Publishers - Yahoo Exchange

Yahoo has direct access to leading third party entertainment destinations.

BuzzFeed provides all the trending buzz in entertainment and celebrity news. **Entertainment Tonight** is the authoritative source on entertainment and celebrity news with unprecedented access to Hollywood's biggest stars. **TMZ** breaks the biggest stories in celebrity news and provides exclusive access to the latest entertainment stories, photos and video.

Display Monthly Opportunities

Yahoo DSP ID: 3812162157

30B+

Display bid guidance

\$3 CPM

Video Monthly Opportunities

Yahoo DSP ID: 2909702462

5B+

Video bid guidance

\$8 CPM



Sample premium publishers

Entertainment

Hollywood
REPORTER

VARIETY

billboard

BuzzFeed

TMZ

People

DEADLINE

Closer

Polygon

US

Rolling Stone

yahoo!

Above is a sample of sites available

Please contact your Yahoo representative for 3P DSP Deal IDs