



Academy Awards	Date	Network	HHL D		A18-49		A25-54	
			Live US AA %	Live+SD US AA %	Live US AA %	Live+SD US AA %	Live US AA %	Live+SD US AA %
85th Academy Awards	2/24/2013	ABC	20.4	23.1	10.8	13.0	11.9	14.4
84th Academy Awards	2/26/2012	ABC	20.3	22.6	9.9	11.7	11.7	13.8
83rd Academy Awards	2/27/2011	ABC	19.5	21.2	10.2	11.8	11.6	13.4
82nd Academy Awards	3/7/2010	ABC	21.7	23.3	11.7	13.3	13.6	15.2
81st Academy Awards	2/22/2009	ABC	19.6	20.6	11.1	12.1	12.3	13.4
80th Academy Awards	2/24/2008	ABC	17.9	18.7	9.9	10.7	11.0	11.9
79th Academy Awards	2/25/2007	ABC	23.0	23.6	13.4	14.1	15.1	15.9
78th Academy Awards	3/5/2006	ABC	22.9	23.1	13.7	13.9	15.8	16.0
77th Academy Awards	2/27/2005	ABC	25.4		15.1		17.1	
76th Academy Awards	2/29/2004	ABC	26.0		15.3		18.0	
75th Academy Awards	3/23/2003	ABC	20.4		12.5		14.5	
74th Academy Awards	3/24/2002	ABC	25.4		16.1		18.3	
73rd Academy Awards	3/25/2001	ABC	26.2		17.8		19.4	
72nd Academy Awards	3/26/2000	ABC	29.2		19.1		21.1	
71st Academy Awards	3/21/1999	ABC	28.6		18.8		21.0	
70th Academy Awards	3/23/1998	ABC	34.9		24.2		25.7	
69th Academy Awards	3/24/1997	ABC	27.4		16.5		18.2	
68th Academy Awards	3/25/1996	ABC	30.3		18.6		20.6	
67th Academy Awards	3/27/1995	ABC	32.5		21.7		23.0	
66th Academy Awards	3/21/1994	ABC	31.1		19.5		21.0	
65th Academy Awards	3/29/1993	ABC	31.2		20.1		22.3	
64th Academy Awards	3/30/1992	ABC	29.8		20.6		21.7	

Source: The Nielsen Company



<u>Academy Awards</u>	<u>Date</u>	<u>Network</u>	<u>Host(s)</u>	<u>Best Picture</u>
85th Academy Awards	2/24/2013	ABC	Seth MacFarlane	<i>Argo</i>
84th Academy Awards	2/26/2012	ABC	Billy Crystal	<i>The Artist</i>
83rd Academy Awards	2/27/2011	ABC	James Franco, Anne Hathaway	<i>The King's Speech</i>
82nd Academy Awards	3/7/2010	ABC	Steve Martin, Alec Baldwin	<i>The Hurt Locker</i>
81st Academy Awards	2/22/2009	ABC	Hugh Jackman	<i>Slumdog Millionaire</i>
80th Academy Awards	2/24/2008	ABC	Jon Stewart	<i>No Country for Old Men</i>
79th Academy Awards	2/25/2007	ABC	Ellen DeGeneres	<i>The Departed</i>
78th Academy Awards	3/5/2006	ABC	Jon Stewart	<i>Crash</i>
77th Academy Awards	2/27/2005	ABC	Chris Rock	<i>Million Dollar Baby</i>
76th Academy Awards	2/29/2004	ABC	Billy Crystal	<i>Lord of the Rings: ROTC</i>
75th Academy Awards	3/23/2003	ABC	Steve Martin	<i>Chicago</i>
74th Academy Awards	3/24/2002	ABC	Whoopi Goldberg	<i>A Beautiful Mind</i>
73rd Academy Awards	3/25/2001	ABC	Steve Martin	<i>Gladiator</i>
72nd Academy Awards	3/26/2000	ABC	Billy Crystal	<i>American Beauty</i>
71st Academy Awards	3/21/1999	ABC	Whoopi Goldberg	<i>Shakespeare in Love</i>
70th Academy Awards	3/23/1998	ABC	Billy Crystal	<i>Titanic</i>
69th Academy Awards	3/24/1997	ABC	Billy Crystal	<i>The English Patient</i>
68th Academy Awards	3/25/1996	ABC	Whoopi Goldberg	<i>Braveheart</i>
67th Academy Awards	3/27/1995	ABC	David Letterman	<i>Forrest Gump</i>
66th Academy Awards	3/21/1994	ABC	Whoopi Goldberg	<i>Schindler's List</i>
65th Academy Awards	3/29/1993	ABC	Billy Crystal	<i>Unforgiven</i>
64th Academy Awards	3/30/1992	ABC	Billy Crystal	<i>The Silence of the Lambs</i>

Source: The Nielsen Company