

AD SPACE FOR 2011 OSCAR TELECAST SOLD OUT; JEFF BRIDGES' HYUNDAI ADS PULLED



Advertising space during the 2011 Academy Awards Telecast has sold out. According to ABC, all 30 second spots have been filled, with some of the positions going for as high as \$1.7 million per 30 seconds. Not only has the actual awards ceremony sold out, but all spots for the 90-minute pre-show, which will also be shown on ABC, have also sold out. The price for a spot this year is up significantly, with prices for ads for the past two years ranging between \$1.3 and \$1.5 million per 30 second spot. However, they are not as high as they were in 2008, when some ads were sold for \$1.82 million. Last year's Oscar telecast delivered solid ratings, attracting 41.6 million viewers. The Academy has started discussions about extending the AMPAS/ABC contract for the Oscar telecast. Hyundai, the show's only automotive advertiser for last year, and this year, will have to pull ads containing Jeff Bridges' voice, as he is nominated for Best Actor for "True Grit."

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