

## Oscar wins for Leonardo Dicaprio, Meryl Streep, Steve McQueen and Gravity predicted by social media 'share of voice' study

The Ebuzzing Labs, social media analytics technology, that has correctly predicted recent X Factor winners and the US Presidential Elections, is tipping *Gravity* to be this year's best picture at the Oscars on Sunday 2 March.

Ebuzzing, the fastest growing online video technology company in Europe used Ebuzzing Labs' technology to monitor and analyse English language tweets which mentioned the Oscars in conjunction with the nominees for each of the main awards categories. The Ebuzzing Labs, which has been monitoring tweets since nominations were revealed on 16<sup>th</sup> January, has produced a 'share of voice' report, identifying which actors, actresses and films are this year's Oscar favourites.

6000 Academy Awards members vote for the Oscars, with absolute secrecy maintained until the moment the winners are announced on live television. However in previous years there has been remarkably strong correlation between social media buzz and official Oscar winners.

The Ebuzzing Labs, technology which ranks videos, brands, blogs and news, monitors over 2 million data sources every day. The methodology used to predict the Oscars stems from Ebuzzing's competitor analysis reporting tool, traditionally implemented in online video advertising campaigns. Once the data from the Oscar's share of voice report was verified by one of Ebuzzing's technology team the following nominees were crowned likely winners of the 2014 Oscars:

- Best Actor awarded to Leonardo Dicaprio, for his performance in "Wolf of Wall Street"
- Best Actress awarded to Meryl Streep, for her performance in "August Osage County"
- Best Director awarded to Steve McQueen, for his work on "Twelve Years a Slave"
- Best Picture award goes to "Gravity", starring Sandra Bullock and George Clooney

Jeremy Ardit, UK Managing Director at Ebuzzing, said:

*"The Ebuzzing Labs is used day to day to track and analyse social media sentiment related to global brands as part of video advertising campaigns. It is also a great indicator of engagement and an accurate reflection of current public opinion – whether it is who social media wants to win a political election or an awards ceremony."*

*"Our share of voice study produced by the Ebuzzing Labs shows Leonardo Dicaprio, Meryl Streep, Steve McQueen and Gravity have already 'won the Oscars' in terms of social media conversation and pre-awards buzz. We are quietly confident our predictions will also be the big winners on Oscar night."*

### About Ebuzzing

Ebuzzing is Europe's fastest growing video advertising technology platform. Ebuzzing creates engaging, high impact video experiences, distributing video ads to audiences through placements within social media, and premium media properties.

To date, they have distributed thousands of campaigns for the world's leading brands including Heineken, Acer, LG, Samsung, Evian and Adidas.

Founded by Bertrand Quesada and Pierre Chappaz in 2007, Ebuzzing now has 250 employees with offices in New York, London, Miami and France, Italy, Germany, Spain, Luxembourg, Morocco and

Dubai. Its R&D department employs 50 people, demonstrating the company's commitment to technology and innovation.

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