

# Hollywood's favorite stories this year

*The chase for the oscar statuette*



Analysis made by Loxias with Brandwatch and All Ears  
Period: March 1 to March 15, 2026



# Big numbers

total mentions

**906M** +243%\*

unique authors

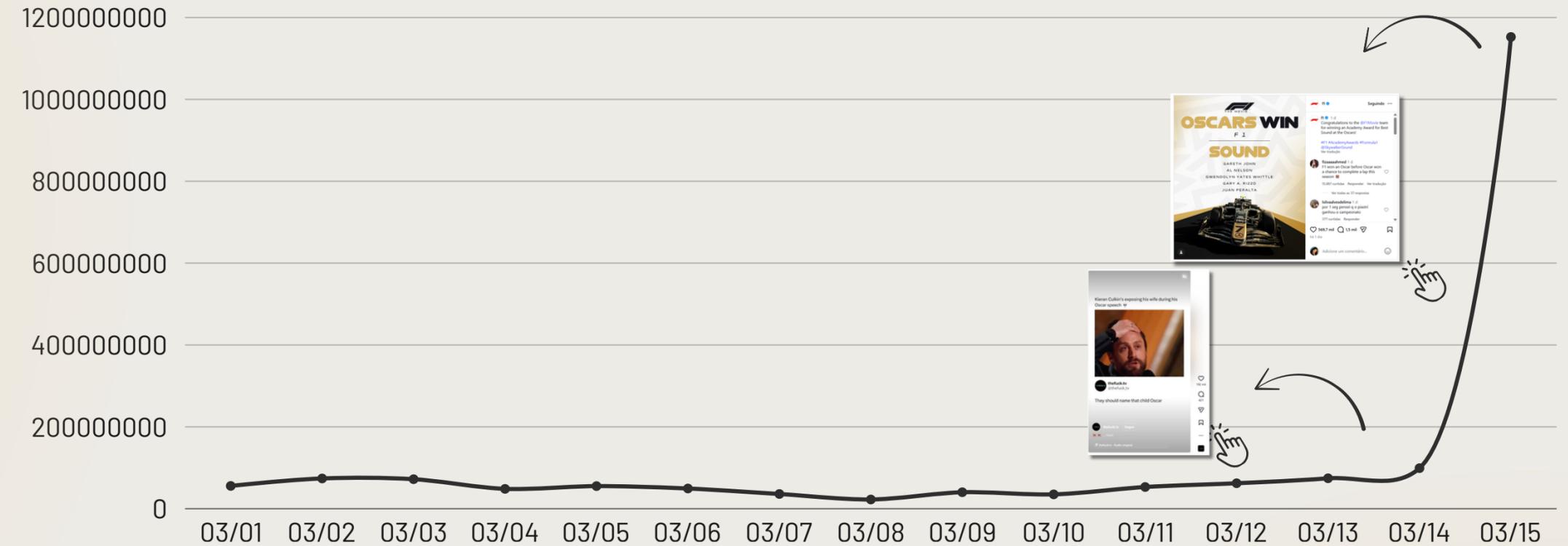
**356K** +137%\*

reach

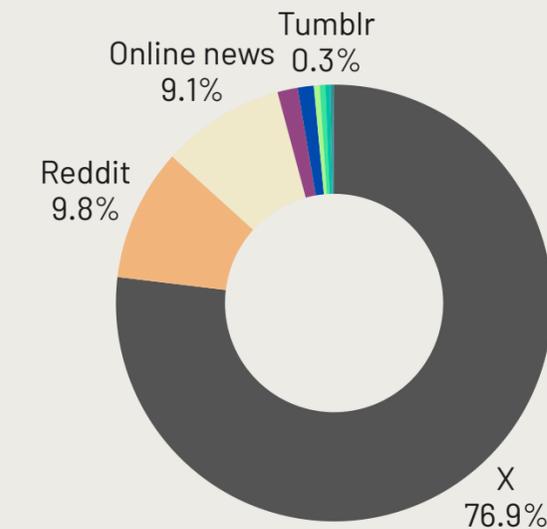
**2B** +164%\*

\*Previous period: Feb 14 to Feb 28, 2026

## Volume of mentions over time



## Mentions by platform



Others: Bluesky 1.50%, Facebook Public 1.19%, Instagram Public 0.43%, YouTube 0.41%, Tumblr 0.35%, Forums 0.12%.

## Real-time reactions drive massive Oscars conversation across social platforms

The online volume surrounding the Oscars reached **906 million mentions, 356K unique authors, and 2 billion reach**. Mentions increased on the day of the ceremony, as audiences turned to social media to react in real time, driving a sharp spike in volume. In the days leading up to the event, the conversation was already active, with comments about **previous events, predictions, and speculation**, but engagement intensified significantly during the live broadcast. X led the discussion share (**76.9%**), followed by Reddit (**9.8%**), reinforcing the role of real-time reactions and community-driven behavior in amplifying the award's visibility.

- **What engaged?** - Content commenting on the awards ceremony, especially posts announcing wins, which were the most engaged with.
- **Platform hierarchy** - X dominated volume, Reddit held thematic depth.

# Sentiment analysis

## Brand Health Index

**7,02** +14%

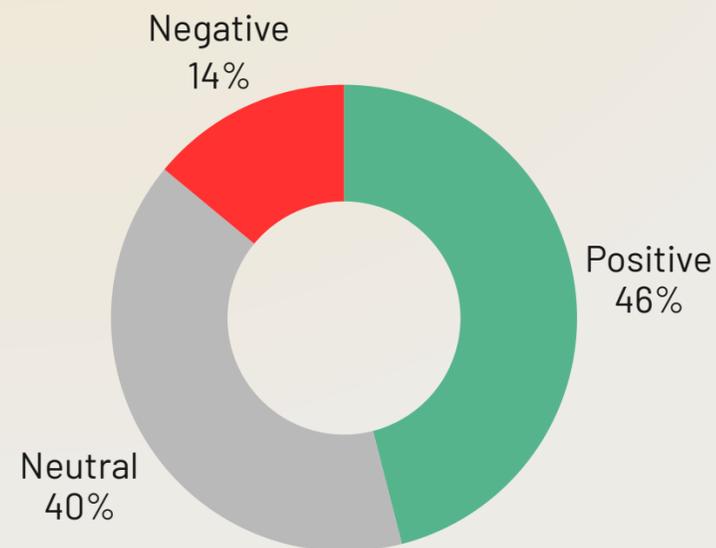
\*Previous period: 6,16



\*Previous period: Feb 14 to Feb 28, 2026

The BrandHealth Index is a proprietary metric developed by Loxias that uses statistical calculations based on the polarity of mentions.

## Share by sentiment



\*Previous period: Feb 14 to Feb 28, 2026



## Oscar spark celebration-led buzz as wins drive positivity and controversy fuels engagement

Online conversations about the Oscars reached a Brand Health Index (BHI) of **7.02**, a **+14% increase** from the previous period (6.16). The index moved further into the "Good" range, indicating a stronger and more positive perception of the event. Most mentions were positive (**46%**), followed by neutral (**40%**) and negative (**14%**), reflecting a generally favorable environment driven by audience enthusiasm and cultural relevance.

Positive sentiment was largely driven by celebrations of **Michael B. Jordan's win**, with a high volume of posts centered on him, followed by reactions to wins in other categories. Posts announcing victories generated the highest engagement, amplifying excitement around key moments of the ceremony.

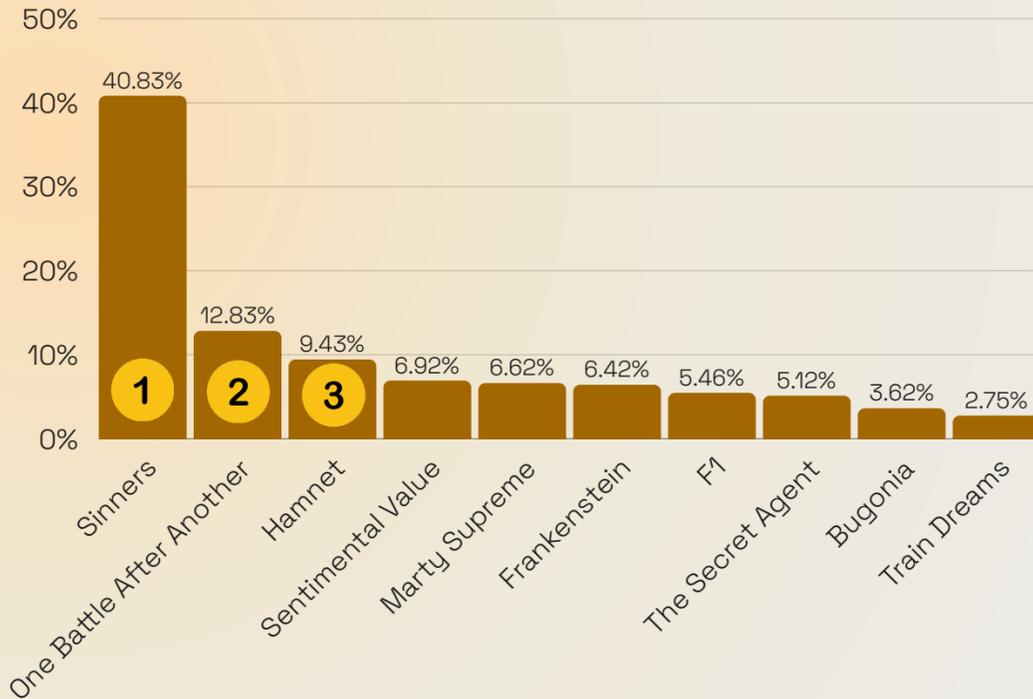
The most discussed negative post was driven by a **controversial statement made by Timothée Chalamet**, who said that "no one cares about ballet or opera anymore," sparking widespread **backlash**. The comment prompted criticism from artists, institutions such as the Royal Ballet, and audiences, and generating strong negative traction across social media. During the ceremony, the controversy resurfaced as **the host made a joke directed at him**, and a subtle reference appeared during one of the performances, further amplifying online reactions and criticism.

Neutral mentions were largely focused on **coverage of the event** itself, including artists arriving on the red carpet and general updates about the ceremony, reflecting steady real-time information sharing throughout the broadcast.

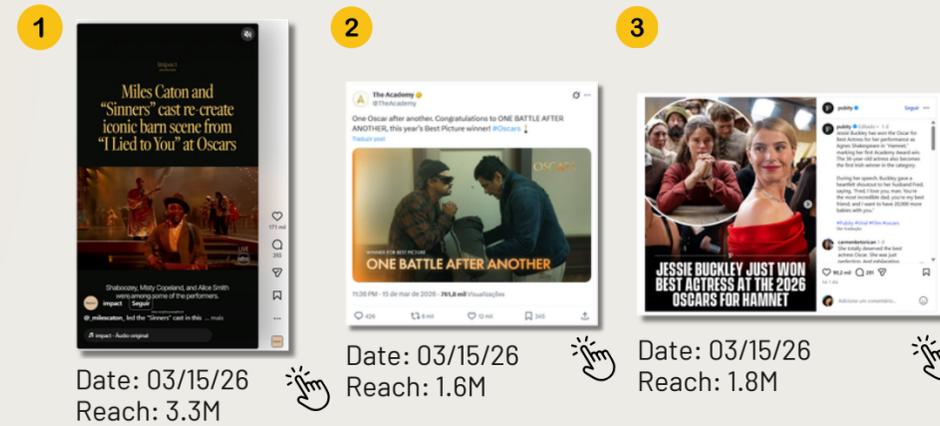


# Which nominees captured the most visibility across categories

## Share of mentions by pictures



## Top-performing posts by reach

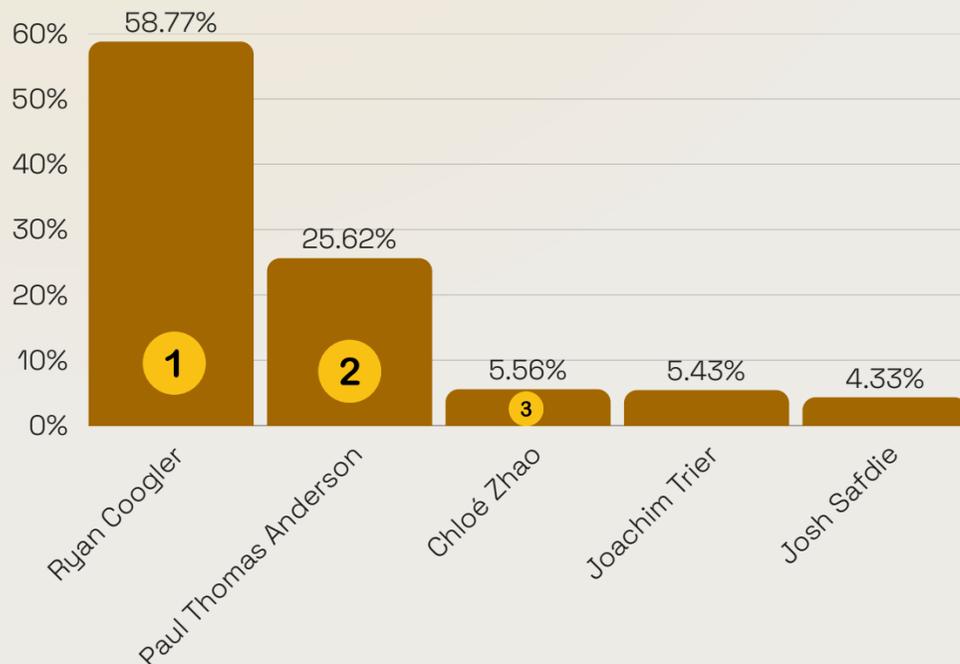


## Sinners took center stage at the Oscars

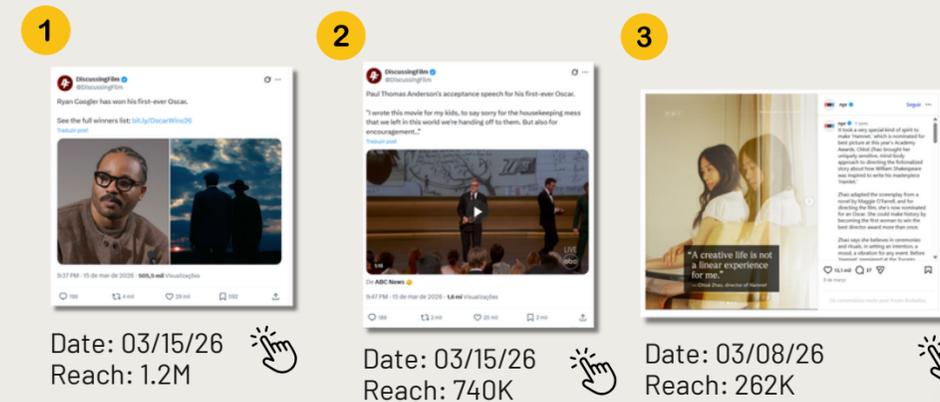
The mentions showed that **Sinners** led by a wide margin, capturing **over 40%** of all mentions and establishing itself as the central point of attention, **far ahead** of the rest of the field. The film also made history with **16 nominations**, the **highest number ever recorded**.

Behind it, films like One Battle After Another and Hamnet maintained a secondary presence, securing visibility but at a significantly lower scale. Rather than competing directly for the lead, these titles existed within a **supporting layer** of attention. Further down, the remaining films formed a long tail, each capturing a relatively small share, suggesting **limited capacity to break through** once a frontrunner gained momentum.

## Share of mentions by directors



## Top-performing posts by reach



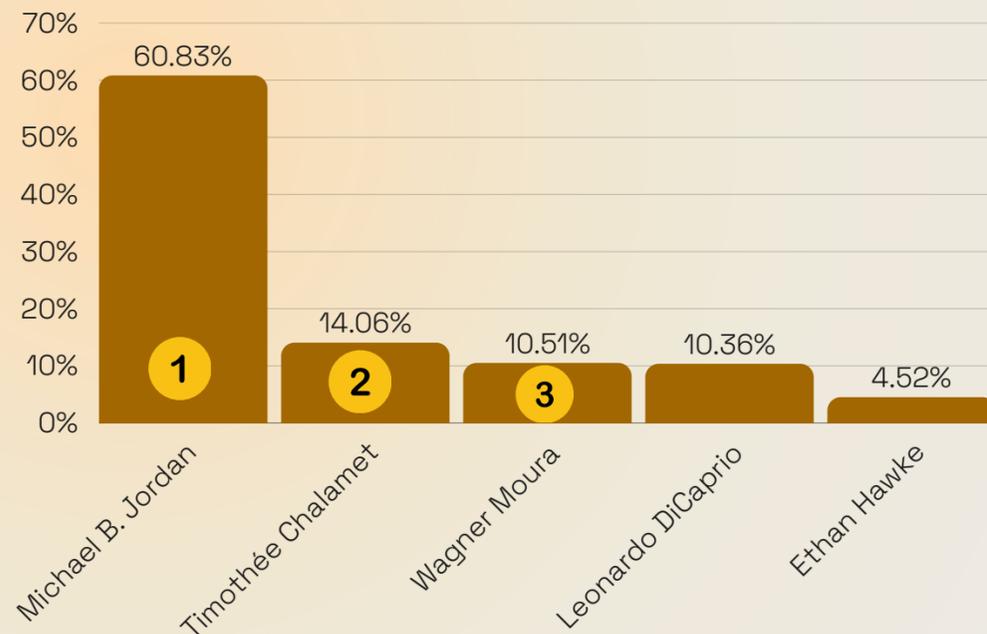
## Ryan Coogler's historic night

Ryan Coogler overwhelmingly led the conversation, capturing nearly **59%** of all mentions. This positioned him **far ahead** of the rest, making him the central figure in discussions around direction. This visibility was further amplified by a **historic milestone**. Coogler won Best Original Screenplay for Sinners, becoming only **the second Black person to win in the category**, alongside Jordan Peele for Get Out (2017).

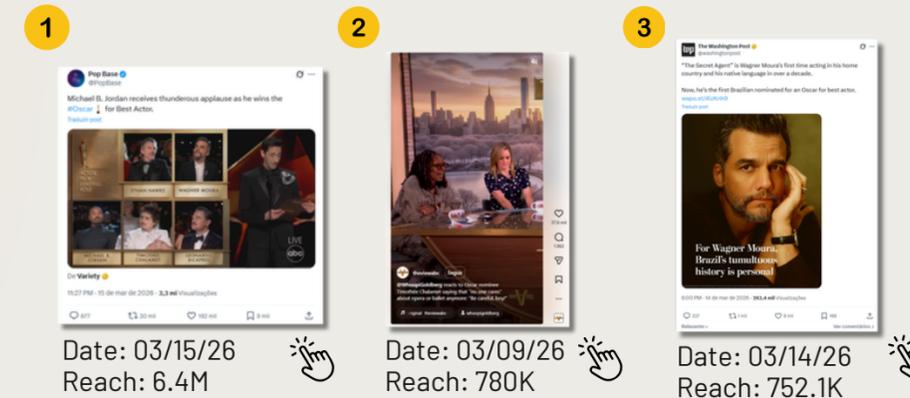
Paul Thomas Anderson followed with over **25%**, forming a distant second tier but still maintaining a notable presence. Beyond that, the drop was sharp—Chloé Zhao, Joachim Trier, and Josh Safdie each remained below 6%, indicating limited visibility in comparison.

# Which nominees captured the most visibility across categories

## Share of mentions by actors



## Top-performing posts by reach

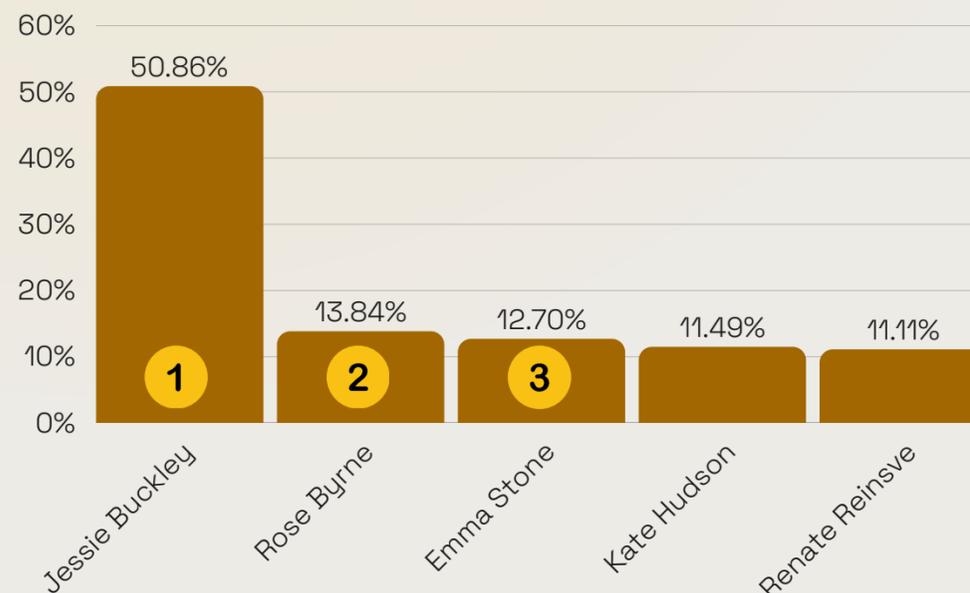


## The spotlight chose its lead

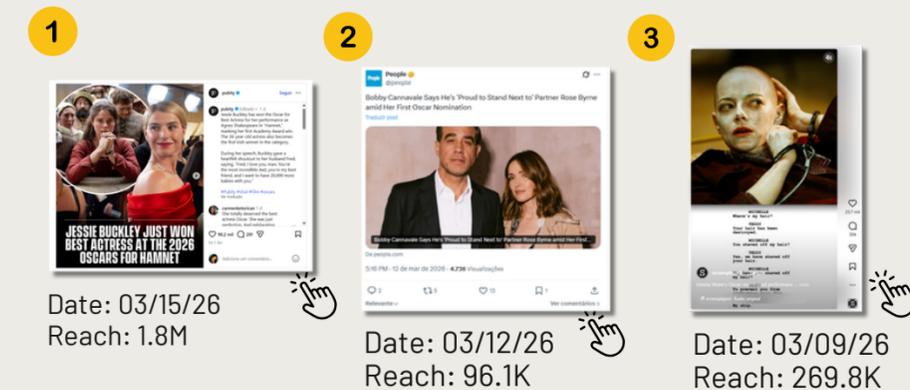
Michael B. Jordan dominated the conversation with **over 60%** of mentions. This dominance was directly reinforced by his Best Actor win, which positioned him at the center of attention during the ceremony. The combination of recognition and performance visibility amplified his presence, concentrating the majority of the conversation around his name.

Timothée Chalamet appeared in a distant second tier, followed by Wagner Moura and Leonardo DiCaprio with similar levels of attention, while Ethan Hawke remained at the lower end. However, **none approached the scale of visibility achieved by Jordan.**

## Share of mentions by actresses



## Top-performing posts by reach



## Ireland's first best actress win at the Oscars

**Jessie Buckley led with over 50% of mentions.** Jessie's win marked a historic moment at the Oscars, as she became the **first Irish actress to win Best Actress.**

Unlike more extreme concentration patterns, the remaining actresses—Rose Byrne, Emma Stone, Kate Hudson, and Renate Reinsve—each held a meaningful share, all within a relatively close range **between 11% and 14%**. Another key takeaway is that this category appears less dependent on the "winner effect." Even with a clear leader, **other actresses maintained relevance**, pointing to a broader engagement with performances rather than a single defining moment.

# *The Oscars beyond the stage*

*The ceremony in people's words*



# Most talked topics

total mentions

6.6K +158%\*

PR value (USD)

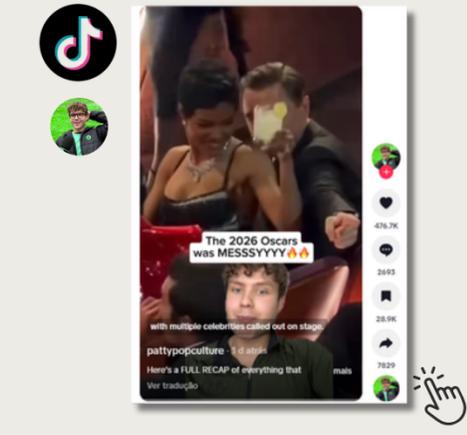
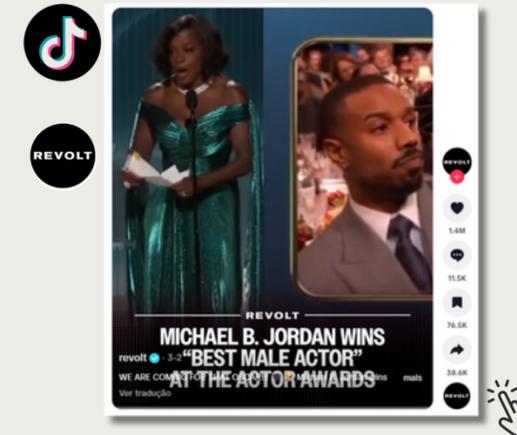
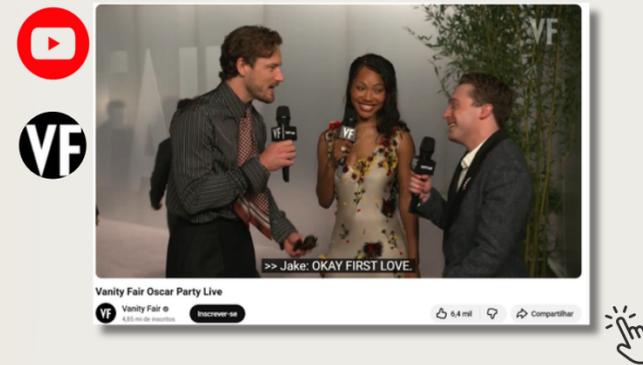
10.3M +76%\*

reach

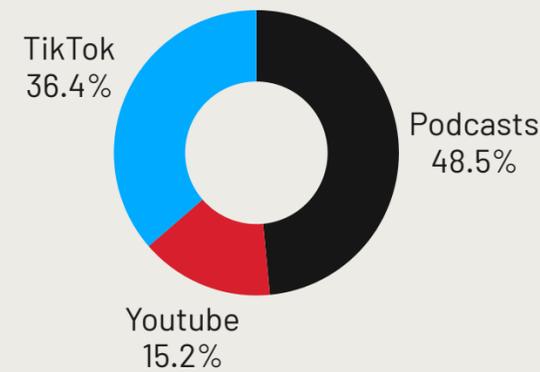
106K +267%\*

\*Previous period: February 14 to February 28, 2026

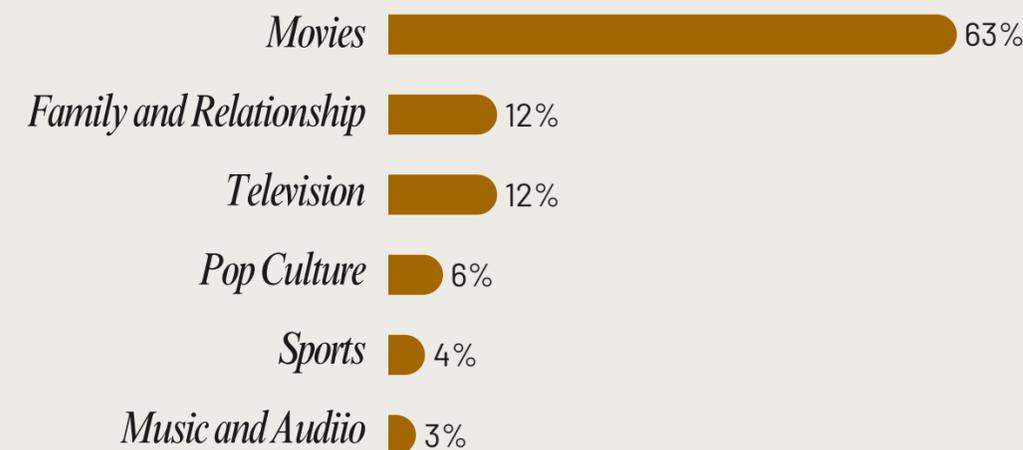
## Highlights



## Share of mentions



## Topics



## How Oscar night unfolded

In the analyzed period, Oscars-related conversations reached **6.6K** mentions (**+158%**) and generated USD 10.3M in PR value (**+76%**), with reach growing to **106K (+267%)**. The discussion was mainly driven by podcasts (48.5%) and TikTok (36.4%), reinforcing the role of video and spoken formats.

Content remained strongly centered on "movies" (**63%**), with secondary themes like "family and relationship" (12%) and "television" (12%) adding context. Overall, the Oscars conversation stayed **focused on cinema**, with limited dispersion into adjacent topics

- **Red carpet as a visibility driver** – Outlets like Vanity Fair set the initial tone. Fashion, arrivals, and first impressions captured attention.
- **Wins as peak moments** – Michael B. Jordan's win concentrated engagement. Award announcements acted as key triggers.
- **Event recap as sustained interest** – Recap content extended the conversation. It kept audiences engaged beyond real-time moments.

# *Oscar redefine attention through real-time peaks, symbolism, and platform dynamics*

## **Attention concentration and real-time amplification**

Engagement peaks are not continuous; they are triggered by specific moments, especially award announcements, which act as synchronization points for audience reaction. This reinforces a model where visibility is built less through sustained narrative and more through high-impact, punctual events that mobilize audiences in real time.

## **Symbolic hierarchies shape visibility**

Not all categories compete on equal footing. Awards with greater symbolic weight, such as Best Picture and Best Actor, function as central narrative anchors, concentrating attention and structuring the conversation. This creates a hierarchy in which visibility flows toward categories perceived as representing the industry's ultimate outcome, while others operate in more secondary roles with limited reach.

## **Winner effect as the primary driver of engagement**

The data points to a strong "winner effect," where recognition directly translates into visibility dominance. Leading names and productions rapidly absorb attention after wins, consolidating the conversation around a few key figures. However, this effect is not uniform across all contexts – in some categories, attention is more evenly distributed, suggesting that performance quality and audience affinity can sustain relevance beyond a single moment of recognition.

## **Platform dynamics and behavior patterns**

The conversation is strongly shaped by platforms built for speed and scale. Real-time environments amplify reactions, while community-driven spaces deepen interpretation and extend the narrative cycle. This dual dynamic enables both rapid visibility spikes and sustained engagement beyond the live broadcast, reinforcing the role of digital ecosystems as both amplifiers and interpreters of cultural events.

## **From event to cultural circulation**

Beyond the ceremony, the Oscars function as a broader cultural catalyst. Content tied to performances, historic milestones, and cross-industry intersections expands the conversation beyond traditional audiences, activating global communities and increasing shareability. This transforms the event into a distributed cultural moment, where participation extends across formats, geographies, and audience segments.

The Oscars highlight an attention dynamic driven by momentum, symbolism, and real-time participation. Visibility is no longer homogeneous or solely media-driven – it depends on the ability to generate peak moments, anchor cultural meaning, and sustain engagement across platforms.



## In-deph analysis of a particular brand in the social media landscape

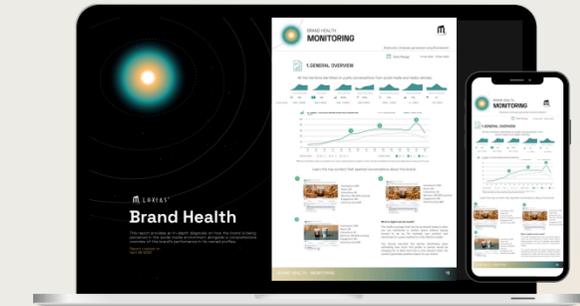
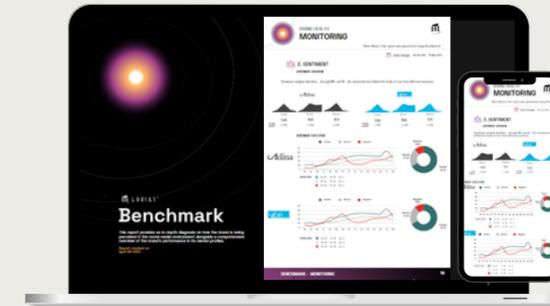
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Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise - everything is just a few clicks away through our e-commerce platform.

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 Unlock Content Opportunity

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