Which celebrities starred in
THE OSCARS?

Bain Media Lab and Hive applied computer vision technology to identify the celebrities who achieved the most screen time during this year's award show.

LADY GAGA

#1 Lady Gaga
5 minutes, 21 seconds of screen time

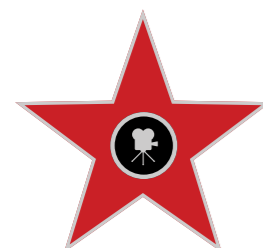**#2 Alfonso Cuarón**
4 minutes, 59 seconds

#3 Olivia Colman
4 minutes, 0 seconds

#4 Rami Malek
3 minutes, 44 seconds

#5 Bradley Cooper
3 minutes, 38 seconds

#6 Peter Farrelly
3 minutes, 26 seconds
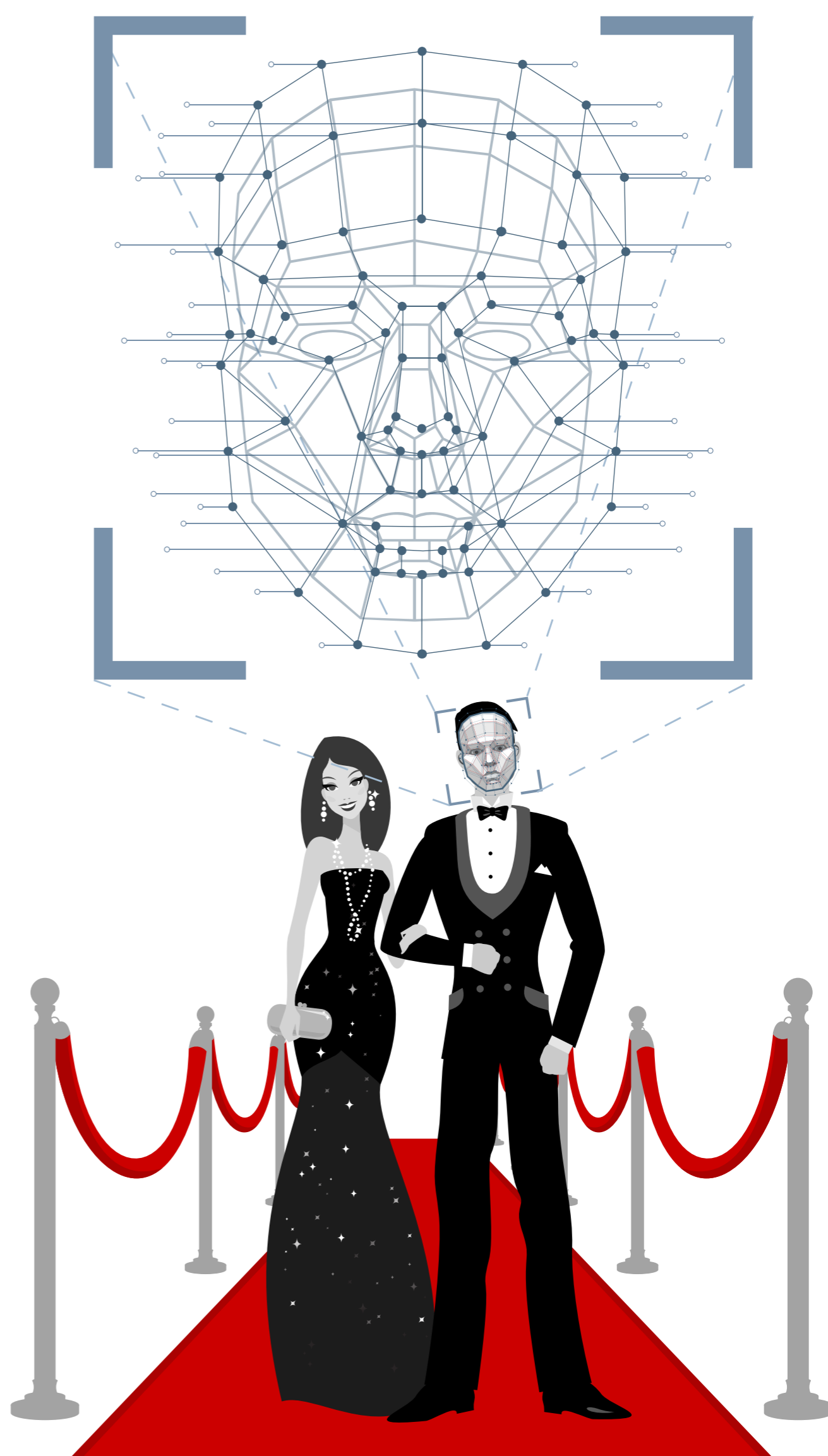
#7 Spike Lee
2 minutes, 48 seconds

#8 Mahershala Ali
2 minutes, 41 seconds

#9 Regina King
2 minutes, 38 seconds

#10 Tina Fey
2 minutes, 22 seconds

Note: Exposure measured as cumulative screen time between 8:00pm and 11:19pm Eastern Time on ABC.
Source: Bain Media Lab powered by Hive (2/24/2019), using Hive computer vision technology

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MEDIA LAB
Powered by Hive