



GRAND OPENING  
LIVESTREAM



2

LIVESTREAMS

MAY 21, 2025



GRAND OPENING  
CELEBRATION

presented by **xfinity**

LIVE FROM THE BLUE CARPET! UNIVERSAL EPIC  
UNIVERSE GRAND OPENING CELEBRATION

MAY 22, 2025



GRAND OPENING

presented by **xfinity**

LIVE FROM THE GRAND OPENING DAY AT  
UNIVERSAL EPIC UNIVERSE!

# 5 HOURS

LIVE ON AIR

40+

INTERVIEWS

WITH  
**CELEBRITIES**



**CREATIVES**



AND  
SPECIAL GUESTS



14

PRE-TAPED SEGMENTS

FEATURING

# WORLD TOURS



CELESTIAL PARK



SNW - DONKEY KONG COUNTRY



HOW TO TRAIN YOUR DRAGON -  
ISLE OF BERK



DARK UNIVERSE



WWoHP - MINISTRY OF MAGIC

INSIDE LOOKS



BEHIND THE MUSIC OF HTTYD  
W/JOHN POWELL



THE UNTRAINABLE DRAGON



HTTYD MEET & GREET EXPERIENCES



MONSTERS UNCHAINED: THE  
FRANKENSTEIN EXPERIMENT



HOW SOUND BROUGHT  
EPIC UNIVERSE TO LIFE

# FOOD & PRODUCT SPOTLIGHTS



NEW MERCH AT EPIC UNIVERSE



GUIDE TO POWER-UP BANDS IN SNW



WAND MAGIC WITH WARWICK DAVIS



FOOD OVERVIEW AT CELESTIAL PARK



*PLUS...*



ENGAGING  
*HOSTS*



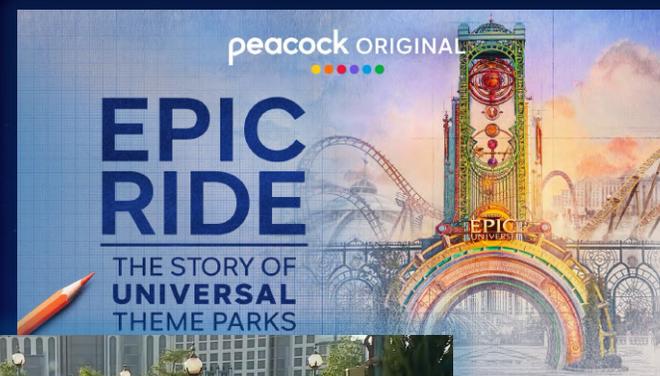
EXCLUSIVE CONTENT  
*PREMIERES*



COASTARS (NEW UDX YOUTUBE SERIES)



"JURASSIC WORLD REBIRTH" TRAILER



"EPIC RIDE: THE STORY OF UNIVERSAL THEME PARKS" TRAILER



UNIVERSAL EPIC UNIVERSE TRAILER (1.6M VIEWS)

LIVE SHOWCASES OF  
*NEW OFFERINGS*



FAN

*ENGAGEMENT*



LIVE CHAT MODERATION  
W/SOCIAL MEDIA CORRESPONDENTS





*AND...*



A FIREWORKS  
*SPECTACLE*



WHAT PEOPLE ARE SAYING  
*EVERYWHERE...*

# YouTube



@CafeFantasia 1 month ago

Wow! Talk about making history! 🗝️ 🙌 Fans are going to be watching this Grand Opening Celebration video for DECADES to come.



@furby\_space\_adventures 1 month ago

I am so happy and glad universal kept this livestream up in there YouTube now I can rewatch anytime thank you universal ❤️



@Bittyabitme 1 month ago

This is so amazing! Thank you so much for streaming this so we could all be apart of the grand opening! I may or may not have sobbed through it. Haha. Cannot wait to be able to go and will definitely be rewatching this one!



@ElectricSnack 8 months ago (edited)

They did this for like.. 5 hours straight!!! Dang! Thank you so much 🌸❤️🌸❤️🌸



@johnlai4129 8 months ago

I'll never get to go there myself but seeing Epic Universe through livestreams and such. Is incredible this is amazing!



@ThemeParkWorldwide ✓ 1 month ago

Incredible show to open a world class new theme park. Congratulations to Universal Orlando Resort!



@metsdaisy 3 weeks ago

This grand opening makes me cry



 **Brandi** 🦴 @Brandi\_HXC · 5/21/25  
Sobbing watching the **epic universe stream**  
😭

 **rozi o.O** @sadmoana · 5/21/25  
up early 4 the **epic universe live stream** :)

 **n.** @perksofmangos · 5/21/25  
watching the **epic universe livestream** got me choked up 😭 can't believe i've watched the progress of this park for SIX years, like I wrote about it for work and saw the construction in real time and it's **FINALLY** gonna open to the public tomorrow 🥹

 **ANDREW** @andrewnavs · 5/21/25  
seated for this **epic universe livestream**



 **James** @Wolfman\_James · 5/21/25  
Sitting down to watch the **Epic Universe opening event stream**



 **park snark** 🔵 @lightninglame · 5/19/25  
Link to the live stream for **Epic Universe** opening in case you want to set the reminder [youtube.com/live/94Ov4ji34...](https://youtube.com/live/94Ov4ji34...)

 **Universal Orlando Resort** 🌟 · 5/19/25  
Our universe will never be the same. Tune in to our Grand Opening Celebration

 **Dustin** @deeahch · 5/21/25  
Not show on camera is me across the street at Stella Nova eating a bowl of ice cream bigger than my head in bed watching this

 **Universal Orlando Resort** 🌟 · 5/21/25  
Get ready to join us virtually via livestream from Universal Epic Universe **TONIGHT** at 7 p.m. EST as we step through the portals and celebrate Universal Orlando Resort's newest theme park. Blue carpet coverage starts at 6 p.m. EST.

Learn more: [spr.ly/6015NQwgJ](https://spr.ly/6015NQwgJ)





**Jake-o'-Lantern** 🍷 @jakefozio · 5/21/25 ✖  
Watching the **Epic Universe** livestream with a bed pizza. 😊🍕



**donovan (#AIArtisThief,#Cre...** 🔒 ✖.com  
@donovanmartin5

@jonstronglives After seeing the epic live stream I cant wait to go to epic universe and experience it for myself also I cant wait for the doc series in July!



**Clay Brice** @clay\_brice · 5/14/25 ✖  
@UniversalORL I can't wait till watch the **Epic Universe** opening celebration live stream!

1 1 358



**gomezzgalore** @gomezzgalore · 5/21/25 ✖  
New Rockstars being on the **Epic Universe** grand opening live stream !!! #EpicUniverse



**Dirk Libbey** @ThemeParkD... · 5/21/25 ✖  
I'm live **blogging** the Epic Universe live stream, come hang out with me.



**ANDREW Un1v3rse!** @... · 5/21/25 ✖  
Me watching the **Epic Universe** b-roll on the grand opening **livestream** going like "I'VE BEEN THERE!!! TWICE!!!!!"



# TikTok



mandysworldofmagic · 5-21

I can only imagine what this looked like in person 🥰

Thank you @Universal Orlando for sharing this with us 🙏

EPIC Universe is finally here!  
#universal #epicuniverse  
#universalorlando #themeparks  
#grandopenning #orlando  
#livestream

131  
8  
6  
1

less

Finale of the opening of  
EPIC UNIVERSE  
(From the Live Stream)



I may have teared up and  
gotten goosebumps!

danesthemeparklife · 5-21

Wow! Opening of Universal Epic Universe in Orlando Florida. (F... more

22  
0  
2

Share

The Universal Epic Universe  
Livestream YouTube link is now  
active and counting down!



Live in 31 hours  
May 21 at 5:45 PM

Join Universal Orlando Resort on May 21 at 6 p.m. EST and be part of the Universal Epic Universe Grand Opening Celebration. Catch exciting interview

UNIVERSAL ORLANDO RESORT Orlando

# Instagram

**LIVE**

**GET NOTIFIED**

Live in 8 hours  
May 21 at 5:45PM

**Notification on**

**universallyaddictedfl**

Only 7 hours to go until Universal's Epic Universe celebration. Livestream begins at 5:45pm EST. Make sure to turn on notifications!

<https://www.youtube.com/live/94Ov4j34HM?si=mcVaD6JQT1cFeWOq>

Universal Orlando Resort

63 likes

2 comments

37 shares

**magicalparkplanningmomma**

It's happening, Universal fans! 🎆🔥

TONIGHT: The Epic Universe Grand Opening Celebration is going LIVE — and it's a blue carpet event to commemorate the park's official debut! ✨ Check out the livestream on their website tonight at 6:00pm. I can't wait to see what surprises there will be!

If you could walk the blue carpet tonight, which character would you want by your side?

Want to visit Universal Orlando yourself? Message me and I'll help you plan your own magic adventure today!

#epicuniverse #universolorlando #bluecarpetevent #grandopening #universalfansunite #epicuniverse

20 likes

2 comments

**Reels**

**themaparktour**

Part 1/7 - Epic Universe Grand Opening Celebration! 🎆

Watch as Universal embarks on a new journey with CEO Mark Woodbury and Creative Steven Spielberg!

Universal Epic Universe Now Open!! 🎆

#epic #universe #universal #grand #opening #celebration #light #show #fireworks #drones #fountain #steven #spielberg #mark #woodbury #ceo #creative

May 23

Epic Universe

4 likes

IT WAS

*A SOCIAL AFFAIR*



### LIVE! Universal Epic Universe Grand Opening Celebration ~ Watch Party

14K views · Streamed 6 days ago

Rix Flix

Don't Miss the Universal Epic Universe Grand Opening Celebration ~ Livestream reaction, commentary and Rix Random ...

New



### The Braylon Lees Virtual Tour Live Epicmentum Universal Epic Universe Grand Opening Watch Party

121 views · Streamed 6 days ago

Braylon Lee

UniversalEpicUniverse #NBCUniversal #UniversalOrlandoResort #VolcanoBay #IslandsOfAdventure #ThemeParks ...

New



### Epic Universe Grand Opening Celebration Watch Party

6.1K views · Streamed 6 days ago

Andrew Platt

Universal is about to officially open their brand new Epic Universe theme park, and its time to watch the opening ceremonies!

New



### LIVE! Universal Epic Universe Grand Opening Celebration ~ Watch Party

1K views · Streamed 6 days ago

My Rickety Life

Don't Miss the Universal Epic Universe Grand Opening Celebration ~ Livestream reaction, commentary and Rix Random ...

New

# WATCH PARTIES

Premium

Become a Rix Flix channel member

is truly

Show chat



LIVE! Universal Epic Universe C

Rix Flix 136K subscribers

Join

Adrian Carter

good morning

LIVE from the Grand Opening Day at Universal Epic Universe!

Universal Orlando Res...

1.3K

Share

Clip

Top comments

- SeaworldLover Nope
- Devinward Nub-Uh, me
- W PricedBrosque Nope
- What The Guffian Nope
- Emlyza Chasen BRUH
- Emlyza Chasen BRUHHEHEHEHE
- Emlyza Chasen GAREN MATE
- Devinward Made by Emlyza
- W PricedBrosque 190 At The Park now and still nope
- Emlyza Chasen Actually the best Emlyza that's my waah's name!
- Kallies Happy Spin Day!
- What The Guffian 477 people left in the live stream and!
- SeaworldLover I HAVE to get tickets ASAP
- Emlyza Chasen Yeah some

Epic Universe Grand Opening Celebration Watc

Andrew Platt 15.9K subscribers

Subscribe

the Blue Carpet! Universal Epic Universe Grand Opening Celebration

EPIC UNIVERSE GRAND OPENING CELEBRATION LIVESTREAM REACTION

FIVE FIRES LIVE 2.92K subscribers

Subscribe

146

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and Its For Entertainment Purposes Only Like. Comment. Share and Subscribe. donations cash app \$Braylon

The Braylon Lees Virtual Tour Live Epicmentum Universal Epic Universe Grand Opening Watch Party

Vault Culture 112 subscribers

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0

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Clip



KATIE   
@muppetquayn

Follow

at an epic universe grand opening live stream viewing party



7:46 PM · 5/21/25 · 16K Views

4 12 226 11



FEATURED AT  
30 ROCKEFELLER PLAZA,  
NEW YORK CITY



AND A REACH

*BEYOND OUR UNIVERSE*

**Universal Studios Hollywood**  
 @universalstudioshollywood · 157K subscribers · 134 videos  
 Universal Studios Hollywood, The Entertainment Capital of L.A. - Official YouTube Channel  
[universalstudioshollywood.com](http://universalstudioshollywood.com) and 3 more links

Subscribed

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**LIVE from the Blue Carpet! Universal Epic Universe Grand Opening Celebration**  
 35K views · Streamed 6 days ago

**NBC**  
 @NBC · 1.22M subscribers · 3K videos  
 Welcome to the official YouTube channel for the NBC television network. Watch NBC shows on YouTube.  
[peacocktv.com/?cid=2101librarytitenbesownedyt1837&utm\\_campaign=2101](http://peacocktv.com/?cid=2101librarytitenbesownedyt1837&utm_campaign=2101)

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**OPRY 100 A LIVE CELEBRATION**  
 OFFICIAL RED CARPET LIVESTREAM  
 MARCH 19TH | 5:30PM CT  
 1:23:40

**ACCESS HOLLYWOOD**

**Access Hollywood**  
 @AccessHollywood · 2.18M subscribers · 43K videos  
 "Access Hollywood" is an entertainment news show featuring Mario Lopez, Kit Hoover, and more.  
[accessonline.com](http://accessonline.com) and 4 more links

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**LIVE from the Blue Carpet! Universal Epic Universe Grand Opening Celebration**  
 Access Hollywood 61 watching  
 Join us on May 21 at 6 p.m. EST and be part of the Universal Epic Universe Grand Opening Celebration. Get exclusive interview moments from the Blue Carpet, get looks at all five worlds, and more!

**E! News**  
 @enews · 2.36M subscribers · 2.7K videos  
 E! News is your go-to source for entertainment news, celebrity interviews, and more.  
[eonline.com/news](http://eonline.com/news) and 3 more links

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Latest Popular Oldest

**LIVE: E! News NOW: P Diddy Week 2 Recap, American Music Awards Red Carpet**  
 5.5K views · Streamed 11 hours ago

**LIVE: Universal Epic Universe Grand Opening Celebration**  
 13K views · Streamed 6 days ago

**Universal Pictures**  
 @UniversalPictures · 10.1M subscribers · 2.7K videos  
 Welcome to the official Universal Pictures YouTube page! ...more  
[universalpictures.com](http://universalpictures.com) and 4 more links

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**For You**

**LIVE from the Blue Carpet! Universal Epic Universe Grand Opening Celebration**  
 40K views · Streamed 6 days ago

**Universal Monsters | The Bride, Frankenstein, And Dracula Halloween Stream**  
 13K views · 7 months ago



# Telemundo Deportes

@deportes · 1.6M subscribers · 55K videos

Telemundo Deportes te trae lo mejor de las noticias deportivas: F

[telemundodeportes.com](https://telemundodeportes.com) and 3 more links

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Así levantó el Liverpool

1,566 views · 2 days ago

Video oficial de Teler...  
espera, el Liverpool p...  
luego de que en 2021...  
bailes, cánticos y lág...

Visita nuestra página  
<https://bit.ly/Telemu>  
READ MORE

## For You



¡Desde la Alfombra Azul! Celebración de la Gran Inauguración de Universal Epic Universe  
2.3K views · Streamed 6 days ago



¡Arranca el AMA Pro-Motocross y la ronda 18 del Campeonato Mundial SMX!  
18K views · Streamed 3 days ago



# Telemundo English

@telemundoenglish · 3.97M subscribers · 9.1K videos

Telemundo English brings you full episodes of our best series as well as weekly recaps to...more

[telemundo.app.link/Mtq7sTKAUtb](https://telemundo.app.link/Mtq7sTKAUtb) and 1 more link

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Latest Popular Oldest



LIVE: Neon Fashion to be blind for love | 12 Corazones Full Episode | Telemundo English  
Scheduled for 5/29/25, 8:00 PM

Notify me



Los Populares de Tierra Caliente Mexican Band | 12 Corazones Full Episode |...  
2.6K views · Streamed 15 hours ago



La Jefa: super recap, episodios 55 to 64 | Telemundo English  
3.4K views · Streamed 2 days ago



Angels and Demons inclined to fall in love | 12 Corazones Full Episode...  
3.4K views · Streamed 2 days ago



Mexican Banda Costado is ready for some loving | 12 Corazones Full Episode |...  
4.7K views · Streamed 5 days ago



Two staff members of the Israeli Embassy were killed in a shooting near a Jewish...  
1.6K views · Streamed 5 days ago



From the Blue Carpet! Don't miss Universal Epic Universe's Grand Opening Celebration  
2.1K views · Streamed 6 days ago



Family members and lawyers depart from trial of Sean "Diddy" Combs | Telemundo...  
2.4K views · Streamed 6 days ago



Trump welcomes University of Florida Gators to White House | Telemundo English  
713 views · Streamed 6 days ago



# Telemundo

@Telemundo · 16.3M subscribers · 21K videos

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[telemundo.com](https://telemundo.com) and 4 more links

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Popular Oldest



Los Famosos All-Stars: EN



Divorcios por las razones más extrañas | Especial de Caso Cerrado | Telemundo  
64K views · Streamed 1 day ago



¡Diddy! Combs continúa en...  
New York  
Streamed 6 days ago



¡EN VIVO desde la Alfombra Azul! Celebración de la Gran Inauguración de...  
3.3K views · Streamed 6 days ago

# YouTube • LIVE

The image shows a screenshot of the YouTube Live homepage. At the top, the YouTube logo and 'YouTube LIVE' are prominently displayed. Below the navigation bar, there are several tabs for different content categories, including 'All', 'Universal Orlando Resort', 'Live', 'Music', 'Sebastian Stan', 'Marvel Studios', 'Hogwarts School of Witchcraft and Wizardry', 'One Direction', 'Mixes', 'Resorts', 'Podcasts', 'Trailers', 'Sitcoms', and 'Ron'. The main content area features three live stream thumbnails. The first two thumbnails show a night scene with fireworks and a large structure, with the text 'EPIC UNIVERSE GRAND OPENING CELEBRATION' and 'xfinity' overlaid. The third thumbnail shows a man (Andrew Platt) reacting to the event. Below each thumbnail, the video title, channel name, and the number of viewers are listed. The first video is 'LIVE from the Blue Carpet! Universal Epic Universe Grand Opening Celebration' by Universal Orlando Resort, with 17K watching. The second is 'LIVE: Grand Opening of Universal Epic Universe | Presented by Xfinity' by NBC, with 49 watching. The third is 'Epic Universe Grand Opening Celebration REACTION' by Andrew Platt, with 131 watching.

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EPIC UNIVERSE  
GRAND OPENING CELEBRATION  
xfinity

EPIC UNIVERSE  
GRAND OPENING CELEBRATION  
xfinity

EPIC UNIVERSE  
GRAND OPENING CELEBRATION  
xfinity

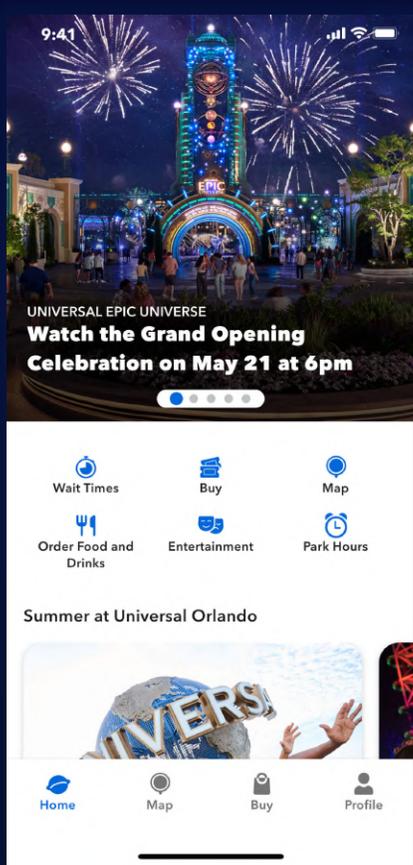
**LIVE** from the Blue Carpet! Universal Epic Universe Grand Opening Celebration  
Universal Orlando Resort  
17K watching  
**LIVE**

**LIVE**: Grand Opening of Universal Epic Universe | Presented by Xfinity  
NBC  
49 watching  
**LIVE**

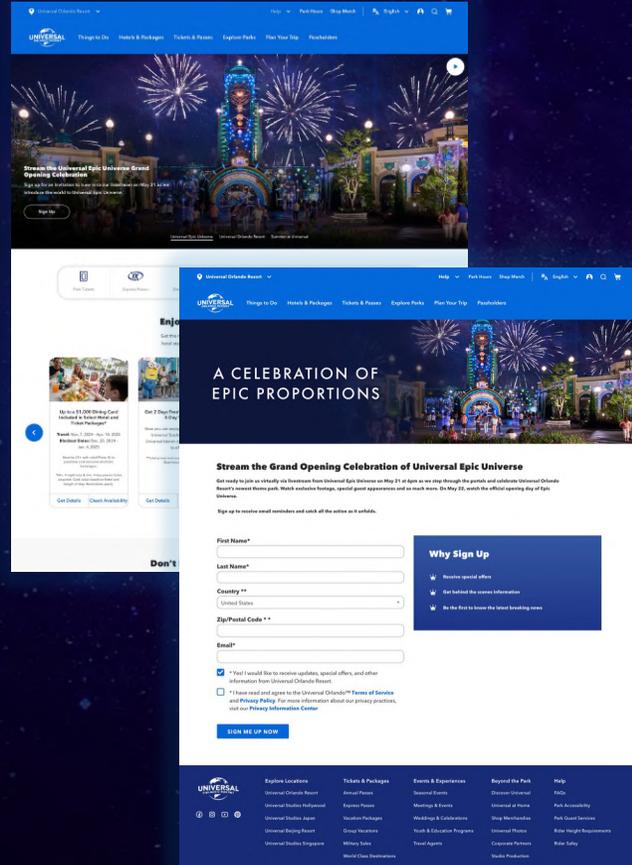
**LIVE** Epic Universe Grand Opening Celebration REACTION  
Andrew Platt  
131 watching  
**LIVE**

FEATURED AS THE MAIN VIDEO ON YOUTUBE LIVE'S HOMEPAGE

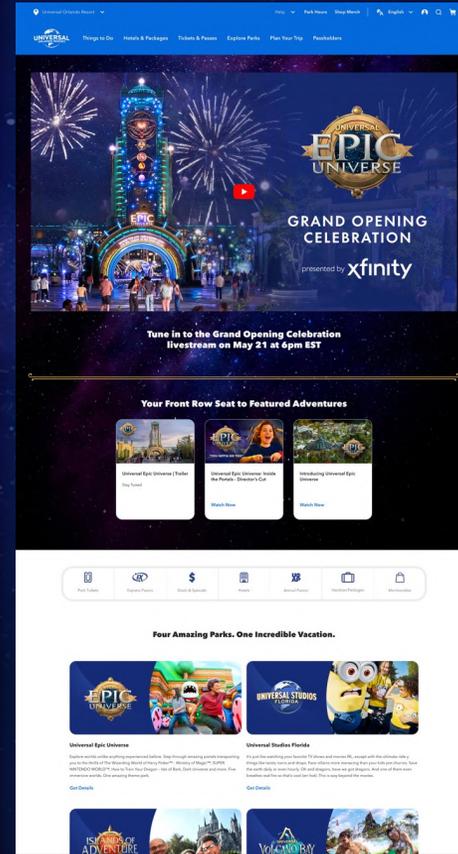
# MULTI-PLATFORM TAKEOVER ACROSS MOBILE APP AND WEBSITE



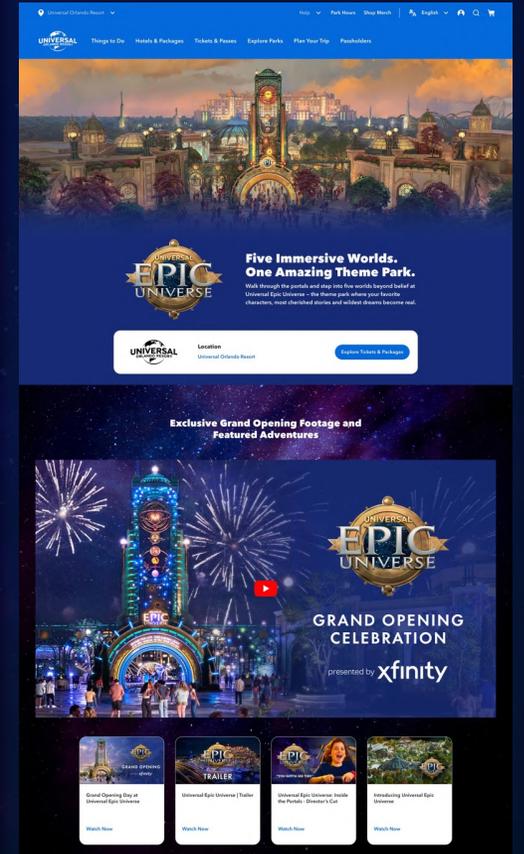
MOBILE APP LIVESTREAM LINK



UOR HOMEPAGE & EMAIL SIGNUP (PRE-GO)



UOR HOMEPAGE (DURING-GO)



EPIC THEME PARK PAGE (POST-GO)



# THE PERFORMANCE

745K

ORGANIC VIEWS

3.4M

IMPRESSIONS

8.5%

CLICK-THROUGH RATE

26K

PEAK CONCURRENT VIEWERS

130K

HOURS WATCHED

20 MIN

AVG. VIEW DURATION



# THE PERFORMANCE

247K

LIVE REACTIONS

+27K

SUBSCRIBERS

14K

SHARES

11K

LIKES



IN ONE NIGHT...

WE WENT GLOBAL

---

VIEWERS TUNED IN FROM OVER  
**100 COUNTRIES**

**WE REACHED NEW AUDIENCES**

---

**80%**

**OF VIEWERS WERE NON-SUBSCRIBERS**

WE TOOK OVER THE LIVING ROOM

45%

OF VIEWERS WATCHED ON THEIR TV

*WE PIQUED GUESTS' INTEREST*

---

**75%**

OF EXTERNAL VIEWERS CAME  
FROM OUR OFFICIAL WEBSITE



Things to Do

Hotels & Packages

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### Exclusive Grand Opening Footage and Featured Adventures

LIVE from the Blue Carpet! Universal Epic Universe Grand Opening Celebration

Watch later Share

UNIVERSAL  
**EPIC**  
UNIVERSE

GRAND OPENING  
CELEBRATION

presented by **xfinity**

Watch on YouTube

**WE KEPT VIEWERS ENGAGED**

---

**70K**

**LIVE CHAT MESSAGES**

*AND THEY'RE STILL ENGAGING...*

---

*~160K*

VIEWS IN THE MONTH FOLLOWING

*AND THEY'RE STILL ENGAGING...*

---

*~ 1100*

*ADDITIONAL ORGANIC VIEWS DAILY*

*FOR THREE MONTHS FOLLOWING*



YOU WONDER NEXT WHICH PATH TO CHART  
THE ANSWER LIES WITHIN YOUR HEART

A night scene at a theme park entrance. A large, ornate archway with intricate metalwork and glowing lights frames the entrance. Above the arch, a sign reads "YOU WONDER NEXT WHICH PATH TO CHART THE ANSWER LIES WITHIN YOUR HEART". People are walking through the archway, and the sky is dark with a starry pattern. The overall atmosphere is magical and festive.

WE OPENED A  
NEW THEME PARK

