

atx tv FESTIVAL



AUSTIN · TX
JUNE 2-5 | 2022
WRAP-UP REPORT





3,000 TV NERDS
VIRTUAL & IN PERSON

175 CAST, CREW & CREATIVES

50 SCREENINGS, PANELS & CONVERSATIONS

9 VENUES

7 SPECIAL EVENTS

4 DAYS IN AUSTIN

1 UNFORGETTABLE
EXPERIENCE

▶ AUDIENCE & ANALYTICS

The ATX TV Festival audience is historically a unique 50/50 split between TV Consumer and TV Industry with plenty of overlap between the two groups. This remained true for Season 11, which boasted a 3,000 person, globally-ticketed audience across in person and virtual attendance.

AGE

8% 18-24
45% 25-39
36% 40-55
7% 56-70
4% 70 & OVER



GENDER

68% FEMALE
27% MALE
5% NON-BINARY



LOCATION BY COUNTRY

84% U.S.
7% CANADA
3% AUSTRALIA
3% U.K.
2% GERMANY
1% FR, AT, NZ, SE

LOCATION BY STATE

52% TX
26% CA
12% NY
7% FL, MD, IL,
TN, NJ & VA



▶ REACH & ENGAGEMENT

Panelists, press, attendees and followers interacted via three primary social media channels using **#ATXTVs11** and **#TVTogether**. Promotion also included programming announcements, exclusive releases, branded content, tune in details and more via the ATX TV Newsletter.

84.5K FOLLOWERS & SUBSCRIBERS
5.6M IMPRESSIONS

TWITTER
18K Followers
2.8M Impressions

INSTAGRAM
16.2K Followers
1.6M Impressions

FACEBOOK
11K Followers
1.2M Impressions

NEWSLETTER
15K Subscribers
46% Avg. Open Rate

ATX TV
YOUTUBE CHANNEL

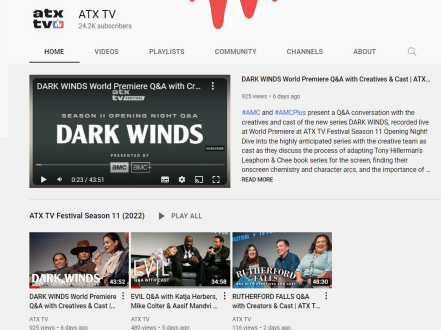


24.2K SUBSCRIBERS

Per Month Stats:
10.7M Impressions
567K Views
411K Unique Views
124K Hours Watched

With an ongoing content release strategy, programming will gain exponential reach by becoming accessible to a public audience.

View channel [HERE](#).



▶ PRESS COVERAGE

4.5+ BILLION

Over 4.5 Billion media impressions.

190+

Pre- and post-festival coverage across 191 outlets.

70+

72 credentialed Press attended in person + virtually.

**Press Report available separately*



IndieWire News Film TV Awards Video

'Dark Winds' Premiere Lights Up ATX, Welcoming Fans Back to TV Festivals

Executive produced by Robert Redford and George R.R. Martin, the AMC original series satiated a long wait for the adaptation to debut — and a return to theaters for Austin's beloved TV festival.

Ben Travers
Jun 3, 2022 3:00 pm
@BenTravers



COLLIDER MOVIES TV TRAILERS STREAMING REVIEWS INTERVIEWS MORE

'Scrubs': Cast Say They Are Open to a Reboot

EAGLE!

BY TAMARA JONES
PUBLISHED JUN 02, 2022



Sydney Sweeney on Building Her Dream Career and How She Convinced Viewers to Love 'Euphoria's' Cassie

The actress discusses her major television credits ahead of receiving her ATX TV Festival breakthrough award.

BY SEJIA RANKIN JUN 3, 2022 11:00AM



Sydney Sweeney stars production on 'Madame Web' this summer but can't say much beyond that. "It's an absolute career highlight!"
RENEA/GETTY IMAGES

Festival 2022: 'Queer for Fear' series gives queer audiences a genre to call their own

OWN
BY MAZZY OLIVER SMALLWOOD, 11:00PM, SAT JUN 4, 2022



VANTY FAIR

TODAY

E

DEADLINE

Austin American-Statesman

THE HOLLYWOOD REPORTER

Entertainment

BuzzFeed

COLLIDER

VARIETY

TV Insider

CBS AUSTIN

US WEEKLY

Indiewire

THE AUSTIN CHRONICLE

TVLine

People

▶ PRESS COVERAGE

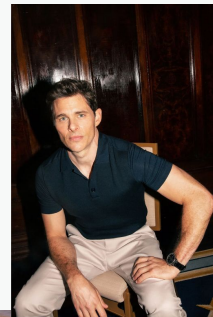
CONTINUED



The TODAY Show host Gadi Schwartz sat down with our major cast reunions (*Parenthood*, *Scrubs* presented by Hulu) at historic Austin locations for exclusive interviews, which aired together in the 8 AM hour on June 6, 2022.



The Hollywood Reporter presented our one-and-only photo suite that hosted creators and cast featured at Season 11. From *Westworld* and *Dark Winds* to *Scrubs* and *Parenthood*, TV's finest were documented and showcased in Austin.



PROGRAMMING

Season 11 programming was hosted entirely in person in Austin, TX and featured more than **50** screenings, Q&As, panels, conversations, and special events.

Marquee events were a focal point at the festival designed to have no counter programming. This is when our entire audience comes to celebrate series that are new, nostalgic, or returning. From world premieres to trivia events, these programs showcase TV Camp for Grown Ups to the fullest.



*A Conversation with Achievement in Television
eXcellence Awardee Lesli Linka Glatter presented
by Texas Monthly*



*A Conversation with Breakthrough
Awardee Sydney Sweeney*



EVENTS

OPENING NIGHT: *Dark Winds* presented by AMC & AMC+
ATX TV Karaoke

A Return to the Balcony presented by TX Assoc. of Film Commissions

ATX TV Trivia Night presented by HBO Max

CLOSING NIGHT: *Westworld* presented by HBO & HBO Max

Flowers in the Attic: The Origin World Premiere Screening & Brunch
presented by Lifetime

PANELS & CONVERSATIONS

Another Time & Place: Constructing A Period Piece

Comedy Showrunners

Dangerous Women

Creating a Critical Mass of Muslim Talent (The MPAC® Hollywood Bureau)

Futurescape: A Look at What's Ahead in TV

Goal! with Bill Lawrence & Zach Braff

Into the IP-Verse: Building a Franchise

The Last Note



PROGRAMMING

CONTINUED

FEATURED SERIES

- Rutherford Falls* (Peacock)
- Baron + Toluca*
- I Love That For You* (Showtime)
- Evil* (Paramount+)
- Tom Swift* (The CW)
- Angelyne* (Peacock)
- Parenthood Reunion*
- Queer For Fear* (Shudder)
- Walker Independence* (The CW)
- Station Eleven* (HBO Max)
- Justified Reunion* (FX)
- Somebody Feed Phil* (Netflix)
- Scrubs Reunion* (Hulu)
- Friday Night Lights*
- Monarch* (FOX)

MICRO PROGRAMMING

The festival also included a new **Micro Programming** track consisting of 30 minute sessions with 1-3 panelists in the festival's most intimate venue spaces, allowing for even more interactive, in-depth, and engaging discussion between panelists and attendees.

- Actor POV: Building Character
- As We See It* with Jason Katims & Sue Ann Pien
- Casting Across Time (Casting Society)
- Class, Poverty & Writing About the Wealth Gap (Hollywood, Health & Society)
- Director POV: *Manhattan* with Thomas Schlamme
- Fireside Chat with Brian Michael Smith (GLAAD)
- The Toxic Myths of Hollywood
- Reinventing the Watercooler (How to Get & Keep an Audience)

OPENING NIGHT EVENT

PRESENTED BY **amc** **amc+**

Opening Night kicked off on Thursday, June 2 at the historic Paramount Theatre with a red carpet featuring a range of festival panelists and the World Premiere of **Dark Winds** presented by **AMC** and **AMC+**. Following the screening, Mo Ryan (*Vanity Fair*) moderated a conversation with the **Dark Winds** cast and creatives.

The after-event at The Contemporary Rooftop complete with a DJ, a cool breeze, and a lot of conversation – featured hors d'oeuvres from Intero, hero cocktails from Still Austin bourbon + gin, Dos Hombres mezcal, and additional offerings from Vacancy Brewing, BOXT, Absolut, Altos, Topo Chico, and JuiceLand.



CLOSING NIGHT EVENT

PRESENTED BY **HBO** | **HBO MAX**



Closing Night featured a first-look at Season 4 of the epic drama **Westworld** presented by **HBO** and **HBO Max**, including a panel conversation at the Paramount Theatre with co-creator / writer / director / EP Lisa Joy, writer / EP Alison Schapker, cast members Evan Rachel Wood, Jeffrey Wright, Luke Hemsworth, Angela Sarafyan, Aurora Perrineau, and surprise guest James Marsden announcing his return to the series.

The panel was followed by an after-party at Wax Myrtle's, featuring a photo op, delicious late night snacks, hero cocktails from Dos Hombres and Still Austin, and additional offerings from Altos and Absolut.



THE CAMPER EXPERIENCE

As a new badge level, TV Campers not only had a curated Welcome Bag, but also access to exclusive events and programming.

HAPPY HOURS

Friday and Saturday afternoons were made even more vibrant by happy hours presented by The CW and *Somebody Feed Phil*/Naked Lunch. As programming took a pause, we were treated to **Vacancy Brewing**, **BOXT**, and **Nixta Taqueria** (who would win a James Beard award one week later).

In addition, Friday Night had a “Return to the Balcony” late night happy hour presented by the **Texas Association of Film Commissions** as ATX TV returned to Stephen F. Austin balcony for margaritas and a celebration of the festival’s midway point.



MAYAWELL MORNINGS

Each morning we encouraged Campers to “trust their gut” with **Mayawell**, **La Colombe** coffee, **Topo Chico** and **Rosen’s Bagels**. This was an opportunity for attendees to start their day fresh, discuss where they were going and what they’d seen the days before.



▶ **CAMP EVENTS**

Evening activities were specially designed for Camp Badgeholders to celebrate being able to #TVTogether back in person. Drinks were provided every night by BOXT and Vacancy Brewing, along with pizza and sponsored snacks! Also, invited were Panelists, Sponsors, Press, and Industry Badges.

TV CAMP KICKOFF

Following the Opening Night Screening and Q&A, TV Campers gathered for crafts, games, and some fun – yet structured – activities, including “Speed Camping” to help attendees get to know each other better.



TV KARAOKE

On Friday evening, Campers took turns taking the stage to belt out their favorite TV tunes. There were also some special guests that swung by to close out the night with the best group sing-a-long in TV history!



TV TRIVIA **PRESENTED BY HBO Max™**

On Saturday night, HBO Max presented an awesome night of TV Trivia! Teams of up to 6 players tested their TV knowledge for fantastic prizes, including a grand prize trip to NYC for the *Westworld* Season 4 premiere!



THE PITCH COMPETITION

PRESENTED BY



Final Draft
A Cast & Crew Company

MAXWELL
LOCKE
&
RITTER

After narrowing down from hundreds of applicants, the Judges listened to our top ten Finalists give their three minute pitch live! The Finale was followed by a reception for Finalists and Judges presented by Rooster Teeth.

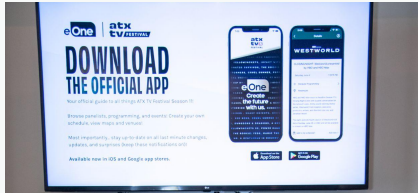
Finalists received prizes from **Final Draft**, **The Black List**, and a Surprise & Delight of Rapid Rewards points from **Southwest Airlines**.

The winner receives a mentorship and a chance to pitch their show to our studio/network partners.

Judges included:

- **Dan Shorr** (Head of Scripted, Rooster Teeth Productions)
- **Kevin Cotter** (Vice President, Film & TV, Anonymous Content)
- **Bryan Seabury** (Executive Vice President, Drama Development, CBS Studios)
- **Julie DeJoie** (President, Shoe Money Productions)
- **Noreen O'Toole** (Creative Producer, Kilter Films)





▶ INDUSTRY LOUNGE + GREEN ROOM

PRESENTED BY BEN

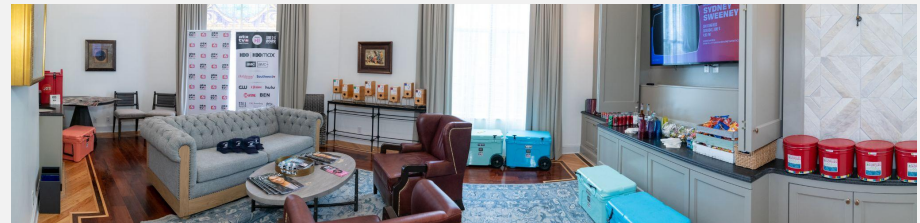
BE ENTERTAINMENT

Our **Industry & Press Lounge** is primarily for Panelists, Industry and Press level badges to meet, interview, eat, and relax in between sessions. A place for connection and hosting, this year Microsoft presented a Creator Connection Happy Hour.

Our **Green Room** is not just a holding area for Panelists coming and going to programming, but a refuge to rest and meet up with fellow Panelists and share a refreshing beverage and snack away from the hustle of the main festival mezzanine.

Supporting brands included:

- Still Austin, Dos Hombres, Altos, Absolut, BOXT, Vacancy
- Topo Chico, Mayawell, La Colombe, Jo's Coffee, Juiceland
- Frito Lay, Cornucopia



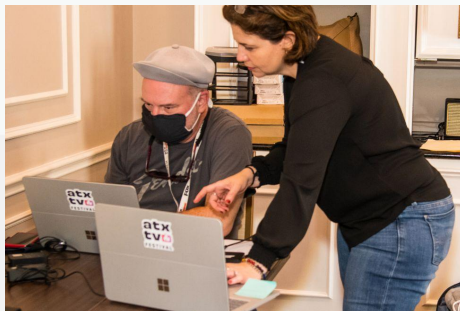
▶ PLACEMENT HIGHLIGHTS

The festival isn't only about programming, but rather about the experience for each of our attendees. From the stage set up to the water bottles, each touch point adds value to their overall experience and takeaways.

Placements highlights included:

- **Official Festival App** presented by eOne
- **Lanyards** presented by FOX
- **Panelist + Camper Tote Bags** presented by Lifetime
- **Water Bottles** presented by TUBI
- **Reusable Water Bottles** presented by Lifetime
- **Presentation + Registration Laptops** presented by Microsoft
- **Panelist Flights** provided by Southwest Airlines

Additional experiences and products provided by ROC, Juiceland, La Colombe, Frito Lay, Topo Chico, Mayawell, Still Austin, Storyline Partners, Everytown for Gun Safety



SNACK & WATCH TOGETHER

Whether our attendees were online or with us in Austin – ATX TV is all about community. We connected through food, drinks, programming, and branded products. From **Featured Shopping Lists** to **Watch Lists**, attendees in person and virtually were able to share a common experience.



atx tv FESTIVAL Season 11

2022 WATCH LIST

HBO + HBOmax
WESTWORLD
STATION ELEVEN
A BLACK LADY SKETCH SHOW
EUPHORIA
THE WHITE LOTUS

SHOWTIME
I LOVE THAT FOR YOU
AIRING ON SUNDAYS

peacock
ANGELYNE PREMIERES 6/10
SAVED BY THE BELL
RUTHERFORD FALLS

NETFLIX
SOMEBODY FEED PHIL
PREMIERES 6/10

atx tv FESTIVAL Season 11

SEASON 11 SHOPPING LIST

SNACKS

- ROSEN'S BAGELS
- CORNUGOPIA POPCORN
DISCOUNT CODE: ATXTVPOPS
- Frito Lay FRITO LAY FAVES

SIPS

- BOXT OFFICIAL HOUSE WINE
DISCOUNT CODE: ATXTVFST10
\$40 OFF MEMBERSHIP
- STILL AUSTIN OFFICIAL BOURBON & GIN
- WHISKEY Co -
- VACANCY BREWING TRUST YOUR GUT
DISCOUNT CODE: ATXFESTIVAL
- Mayawell

JO'S BEST COFFEE

DOS HOMBRES BEST MEZCALRITA FIXINS

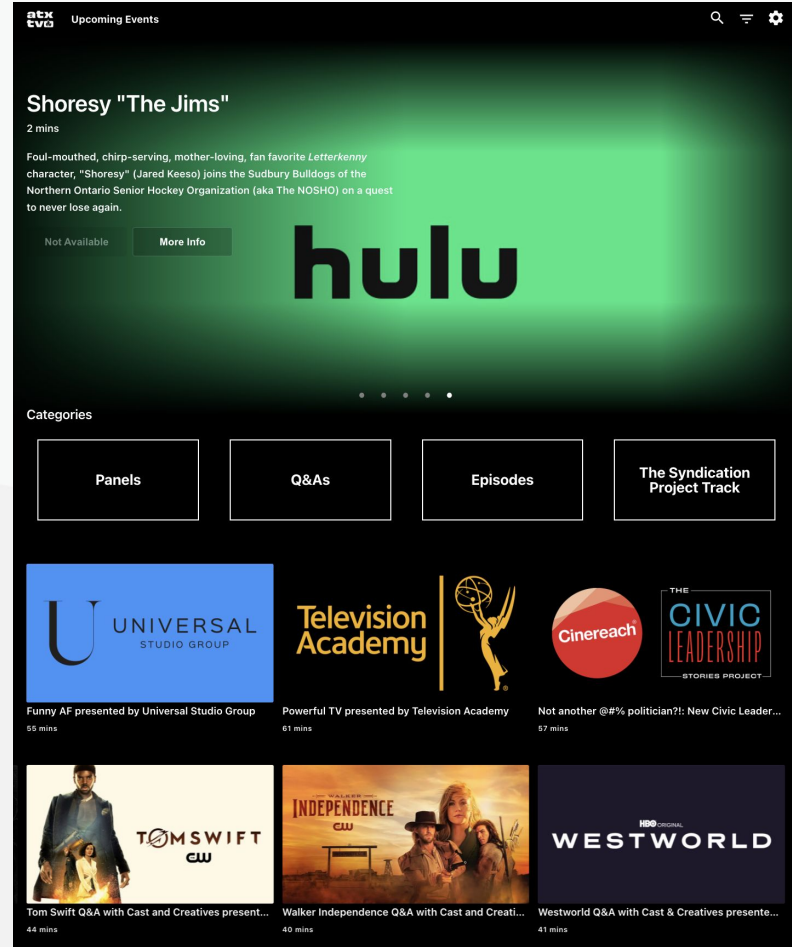
Topo Chico BEST BUBBLES



VIRTUAL PLATFORM

Season 11 was hosted on Cinesend allowing attendees, both virtual and in person, to access premiere episodes and interstitial content, including trailers and short form interviews. Most panels were available between 2-12 hours from their live event in Austin, and remained available until June 16, giving viewers a chance to catch up on things they might have missed.

- **Full Episodes:** *I Love That For You*, *Tom Swift*, *Flowers In the Attic: The Origin*, *Baron + Toluca*
- **Quick-Turnaround Panels:** *Scrubs* Reunion, *Justified* Creatives Reunion, *Dark Winds* Opening Night Q&A, *Westworld* Closing Night Panel, *I Love That For You*, *Queer For Fear*, *Tom Swift*, *Walker Independence*, A Conversation with Lesli Linka Glatter, Casting Across Time, Not another @#% politician?!: New Civic Leaders on TV, and more!
- **Trailers and Bonus Content** from Hulu, Define American, Hollywood Health & Society, SHOWTIME, Lifetime, Paramount Television Studios



▶▶ **COMING UP..**

ATX TV is not only a festival in June, but a year-round community and destination for TV lovers. We host curated programming (panels, screenings, events) all year long, both in person (Austin, LA, and beyond) and virtually (private platforms, Official YouTube Channel).

Please inquire about potential events for your upcoming series launches, Awards programming, and more with the option to be free to the public or private for our Members only.

FESTIVAL RELEASES

Panels will be released and available on ATX TV Platforms, including YouTube and *The TV Campfire* Podcast.

Recent panel releases include:

- [Dark Winds Opening Night Q&A](#) presented by AMC & AMC+
- [Rutherford Falls Season 2 Q&A](#)
- [Evil Season 3 Q&A](#)
- [I Love That For You Q&A](#) presented by SHOWTIME
- [Westworld Closing Night Panel](#) presented by HBO & HBO Max
- [Tom Swift Q&A](#) presented by The CW

MEMBER EVENTS

The ATX TV Membership Program is a subscription service that gives us a chance to connect as a community all year long. It's for folks who love TV as much as we do to be together to talk all things TV, enjoy early access to ATX TV content, grab special discounts to ATX TV merch, and more!

Programming includes:

- TV Watch Clubs
- Coffee with ATX TV Staff
- Happy Hours with Special Guests
- and more!

SUMMER & FALL PROGRAMMING

- Commentary Series with Creators & Cast (Podcast)
- Virtual and In Person Screenings, Conversations, Panels
- Instagram Live Series with Special Guests

For information on rates, audience, engagement for future events, please email Caitlin@atxfestival.com and Jennifer@atxfestival.com.

THANK YOU SPONSORS!

SEASON 11 WOULD NOT BE POSSIBLE WITHOUT YOU

JUNE 2-5
2022
AUSTIN • TX

HBO | **HBOMAX**

amc **amc+**

Hollywood
THE
REPORTER

Southwest 

hulu

SHOWTIME

THE CW

Lifetime

STILL
AUSTIN
— WHISKEY Co —

BEN
BE ENTERTAINMENT

**Arts +
Labor**

USC Annenberg
*Norman Lear Center
Hollywood, Health
and Society*

THANK YOU

TO OUR ADDITIONAL SEASON II PROGRAMMING PRESENTERS!

TexasMonthly

Television
Academy



HOLLYWOOD
BUREAU



UNIVERSAL
STUDIO GROUP

SHUDDER

