

atx tv FESTIVAL



JUNE 1-4 | 2023
AUSTIN, TX
WRAP-UP REPORT





4,000+ TV NERDS

200 CAST, CREW & CREATIVES

60 SCREENINGS, PANELS & CONVERSATIONS

12 SPECIAL EVENTS

8 VENUES

4 DAYS IN AUSTIN

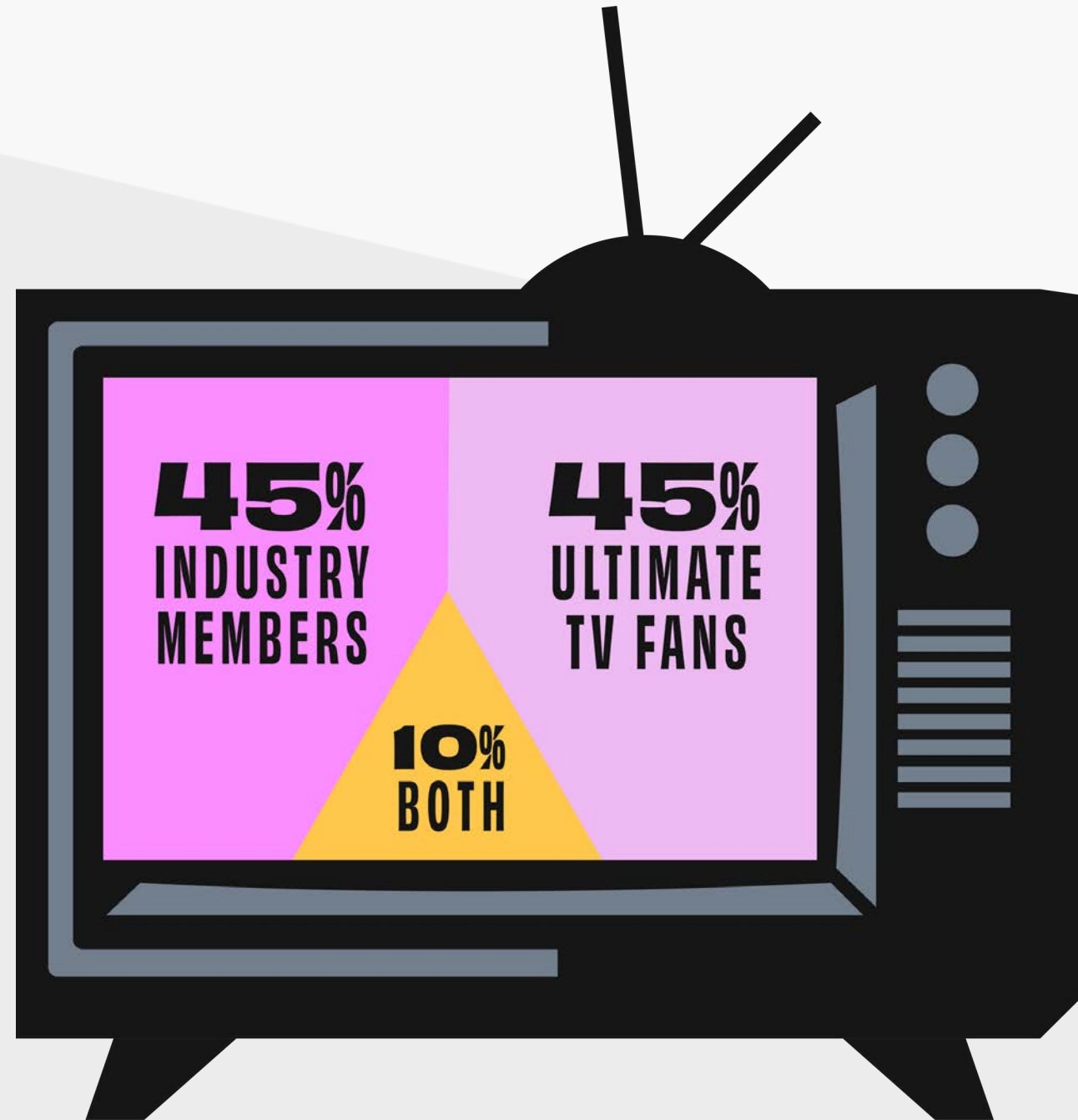
1 UNFORGETTABLE EXPERIENCE

AUDIENCE & ANALYTICS

The ATX TV audience is...

...identified as a unique blend of TV Consumers (45%) and TV Industry (45%) with an overlap between the two (10%).

This remained true for Season 12, which hit a **HISTORIC** attendance of 4,000+ of globally-ticketed audience members across in person and virtual.





AUDIENCE BREAKDOWN

Based on information provided by ATX TV Festival Season 12 Badgeholders.

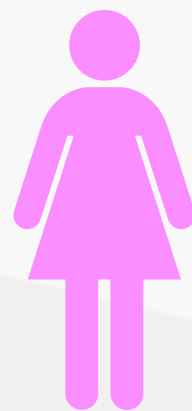
AGE

- 5% 18-25
- 44% 26-39
- 36% 40-55
- 13% 56-70
- 2% 71 & Over



GENDER

- 69% Female
- 25% Male
- 3% Non-Binary
- 3% Unspecified

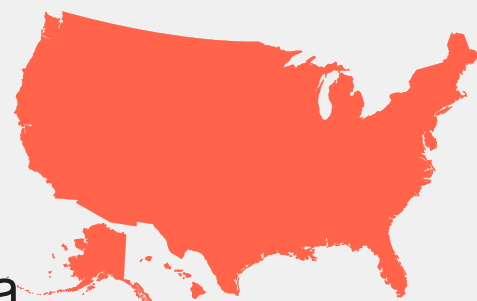


EDUCATION

- 15% High School
- 60% College
- 25% Post-Graduate

LOCATION BY COUNTRY

- 88% U.S.
- 4% U.K.
- 4% Canada
- 2% Australia, Mexico
- 1% FR, IT, NZ



LOCATION BY STATE

- 44% TX
- 14% CA
- 10% Tri-State
- 11% East Coast
- 11% South/Southwest
- 10% North/Northwest





ATX TV Festival partnered with **Zenus** AI to analyze attendee behavior. Their AI hardware anonymously measured changes in sentiment, demographics, and traffic.

▶▶ PARTNER HIGHLIGHTS

DEFINITIONS

- **Global Benchmark:** Average across hundreds of events, acts as a reference point for performance.
- **Room Energy:** Rate of positive facial expressions relative to other events.
- **Impressions:** Number of faces that visit an area. This # is non-unique since the service does not identify individuals.
- **Age Groups (2):** Under 40 and above 40 years old.



Creative Juices received **13,000 impressions**, and **54%** of people passing through stopped to engage.



TV Trivia Night presented by Tubi consistently beat the benchmark for room energy throughout its 3-hour run time.



Netflix's Manifest activation elicited an especially positive reaction from female participants (**8%** higher than global benchmark and **27% higher** than their male counterparts).

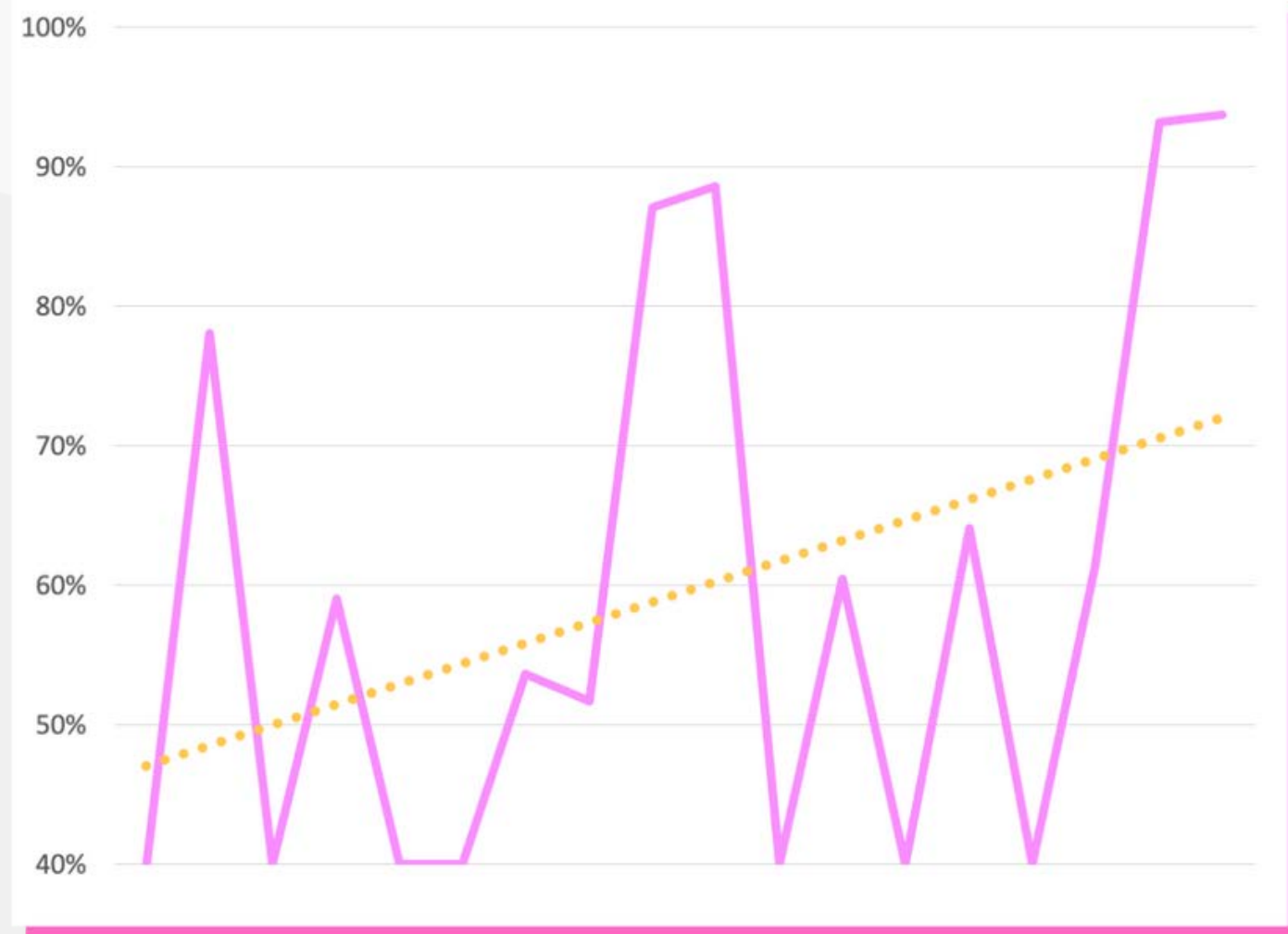


HBO's **The Righteous Gemstones** presented by **Max** scored in the **top 7%** of all-time recorded room energy.

FESTIVAL OVERVIEW + SELECT INSIGHTS

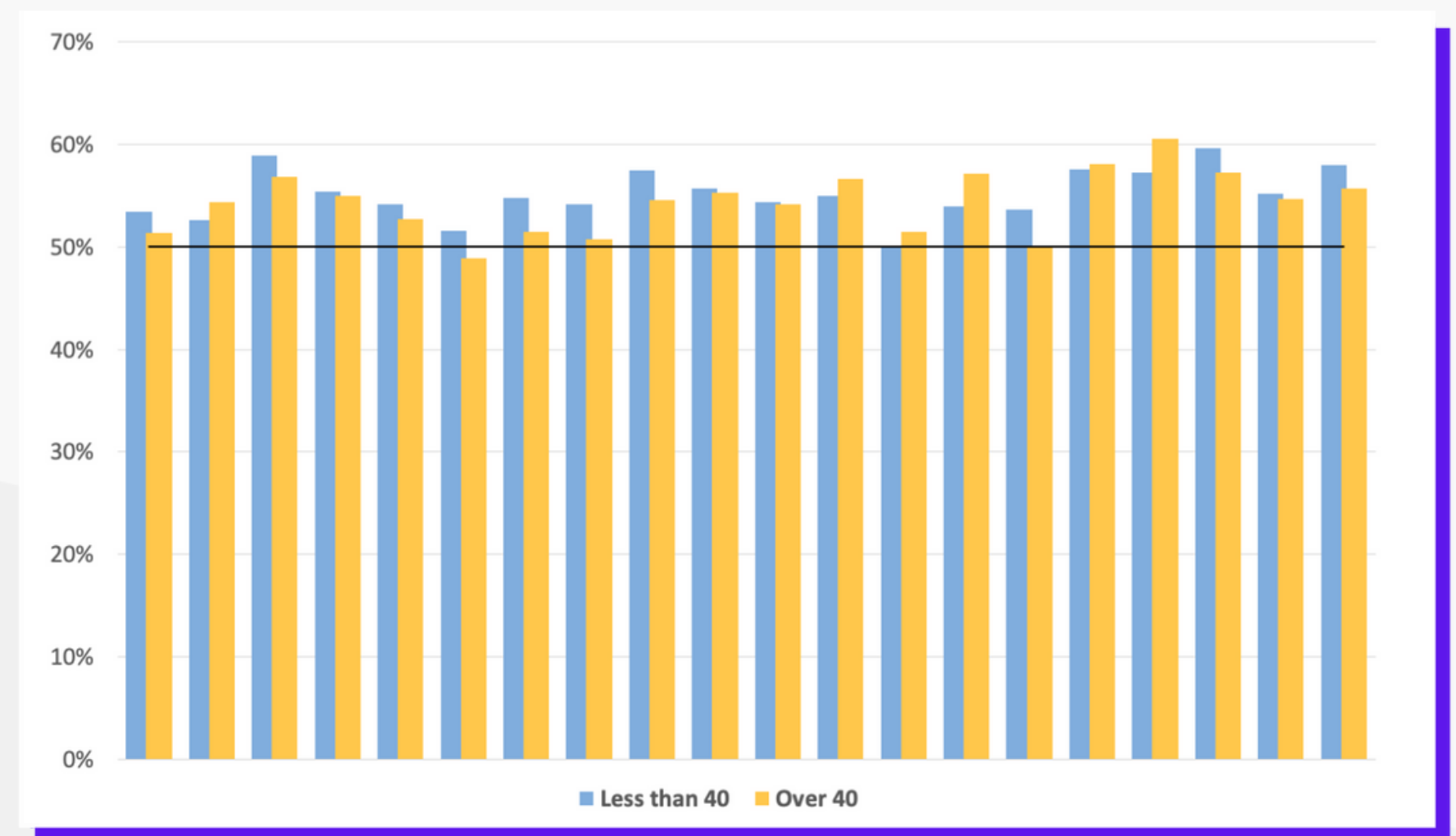
- Across all programming, Season 12 came in the **top 40% of room energy**.
- Season 12 started and finished each day with high energy.
- Highest energy session with **women** was the *Member Camp Kick Off* (**62% higher than the global benchmark**), while men exhibited the highest energy during *Are You Afraid of the Driskill?* (**72% higher than the global benchmark**).
- *Cheers Reunion* and *Jury Duty* performed well with above 40 age group, *Do the Write Thing* presented by HH&S and *Accused* were appreciated more by below 40 age group.

ROOM ENERGY



Enjoyment accelerated throughout the festival starting at 60% + ending at 95% at the final event

AGE GROUP ENERGY



40 and Under audiences loved ATX TV Festival. Younger sentiments were above global benchmark & industry average

What is Room Energy?

Graphs visualize room energy: the rate of positive facial expressions relative to other events.

▶ OFFICIAL APP + ONLINE GUIDE

PRESENTED BY



278.7K SPONSOR IMPRESSIONS

72.1K APP SESSIONS

2K GUIDE DOWNLOADS

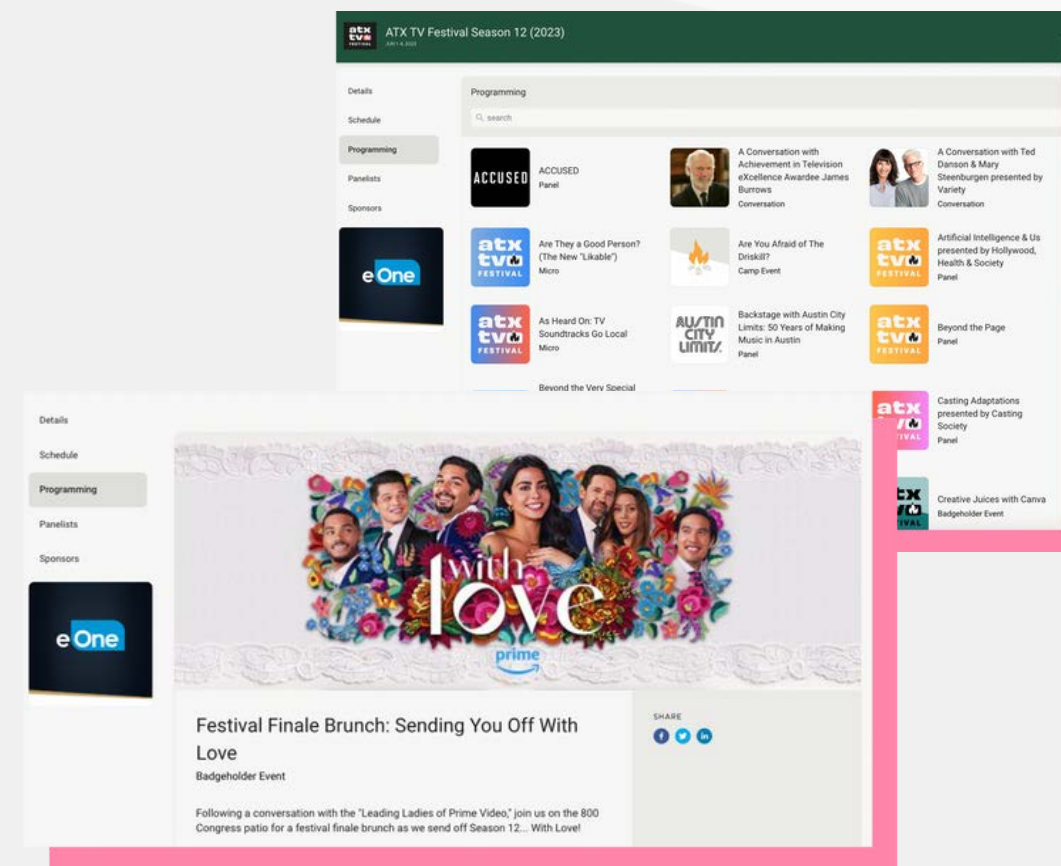
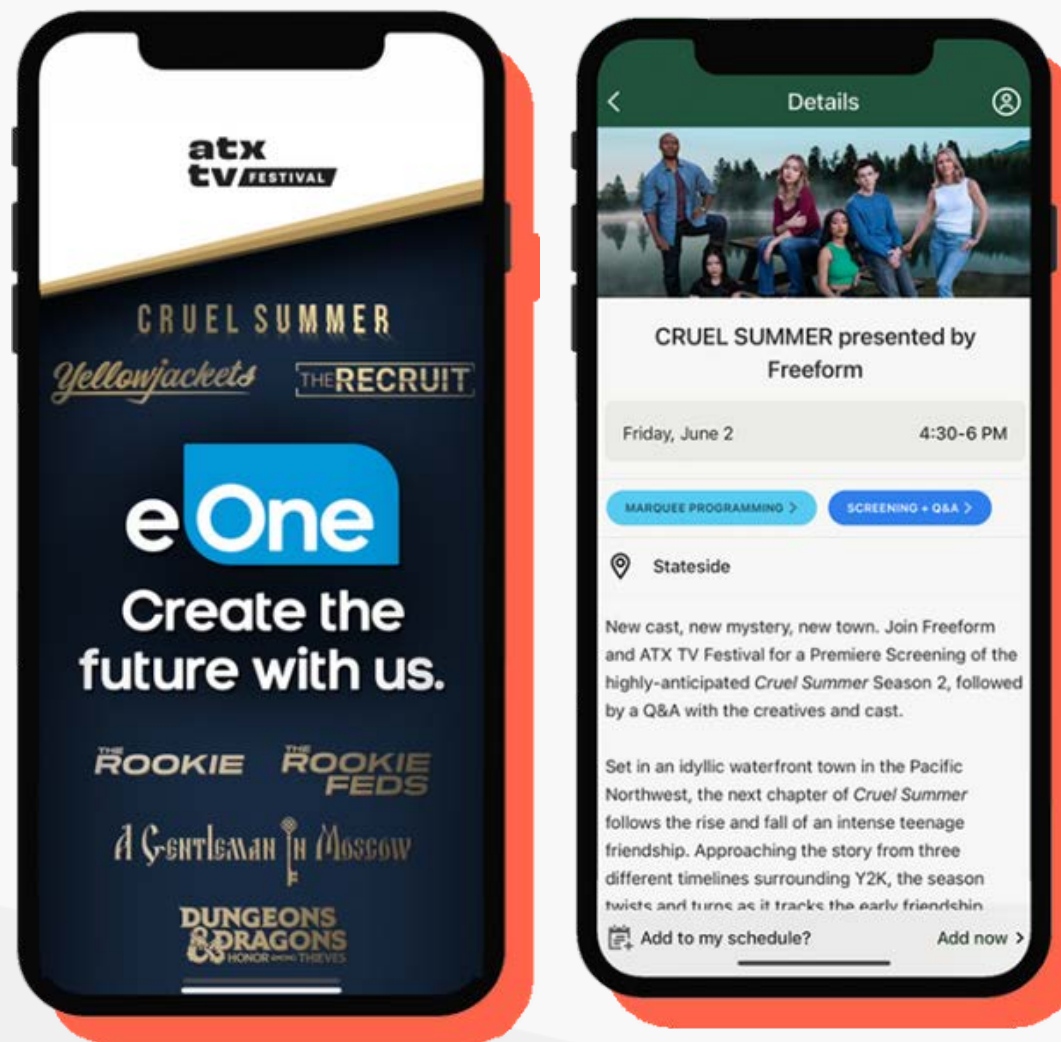
47 DAYS SPENT ON APP

80% iOS USERS

20% ANDROID USERS

The **Official App** and **Online Guide** allowed attendees to:

- **Browse** programming and panelists
- **Build** personal schedules
- **Receive** push notifications
- **Be alerted** to upcoming programming, last-minute updates, and surprises.



TOP 10 SCHEDULED EVENTS

Cheers Reunion
presented by Paramount+

Closing Night: HBO's The Righteous Gemstones
presented by Max

Opening Night: Justified: City Primeval
presented by FX

A Conversation with Ted Danson & Mary Steenburgen
presented by Variety

Jury Duty: Inside the Series

WGA on Strike!

Manifest Screening and Q&A

Late Night Happy Hour
presented by TXAFC

A Conversation with Awardee James Burrows

The Women of Outlander

REACH & ENGAGEMENT

100.4K Total Followers & Subscribers
9.3M Impressions Across Platforms

SOCIAL MEDIA



17.7K Followers
1.1M Impressions



18.6K Followers
283K Impressions



11K Followers
25K Impressions



600 Subscribers
 Featured Video:
1.8M Views



NEWSLETTER

17K Subscribers
Avg. Open Rate: 46%



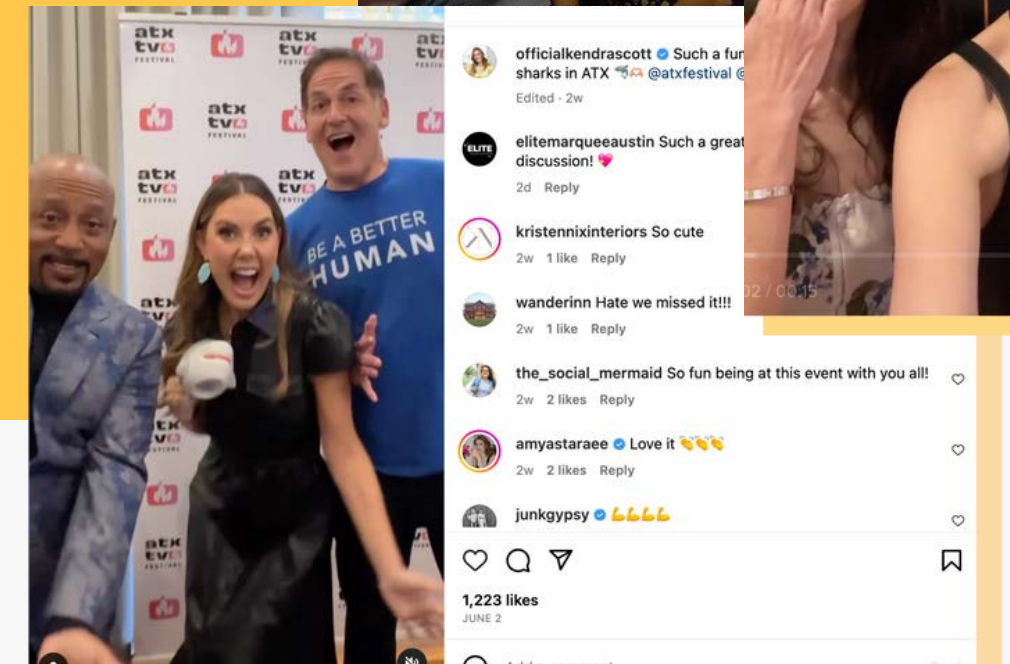
OFFICIAL YOUTUBE CHANNEL

Per Month Averages:

6.3M Impressions
355.5K Views
301K Unique Views
82 Hours Watched



jackbenderart
 ATX Television Festival
 Liked by phoenixwashington and 185 others
 jackbenderart A great weekend @atxfestival



Promotion included **programming announcements, exclusive releases, branded content, tune in details** via the ATX TV Newsletter, and **social media posts** using #ATXTVs12 and #TVTogether.

PRESS COVERAGE

▶▶ **12.8 BILLION**

Over 12.8 billion media impressions.

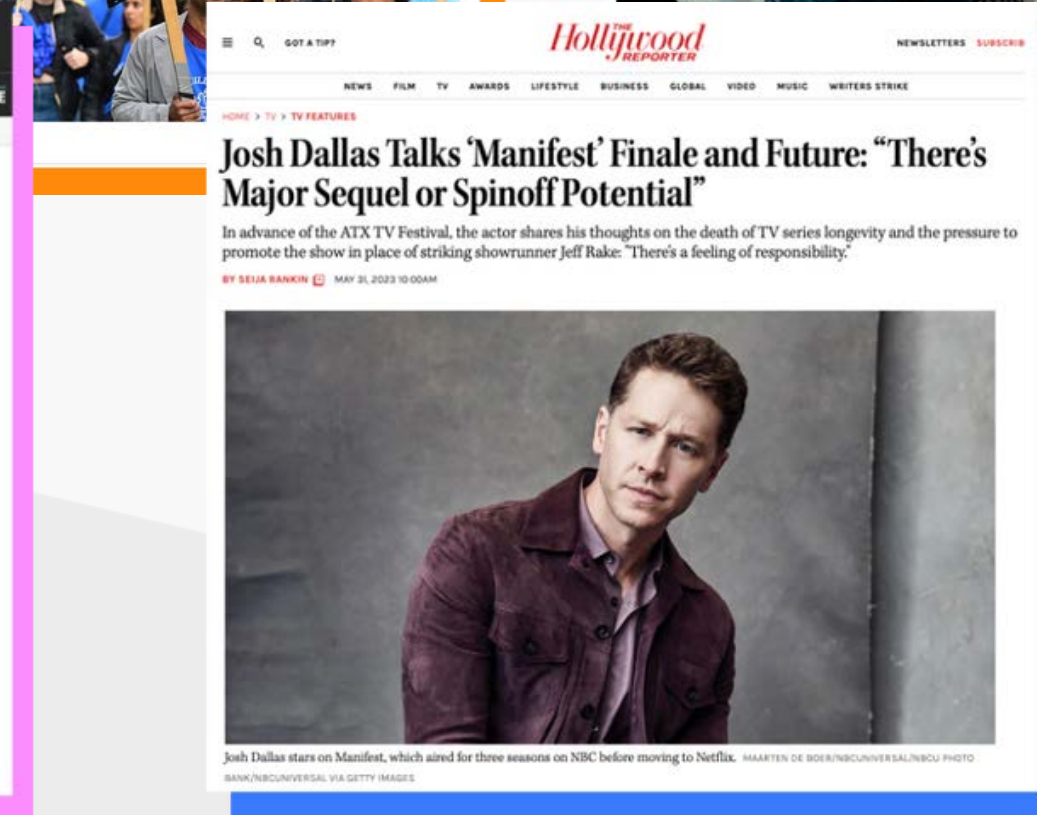
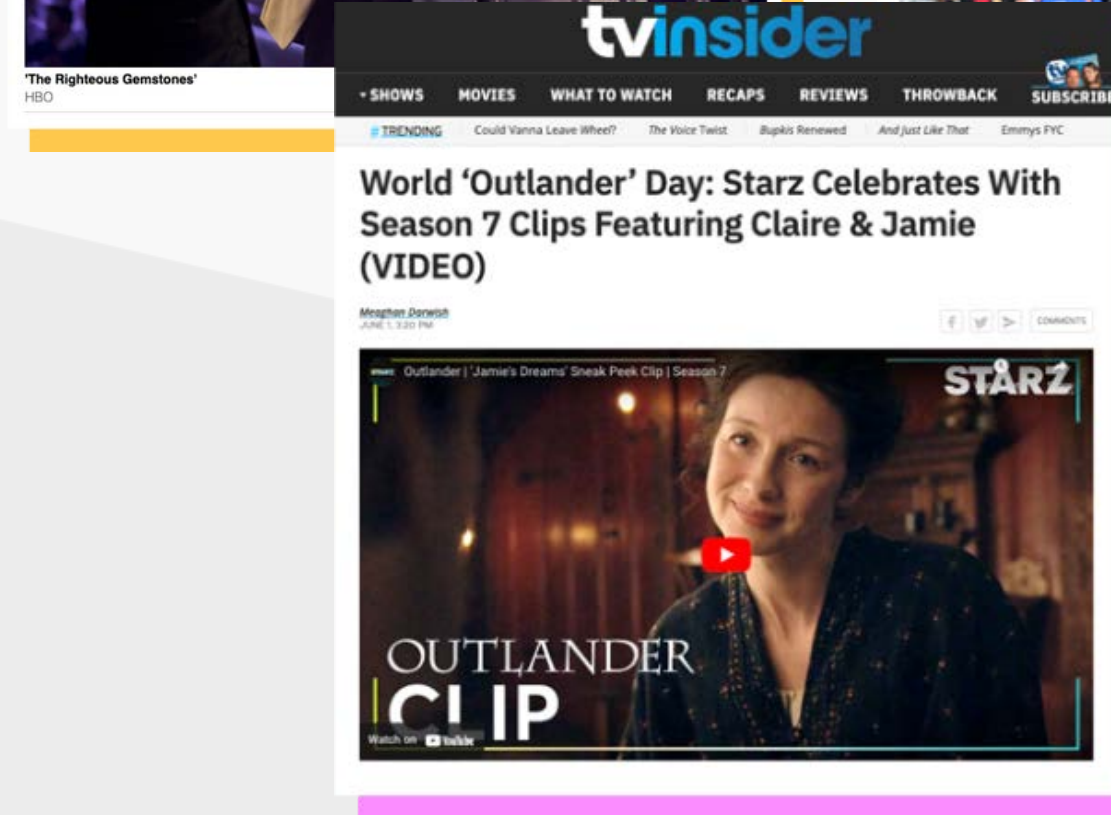
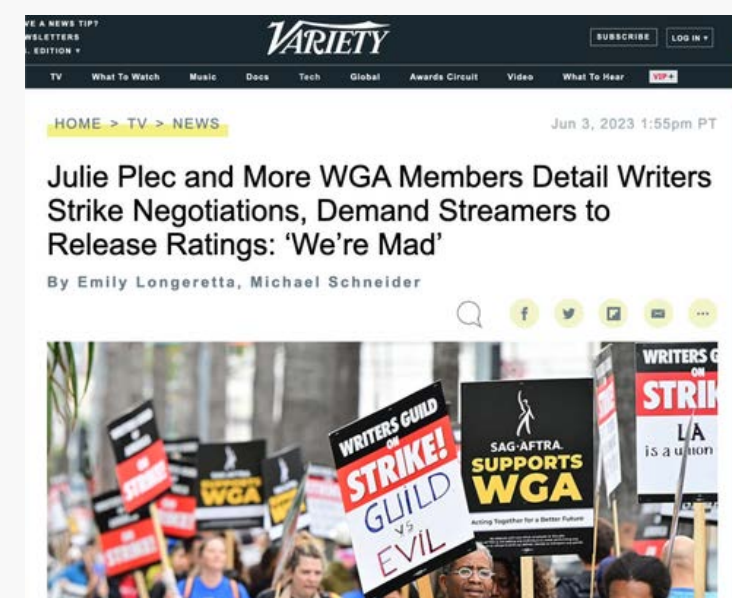
▶▶ **297**

Pre- and post-festival coverage from 297 outlets.

▶▶ **93**

93 credentialed Press attended in person + virtually.

Press report available upon request.



DEADLINE

Hollywood THE REPORTER

VARIETY

austin monthly

COLLIDER

AV CLUB

Austin American-Statesman

ET

People

TVLine

UPROXX

FOX 7 AUSTIN

DECIDER

THE AUSTIN CHRONICLE

CBS AUSTIN

Indiewire

CRACKED

tvinsider

▶ PRESS COVERAGE CONTINUED

TODAY CHEERS REUNION

The TODAY Show host Harry Smith sat down with our *Cheers* Reunion panelists at Dumont's Bar for an exclusive interview, which aired in the 8 AM hour on June 5, 2023.



OFFICIAL PORTRAIT STUDIO PHOTOGRAPHED BY MATT SAYLES

PRESENTED BY *THE HOLLYWOOD REPORTER*

The Hollywood Reporter presented an exclusive photo suite capturing creators and cast featured at Season 12. From *Outlander* and *Justified* to *Cheers* and *Minx*, TV's finest were documented in Austin and showcased on [Hollywoodreporter.com](https://www.hollywoodreporter.com).



PROGRAMMING & EVENTS

Season 12 programming was presented entirely **live and in person** in Austin, TX. With various venues, all **walkable** in downtown Austin, each piece of programming was curated to create a **unique experience** for panelists and attendees.

This year featured more than 60 pieces of programming:

- Screenings
- Q&As
- Panels
- Conversations
- Special Events

Room sizes spanned a range of capacities:

- 30-40 for Micro Programming
- 80-600 for Screenings and Panels
- 1000-2000 for Marquee Evening Events



▶ PANELS & CONVERSATIONS

- A Conversation with Ted Danson & Mary Steenburgen presented by Variety
- TV Podcast Showcase presented by iHeartPodcasts
- Funny AF presented by Universal Studio Group
- WGA on Strike!
- Unscripted POV: Shaping the Story
- Casting Adaptations presented by Casting Society
- Creating Character Through Costumes
- Queer Stories We Want To See

**only a selection*

▶ FEATURED SERIES

- | | | |
|-----------------------------------|---|---------------------------------|
| • <i>Outlander</i> (Starz) | • <i>The Gentle Art of Swedish Death Cleaning</i> | • <i>Mayans M.C.</i> (FX) |
| • <i>Manifest</i> (Netflix) | • <i>Minx</i> (Starz) | • <i>FROM</i> (MGM+) |
| • <i>Austin City Limits</i> (PBS) | • <i>Accused</i> (FOX) | • <i>This Fool</i> (Hulu) |
| • <i>Primo</i> (Freevee) | | • <i>grown-ish</i> (Freeform) |
| • <i>Shark Tank</i> (ABC) | | • <i>The Ride</i> (Prime Video) |
| | | • <i>Jury Duty</i> (Freevee) |

2023 PROGRAMMING PARTNERS:



▶ MARQUEE EVENTS

A variety of events throughout the Festival allow for attendees to gather in multiple ways and celebrate all aspects of TV with the help of our Sponsors.

THURSDAY, JUNE 1:

- Opening Night: World Premiere of *Justified: City Primeval* presented by FX
- **TV Trivia Night** presented by Tubi
 - For the first time, Official Timekeepers kicked off the Festival and kept time for each round of Trivia with **Shinola!**

FRIDAY, JUNE 2:

- **Marquee Screening: *Cruel Summer*** presented by Freeform
- ***Cheers* 30th Anniversary Reunion** presented by Paramount+
- **TV Camp Sing-a-Long** supported by Boxt

SATURDAY, JUNE 3:

- Closing Night: HBO's *The Righteous Gemstones* Season 3 Premiere & Conversation presented by Max

SUNDAY, JUNE 4:

- Festival Finale Brunch: **Sending You Off... With Love** presented by Prime Video



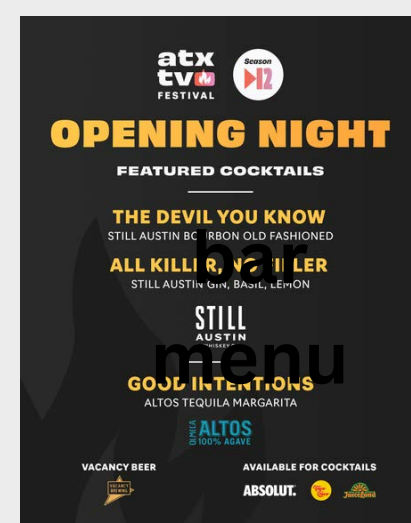
OPENING NIGHT ▶▶

WORLD PREMIERE OF **JUSTIFIED: CITY PRIMEVAL**

PRESENTED BY



Season 12 kicked off on Thursday, June 1 at the historic Paramount Theatre with a red carpet featuring our Festival panelists and the cast of *Justified: City Primeval* before the **World Premiere presented by FX**. Following the screening, **Dan Fienberg** (*The Hollywood Reporter*) moderated a conversation with the cast and producers.



OPENING NIGHT AFTER PARTY

PRESENTED BY ***The Hollywood Reporter*** & **SHINOLA**

Following the premiere, industry members and panelists headed over to The Contemporary Austin Rooftop for an event cohosted by **Shinola** and **THR**, featuring beverages from Festival partners **Still Austin**, **Absolut**, **Altos**, **Vacancy Brewing**, and **BOXT**. For the first time, we also spotlit non-alcoholic options from **Mixed Without** and **Topo Chico**.



◀ CLOSING NIGHT

PRESENTED BY **max**

THE RIGHTEOUS GEMSTONES SEASON 3 PREMIERE SCREENING AND Q&A

The "Rock Show" style Season 3 premiere of the epic HBO comedy *The Righteous Gemstones* presented by Max, included a panel conversation at the **SOLD OUT** ACL Live Theater with cast and creatives, and a live music performance by **Jane Leo** that even had John Goodman singing along to "Misbehavin'!"



AFTER PARTY AT WAX MYRTLE'S

The ACL Live at the Moody Theater event was followed by an after party at **Wax Myrtle's**, where our panelists and sponsors were invited to mix, mingle and celebrate with a photo op, delicious late night snacks, hero cocktails from **Absolut**, **Altos** and **TX Whiskey** and additional offerings from **Vacancy Brewing**.



THE CAMPER EXPERIENCE

Our "Camp Badge" is geared towards our tried-and-true ATX TV attendees who want the most immersive experience possible!

These TV Campers kick off each morning with the first Festival offering of the day, go to as many pieces of programming as they can, and end the night with an exclusive activity just for them!

The Camp Badge experience includes:

- Guaranteed Access to select Marquee Events
- Micro Programming
- Exclusive Evening Activities (see next page!)
- Registration Tote Bag with Sponsored Goodies
- Extra Fast Passes (priority entrance to programming)





▶▶ TV TRIVIA NIGHT

PRESENTED BY **tubi** OFFICIAL TIMEKEEPER **SHINOLA**

Campers kicked off the Festival with some friendly competition to see who knows TV the best! (Answer: ATX TV Campers do!)

Hosted by Get It Gals, trivia teams went head-to-head while enjoying a night of pizza courtesy of Postmates, wine from BOXT, beer from Vacancy Brewing, and prizes from Tubi and ATX TV. We're still wishing we had a Tubi Snuggie of our own!

Plus, for the first time, the Festival had Official Timekeepers keeping us on schedule all weekend, and of course with each round of trivia!

▶▶ MICRO PROGRAMMING

Camp Badges also received access to our **Micro Programming** track consisting of 30-40 minute sessions with only 1-3 panelists.

This track took place in the Festival's most intimate venue spaces for even more interactive, in-depth, and engaging discussions. It included a wide range of topics, from craft conversations with music supervisors, writers, directors, actors, and showrunners, to physical media, indie TV, and more.

▶▶ TV CAMP SING-A-LONG

SUPPORTED BY @drinkboxt

Who loves a TV Music Montage? ATX TV Campers, duh!

Sing-a-Long attendees belted their hearts out to a 2 hr playlist of some of TV's best music moments, hosted by *Glee*'s **Ashley Fink** and **Kevin McHale**.

But of course, it's scary singing in front of people, so we did break for a special liquid courage moment presented by **BOXT**.

Local Pizzeria, Hoboken Pizza, kept up everyone's stamina, courtesy of **Postmates!**



▶▶ ARE YOU AFRAID OF THE DRISKILL?

On our last night of the Festival, we brought Camp back to its home... the historic, and haunted, Driskill Hotel.

Spooky activities included:

- Episodes of Paramount+'s ***Are You Afraid of the Dark?***
- Ghost tours presented by **Haunted ATX**
- Scary stories told by **The Night Owl Podcast**
- Lessons on how to greet the Driskill ghosts with a curtsy... they are from the 1800's after all!



THE PITCH COMPETITION

PRESENTED BY *Canva*

Chosen from hundreds of applicants, Judges listened to our top ten Finalists give individual, three minute pitches live at Season 12.

For the first time, we allowed Finalists to use digital visual aids. They were made exclusively in **Canva**, who supported our Finalists with group and one-on-one tutorials from Canva experts.

Judges included:

- Dave Andron (Showrunner / Writer / Producer)
- Gina Fattore (Showrunner / Writer / Producer)
- Javier Grillo-Marxuach (Writer / Producer)
- Jacqueline Sacerio (Co-Head, Development, Scripted Television, eOne)
- Sarah Timberman (Executive Producer)

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

SUPPORTED BY **ROOSTER TEETH**



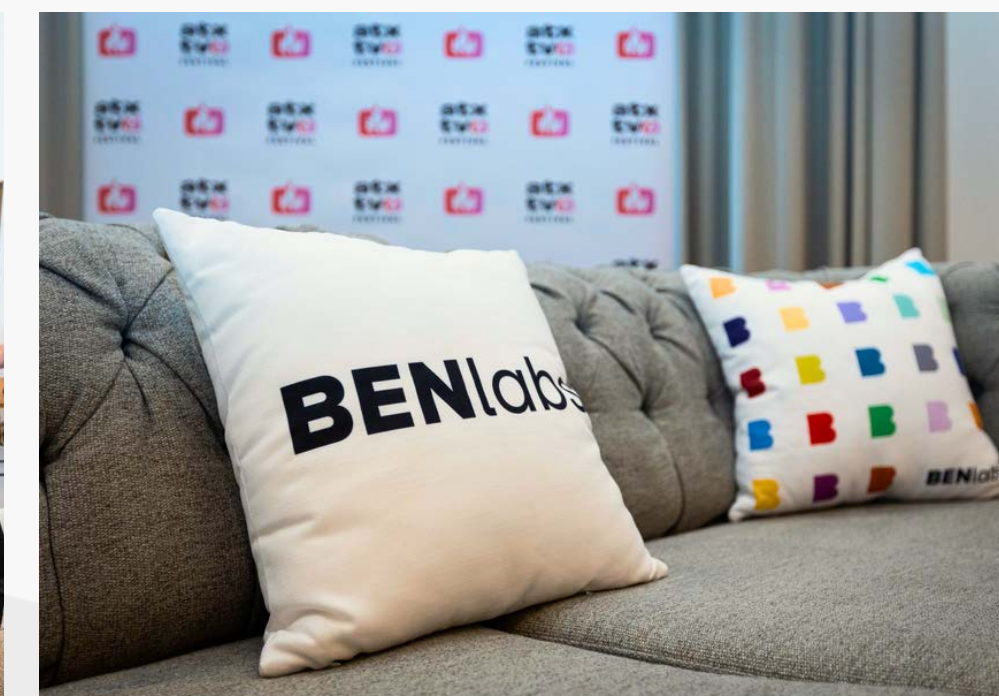
LOUNGES & GREEN ROOMS

Our lounges and green rooms offered Panelists, Industry and Press level badges space to meet, interview, eat, recharge, connect, and relax in between sessions.

▶ GREEN ROOM

PRESENTED BY **BENlabs**

Our Green Room is not just a holding area for Panelists coming and going to programming, but a refuge to rest and connect with each other and to share a refreshing beverage and snack away from the hustle of the main Festival mezzanine. You could call it the Festival's living room.



▶▶ INDUSTRY LOUNGE

PRESENTED BY

BENlabs

WITH SUPPORT FROM

Television
Academy



Our Industry Lounge was a space for panelist and industry members to network with each other, grab a bite, and recharge between sessions. It also offered an opportunity for brands to connect with attendees and host events, including this year's Creator Connection Happy Hour presented by **Microsoft**.



▶▶ PRESS LOUNGE

PRESENTED BY **tubi**

All 90+ press outlets were invited to utilize the Press Lounge as a place to schedule interviews, or just unwind and recharge in a calm and private space away (yet, still close by!) from the hubbub of the Festival.

Over 80 podcast, print, and video interviews took place in the space with over the four days of the Festival!



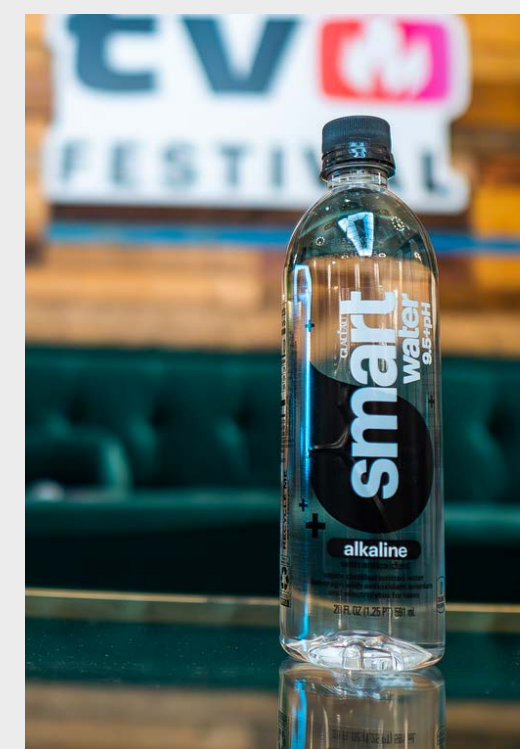
PLACEMENT HIGHLIGHTS

The festival isn't only about programming, it's also 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 contributes to attendees takeaways.

Placements highlights included:

- Official Festival App presented by **eOne**
- Lanyards presented by **FOX**
- Panelist + Camper Tote Bags presented by **MANIFEST**
- Water presented by **smartwater** and **TopoChico**
- Reusable Water Bottles presented by **tubi**
- Staging & Decor provided by **STRONG EVENTS**
- Presentation + Registration Laptops and Tablets presented by **Microsoft**
- Watches gifted by Official Festival Timekeeper **SHINOLA**

Additional experiences and product provided by:



ACTIVATIONS

▶▶ MANIFEST RECEPTION + PHOTO OP

Following the final season premiere of *Manifest*, fans were invited to take a photo, grab a flight pin, and interact with fellow passengers aboard the famed **Montego Airways Flight 828** - and a lucky few received a surprise drop-in from the cast!

▶▶ CREATIVE JUICES

PRESENTED BY *Canva*

All ATX TV Festival attendees were invited to get their "Creative Juices" flowing with fresh juice provided by Canva.

Representatives were on hand to showcase the design software and help attendees create their own juice labels. Jury Juice for any *Jury Duty* fans?


Note: This deck was proudly (and easily) crafted in Canva!



▶ HAPPY HOURS & RECEPTIONS

Both endemic and non-endemic brands were able to showcase their programming, products and initiatives by hosting gatherings geared towards specific groups of attendees:

- **Do The Write Thing** Reception presented by Hollywood, Health & Society
- **Industry Hour** presented by BENLabs and Microsoft
- **Industry and Members Hour** presented by TV Academy

This year  Postmates even provided food delivery credits to ease those hunger pains right to attendees' doors, events, or hotel rooms!



ADDITIONAL FOOD & BEVERAGE PARTNERS:



▶ FESTIVAL FINALE BRUNCH: SENDING YOU OFF... WITH LOVE

PRESENTED BY 

Each festival ends with a Finale send off celebrating great TV, good food, refreshing drinks, and TV Camp friends, old and new.

This year **Prime Video** featured *With Love* and *The Horror of Dolores Roach* following their Leading Ladies panel by hosting a rosé brunch with **BOXT**, Momo's Micheladas with **Vacancy Brewing**, limited edition flavors of **Topo Chico**, Non-Alcoholic options from **Mixed Without**, and of course flowers and tasty bites... because what's brunch without them?

▶ LATE NIGHT HAPPY HOUR: RETURN TO THE BALCONY

PRESENTED BY



On June 2 at our Late Night Happy Hour presented by **Texas Association of Film Commissions** attendees were able to enjoy the view from one of the best balconies in Austin at festival favorite Stephen F's Bar & Terrace, grab a beer or margarita, and celebrate all things Texas & TV.

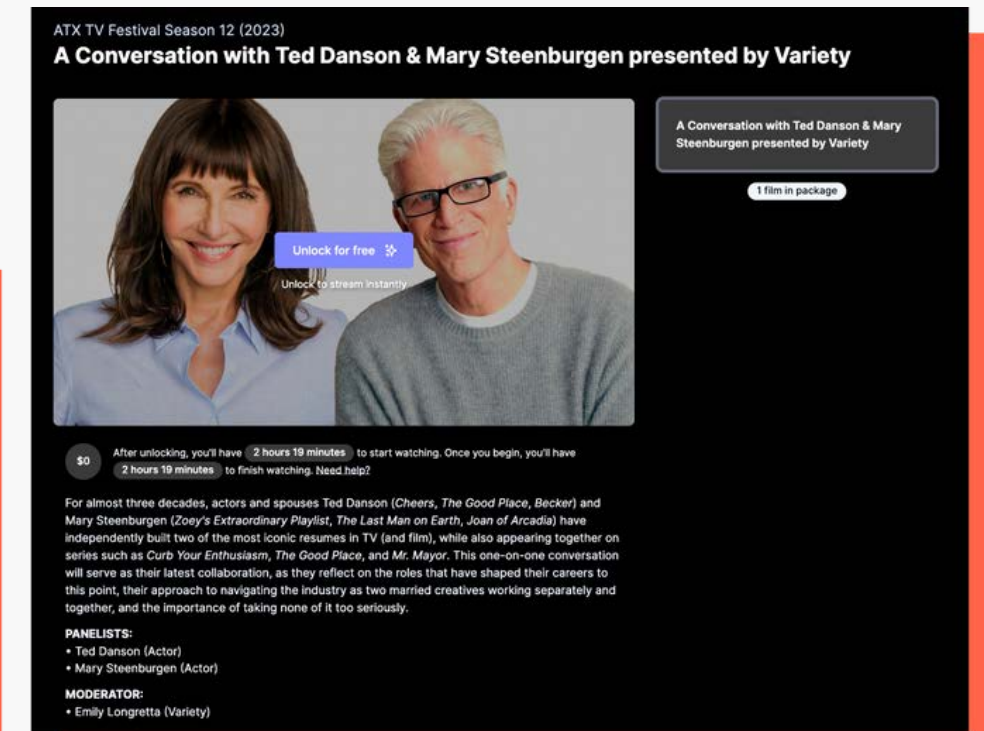


VIRTUAL PLATFORM

Season 12 virtual platform, hosted on **Eventive**, allowed attendees, both virtual and in person, access to:

- **Quick-turnaround Programming** (available within 2-12 hours)
- **Trailers**
- **Sizzles**
- **Short Form Content** provided by our partners

All content remained available until June 11, giving viewers a chance to catch up on things they missed or wanted to revisit.



1,173 TOTAL VIRTUAL PASSES

28 QUICK-TURNAROUND PANELS

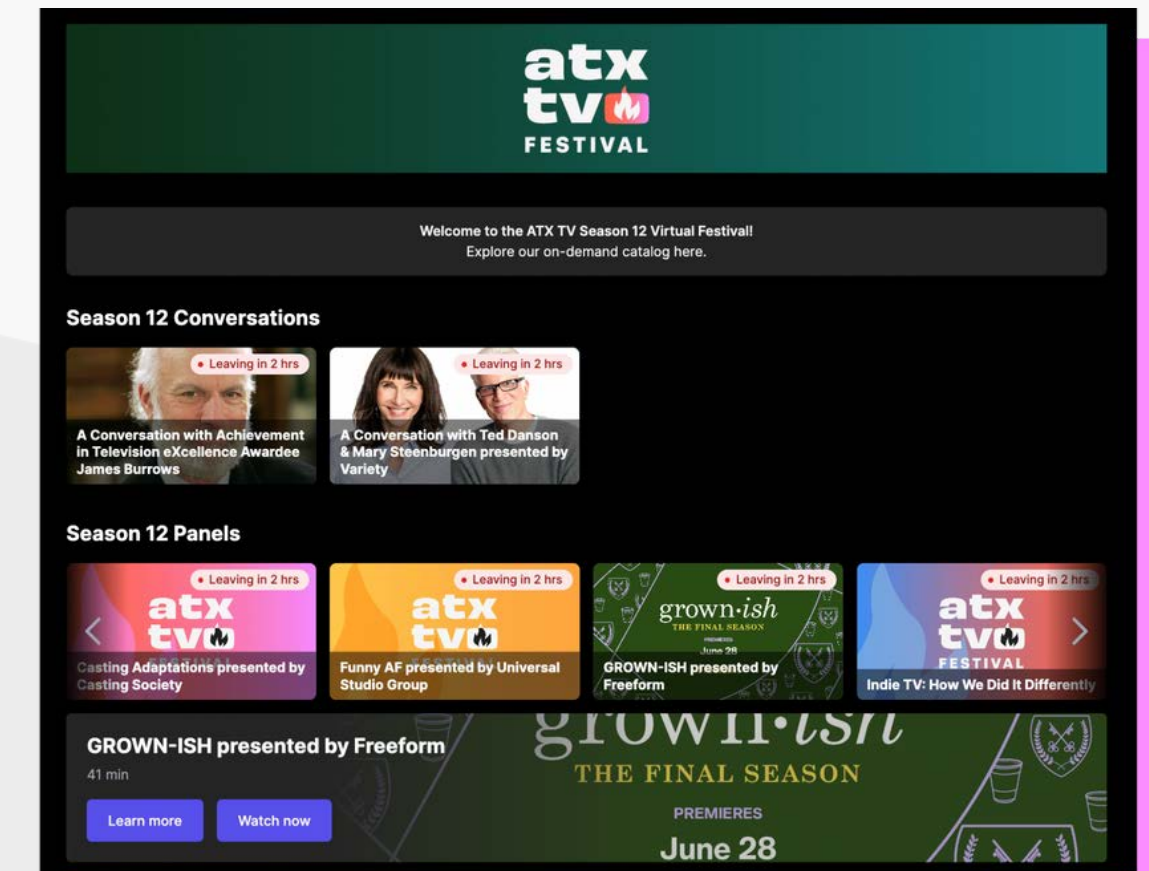
21 DAYS 22 HRS 24 MIN OF CONTENT STREAMED

TOP 3 VIEWED

The Women of *Outlander*

A Conversation with Ted Danson & Mary Steenburgen presented by Variety

Cheers Reunion presented by Paramount+





ENGAGE WITH OUR AUDIENCE YEAR ROUND..

▶▶ FESTIVAL RELEASES

Boost your programming's viewership with added engagement and promotion. Panels are released and available on ATX TV Platforms, including [YouTube](#) and [The TV Campfire Podcast](#).

Recent panel releases include:

- [Cheers Reunion](#)
- [The Righteous Gemstones](#)
- [Manifest Final Season](#)
- [Jury Duty](#)
- [Cruel Summer](#)
- Check back weekly for new releases!

▶▶ YEAR ROUND PROGRAMMING

Promote your series to the ATX TV audience 365 days a year with...

- Monthly take-overs: Newsletter, Social Media, Virtual Event
- Virtual and In Person Screenings, Conversations, Panels
- Instagram Live Series with Special Guests
- Commentary Series with Creators & Cast (Podcast)

▶▶ MEMBER EVENTS

ATX TV Members are our most engaged attendees who want to **#TVTogether** all year long!

Memberships include:

- TV Watch Clubs
- Coffee with ATX TV Staff
- Happy Hours with Special Guests
- Merch Discounts
- Members Only Slack
- and more!

Sponsored Perk Options:

- Early Access Screenings
- Special Guest Q&As
- Giveaways or Prizes
- Hosted Newsletters
- Monthly Inclusive Packages

ATX TV is not only a festival in June, but a year-round community and destination for TV lovers.

For information on potential events for your upcoming series launches, Awards programming, and more, please email:

Caitlin@atxfestival.com Jennifer@atxfestival.com

THANK YOU SPONSORS!

SEASON 12 WOULD NOT BE POSSIBLE WITHOUT YOU

BENlabs

tubi

max



Paramount+



THE
Hollywood
REPORTER

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



Freeform




SHINOLA

