

atx  
tv  
FESTIVAL

**SEASON 13  
WRAP-UP REPORT**

MAY 30-JUNE 2, 2024  
AUSTIN, TX





**3000 TV NERDS**

**200 PANELISTS**

**65+ SCREENINGS, PANELS AND SPECIAL EVENTS**

**10 VENUES**

**4 DAYS IN AUSTIN**

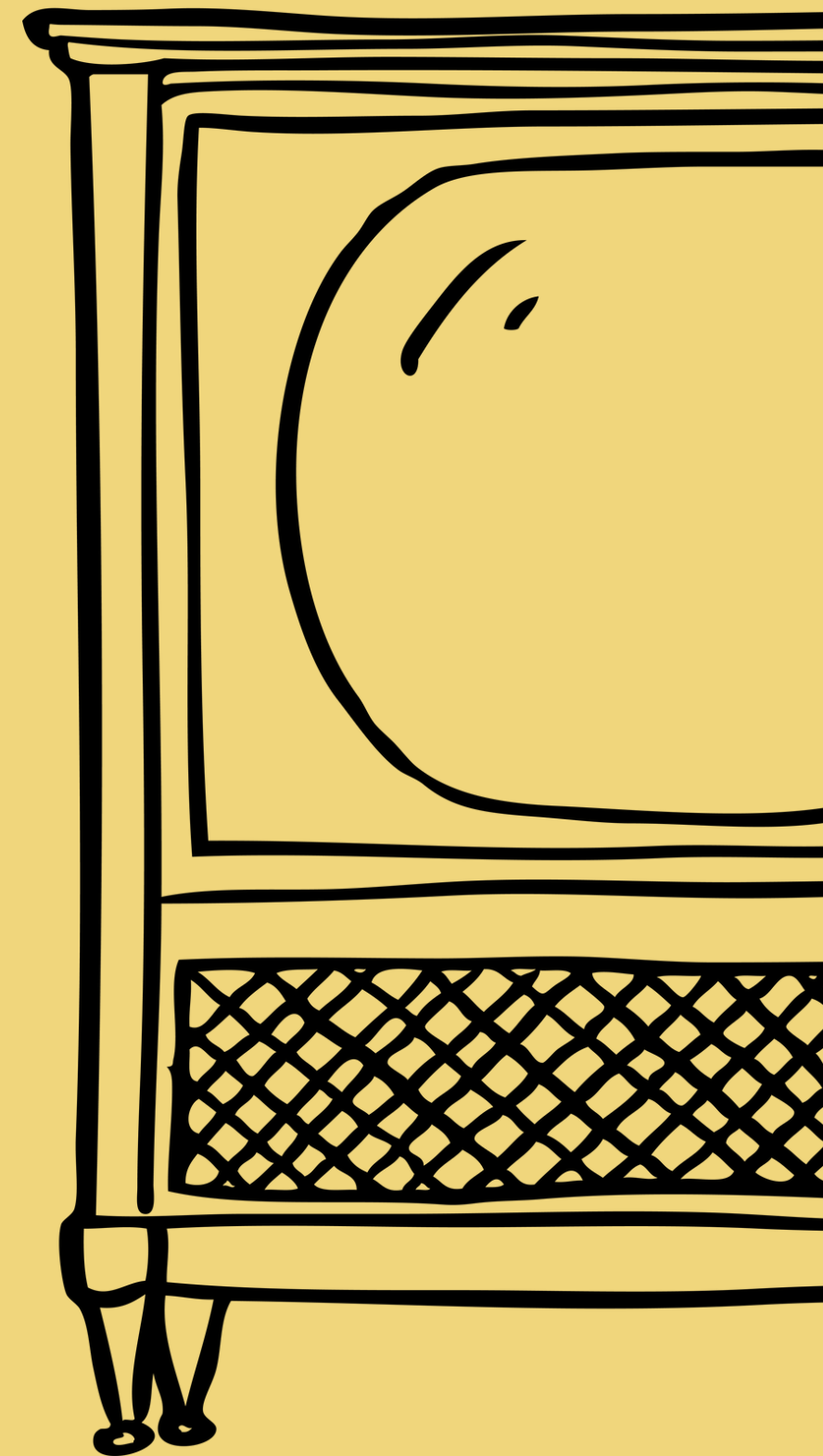
**1 UNFORGETTABLE EXPERIENCE**

# AUDIENCE & ANALYTICS



The ATX TV audience is unique blend of TV Consumers (45%) and TV Industry (45%) with an overlap between the two (10%).

This has continued to be true for an historic 13 Seasons.



# AUDIENCE BREAKDOWN

Based on information provided by ATX TV Festival Season 13 Badgeholders.

## ➤ AGE

- 13%** 18-25
- 41%** 26-39
- 32%** 40-55
- 12%** 56-70
- 2%** 71 & Over

## ➤ GENDER

- 67%** Female
- 25%** Male
- 6%** Non-Binary
- 2%** Unspecified

## ➤ EDUCATION

- 15%** High School
- 60%** College
- 22%** Post-Graduate
- 3%** Unspecified

## ➤ LOCATION BY COUNTRY

- 89%** U.S.
- 4%** Australia
- 3%** U.K.
- 3%** Canada
- 1%** Norway, Ireland, France



## ➤ LOCATION BY STATE

- 50%** TX
- 18%** CA
- 11%** Tri-State
- 10%** South/Southwest
- 6%** North/Northwest
- 5%** East Coast



# OFFICIAL APP & GUIDE

The **Official App** of Season 13, hosted on Grandstand, allowed attendees to:

- **Browse** the full festival schedule, programming, events, sponsors, venues, and panelists.
- **Favorite** their most anticipated events and build personal schedules.
- **Receive** push notifications alerting them to upcoming programming, updates, happy hours, and more.



**287K VIEWS**

**81% iOS**

**19% ANDROID**

## Suits Retrospective

in partnership with **TUDUM**  
BY NETFLIX

## Badgeholder Lounge

presented by **pluto tv**

## From Book to Script to Screen

## Pretty Little Liars: Summer School

presented by **max**

## Orphan Black: Echoes

presented by **amc** | **amc+**

## Produced By...

## Showrunner Summit

presented by **DEADLINE**

## Fantasmas World Premiere

presented by **HBO** **max**

## Halt & Catch Fire 10 Year Anniversary

## Hotel Cocaine

presented by **MGM+**

# REACH & ENGAGEMENT

Promotion included programming announcements, exclusive releases, branded content, and tune in details via the ATX TV Newsletter, and social media posts using #ATXTVs13.



**103.7K**

**TOTAL FOLLOWERS & SUBSCRIBERS**

**1.04M**

**IMPRESSIONS ACROSS PLATFORMS**



## SOCIAL MEDIA



**17.6K FOLLOWERS  
301K IMPRESSIONS**



**21.2K FOLLOWERS  
369K IMPRESSIONS**



**11.2K FOLLOWERS  
29K IMPRESSIONS**



**2.1K SUBSCRIBERS  
FEATURED VIDEO:  
500K VIEWS**



## NEWSLETTER

**EMAIL LIST: 21.4K  
OPEN RATE: 19-64%**



## YOUTUBE 30.3K SUBSCRIBERS

**Per Month Averages:  
5.5M Impressions  
325.6K Views  
239.3K Unique Views  
50.6K Hours Watched**

# PRESS COVERAGE

## 11 BILLION

Combined Media Impressions.

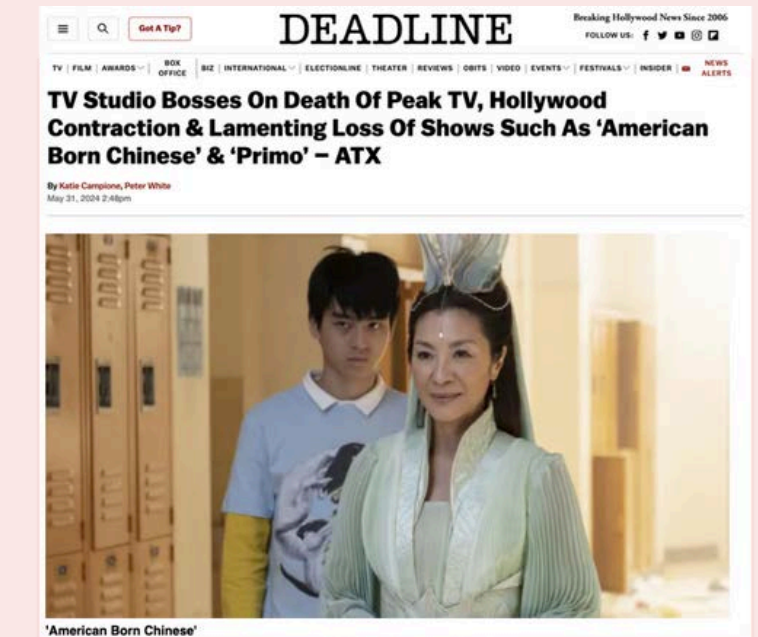
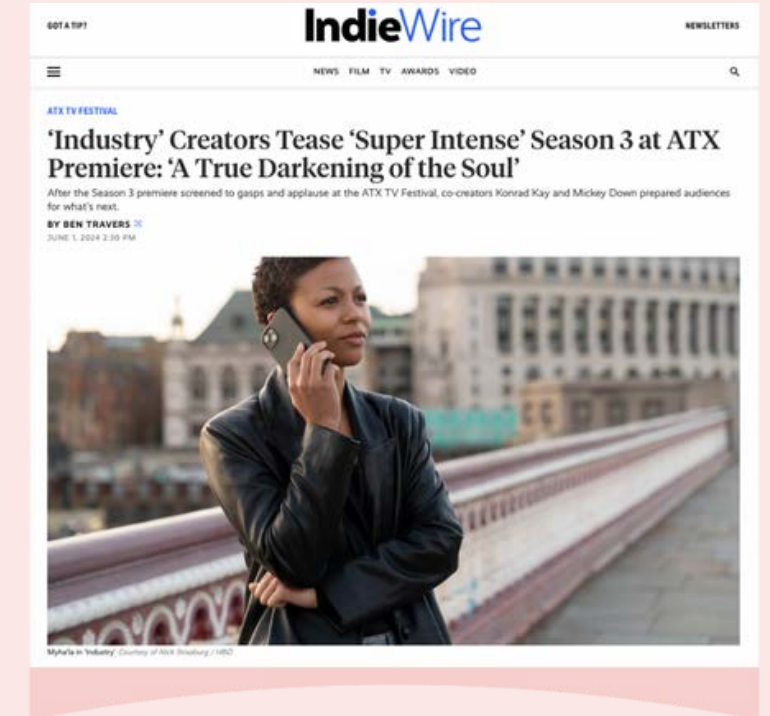
## 382

Outlets reporting pre- and post-festival coverage

## 75

Credentialed Press Members in attendance.

[Click here to view the Press Report.](#)



DEADLINE

THE HOLLYWOOD REPORTER

VARIETY

COLLIDER

Austin American-Statesman

glaad

ET

People

TVLine

UPROXX

RollingStone

FOX 7 AUSTIN

TUDUM BY NETFLIX

THE AUSTIN CHRONICLE

CBS AUSTIN

Indiewire

TexasMonthly

Parade

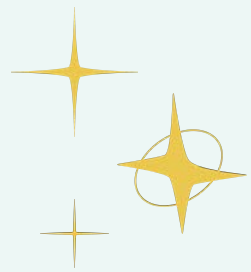
# SOCIAL MEDIA SUITE

PRESENTED BY 

WITH DEADLINE

For the first time EVER, ATX TV produced an on-site Social Media Suite in partnership with 5 Hour Energy and Deadline, featuring **interviews, photos, and trivia games.**

Approximately **100 panelists** came through the suite over the course of four days, with content rolling out live during the festival on Instagram, Facebook, and TikTok, with more content to follow in the weeks post-festival **exclusively on Instagram and TikTok.**





# PROGRAMMING & EVENTS

Season 13 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 65 PIECES of programming across:**

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



**Room sizes spanned a range of capacities:**

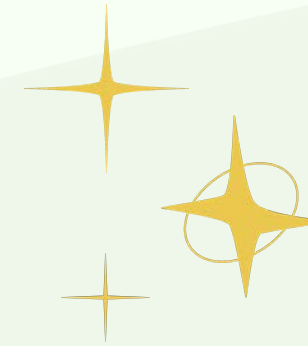
- 10-60 for Micro Programming
- 50-300 for Screenings and Panels
- 200-800 for Marquee Events



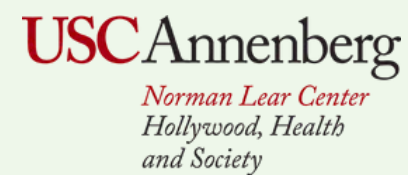
# PANELS & CONVERSATIONS\*

*\*only a selection*

- Beau Willimon Breaks a Season of TV
- Case of the Week: How Procedurals Keep Us Coming Back
- Casting Ensembles presented by Casting Society
- From Book to Script to Screen
- Funny AF presented by Universal Studio Group
- How the Strikes Affected... Everything
- Indie TV – If You Build It, They Will Come
- Phil Rosenthal and Family
- Presidential Forum: On TV, the Industry, and What's Next
- Showrunner Summit presented by Deadline
- Telling Authentic Immigrant Stories presented by Define American
- The Art of World-Building presented by Sony Pictures Television
- The Monologue Case Study with Mike Flanagan
- Live Podcast: The Ringer's Trial By Content
- TV Screens for Cancer presented by Hollywood, Health & Society



## PARTNERS INCLUDED:

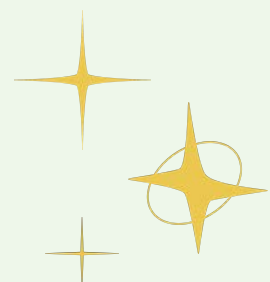


DEADLINE

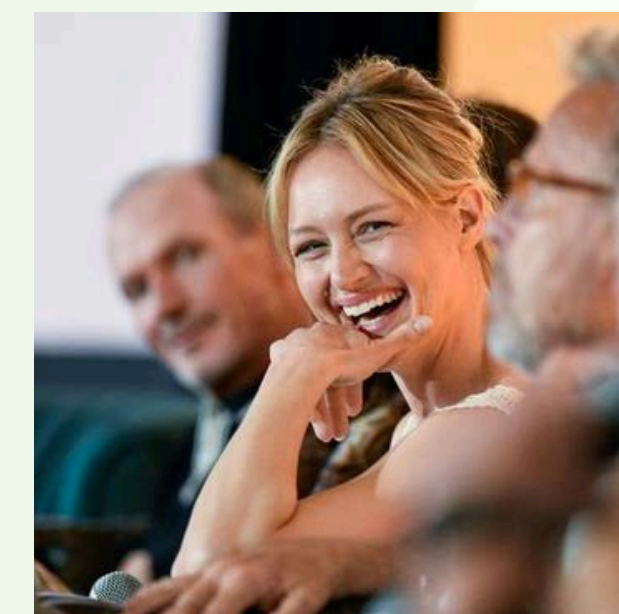


# FEATURED SERIES

- *Anne Rice's Interview with the Vampire* (AMC+)
- *Animal Control* (FOX)
- *Billy the Kid* (MGM+)
- *Fantasma*s (HBO / Max)
- *Fargo* (FX)
- *Girls5eva* (Netflix / Universal Television)
- *Good Times* (Pluto TV)
- *Hacks* (Max)
- *Halt and Catch Fire*
- *Hotel Cocaine* (MGM+)
- *Industry* (HBO / Max)
- *Maude* (Pluto TV)
- *Orphan Black: Echoes* (AMC+ / BBCAmerica)
- *Pretty Little Liars: Summer School* (Max)
- *Resident Alien* (Universal Television)
- *Suits* (Netflix / UCP)
- *The Big Cigar* (Apple TV+)
- *The Way Home* (Hallmark Channel)



## PARTNERS INCLUDED:



# MARQUEE EVENTS

A variety of events throughout the Festival allowed attendees to gather and celebrate all aspects of TV with the help of our Partners.

## THURSDAY, MAY 30:

- Opening Night: World Premiere of HBO's *Fantomas* with Julio Torres presented by HBO and Max
- TV Trivia Night

## FRIDAY, MAY 31:

- *Girls5eva* Karaoke Night presented by Universal Studio Group
- Late Night Happy Hour presented by MGM+

## SATURDAY, JUNE 1:

- Closing Night: **Norman Lear's TV for the People: Script Reading & Conversation** supported by Pluto TV, Hollywood, Health & Society, and the Television Academy
- TV Game Show Night

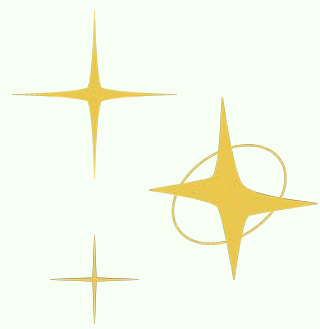
## SUNDAY, JUNE 2:

- *Suits* Retrospective in partnership with Tudum by Netflix

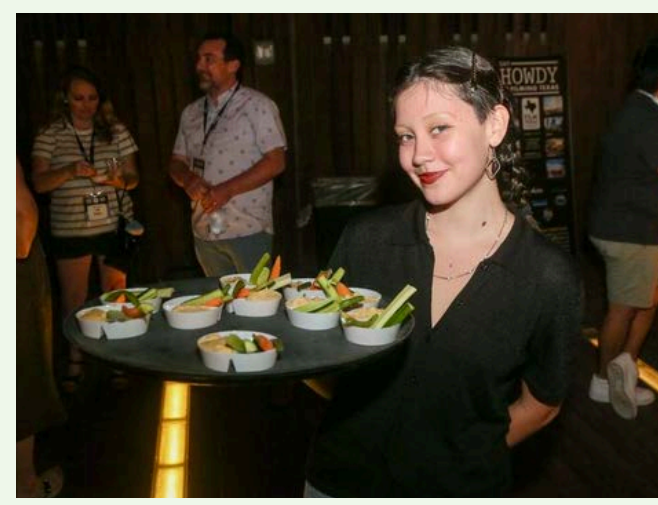


# OPENING NIGHT EVENT FANTASMAS WORLD PREMIERE WITH JULIO TORRES

PRESENTED BY **HBO** **max**



Season 13 kicked off on Thursday, May 30th at the historic Paramount Theatre with a red carpet featuring our Festival panelists before the **World Premiere Screening of *Fantasma***. After the screening, **Matthew Jacobs** (*Vanity*) moderated a conversation with creator, star, and director **Julio Torres**.



## OPENING NIGHT AFTER PARTY

PRESENTED  
WITH



Following the premiere, industry members and panelists headed over to The Contemporary Art Museum for an after event presented with **Texas Association of Film Commissions**. Beverages from Festival partners **Still Austin, Meili Vodka, Pantalones Tequila, Susto Mezcal, Vacancy Brewing, BOXT, and Topo Chico** were featured, with food provided by **Present Tense Hospitality**.



# CLOSING NIGHT EVENT NORMAN LEAR'S TV FOR THE PEOPLE SCRIPT READING & CONVERSATION



SUPPORTED BY



A tribute to the enduring legacy of **Norman Lear** featured a musical performances by Uncle Roy & Spice and live script readings of classic episodes from *Maude* and *Good Times*, with cast members Pamela Adlon, Phil Rosenthal, Danny Pino, Mark Feuerstein, Abigail Spencer, Haneefah Wood, Dulé Hill, Daniel Kyri, and more taking on iconic roles. The readings were followed by a panel conversation with Lear's collaborators & friends.



## CLOSING NIGHT AFTER PARTY

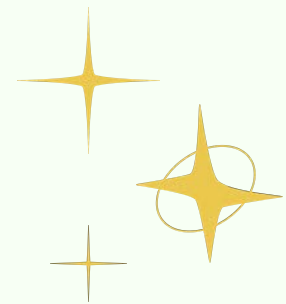
PRESENTED WITH



The event was followed by an after party at Parkside where our panelists, industry members, and sponsors were invited to mix, mingle and celebrate! The party included delicious late night snacks and hero cocktails from **Still Austin**, along with additional offerings from **Vacancy Brewing**.

# BREAKTHROUGH AWARD

## DEVERY JACOBS



**Devery Jacobs** received the Festival's 2024 **Breakthrough Award**, which recognizes an individual whose creative voice has made a substantial and unique impact on the current moment in TV, and whose work exemplifies the emotional, entertaining, and artistic possibilities of the medium. Previous recipients include Angelica Ross (*Pose*) and Sydney Sweeney (*Euphoria*).

On Sunday, June 2, Jacobs joined moderator Raina Deerwater (GLAAD) for a one-on-one conversation about her role as a multi-hyphenate actor, writer and director on FX's critically acclaimed series *Reservation Dogs*, her role in Marvel Studios' *Echo*, and her producorial debut with the feature film *Backspot*, in which she also stars.

Watch the conversation [HERE!](#)



# THE PITCH COMPETITION

PRESENTED BY *Canva*

Chosen from hundreds of applicants, Industry Judges listened to our top ten Pitch Finalists give their four minute pitches live at Season 13 for their original scripted series.

For the second year, Finalists incorporated digital visual aids made exclusively in **Canva**. During the lead in to the Festival, our Finalists were also given group and one-on-one tutorials from Canva experts to enhance their slides.

2024 Judges included:

- Alison Mo Massey (EVP, Pacesetter Productions)
- Ryan P. Hall (President, YMH Studios)
- Ashley Nicole Black (Writer / Actor, *A Black Lady Sketch Show*)
- Marci Wiseman (Executive Producer)

The winner receives a mentorship and the opportunity to pitch their show to our studio/network partners, and all Finalists now participate in our year round Pitch & Mentorship Program.





# THE CAMPER EXPERIENCE



Our "Camp Badge" is for the ultimate and most dedicated TV fans who want the most immersive experience possible!

These TV Campers are our most dedicated and enthusiastic attendees as they attend programming in every time slot available (morning to night), including exclusive evening activities just for them. They then spend the rest of the year watching, following, and sharing all they discovered during TV Camp (new and past series, products, and panelists)!

## 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

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 Games, trivia teams went head-to-head while enjoying a night of tacos courtesy of Present Tense Hospitality, wine from BOXT, beer from Vacancy Brewing, and prizes from ATX TV.



## MICRO PROGRAMMING

Camp, Industry, Sponsor, and Press Badges attended our Micro Programming track, which included Micro Conversations (45-minute sessions with 1–3 panelists) and newly added Roundtable sessions (rotating conversations with 1-2 Panelists and up to 10 attendees per table).

Micro Programming was hosted in the Festival's most intimate venue spaces for even more interactive, in-depth, and engaging discussions, spanning a range of topics from craft conversations with actors and showrunners, to pitching scripted & unscripted series, bottle episodes, the creative process, and more.



# GIRLS5EVA KARAOKE NIGHT

PRESENTED BY  UNIVERSAL  
STUDIO GROUP

Who loves karaoke with a TV twist (and sparkly pink cowboy hats)? ATX TV Campers, obviously!

Karaoke Night has long been an ATX TV Festival tradition, and this year attendees belted their hearts out to a variety of tunes, including new and classic tracks from TV's own *Girls5eva*, hosted by Get It Games with special guest, showrunner **Meredith Scardino!**



# TV GAME SHOW NIGHT

In a first for the festival, ATX TV partnered with Game On! ATX to provide campers the opportunity to live their classic game show fantasy! Folks went head to head in games such as Survey Squabble, Whirly Words, and more.

Both events featured food & beverage from partners Present Tense Hospitality, Vacancy Brewing, BOXT, Topo Chico, Happy Coffee, and Arca Continental Coca-Cola Southwest Beverages.



# 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.

## INDUSTRY & PRESS LOUNGE

PRESENTED BY **BENlabs**

Our Industry and Press Lounge at the Roaring Fork was a highly hosted space for panelists, press, and industry members to connect & network - on and off the record.

**Over 80** podcast, print, and video interviews took place in the space, with over **1250** attendees passing through the lounge across the Festival's **four days**.



# GREEN ROOM

PRESENTED BY **BENlabs**

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

## BEVERAGES & SNACKS PROVIDED BY:



# BADGEHOLDER LOUNGE

PRESENTED BY 

Pluto TV brought the Badgeholder Lounge back to the Festival with a bang!

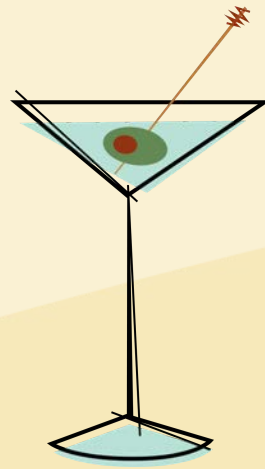
They kept badgeholders fueled for the long—but fun—days by providing **daily breakfast, lunch, and happy hours**. Attendees cozied up on comfortable couches while enjoying Bingeable Breakfast Quesadillas, Couch Potato Hash Browns, delicious Plutonium Pineapple Margaritas, and more!

Pluto TV also hosted an **interactive photo op** with “TV for Any Mood” emoji signs and handed out portable fans and sunscreen - perfect for braving the Texas heat!

The **Festival Finale Brunch** on Sunday was a perfect way to wrap up a successful Season 13 with a mimosa (or two). Cheers to Pluto TV!



# HAPPY HOURS & RECEPTIONS



Both TV endemic and non-endemic brands showcased their programming, products and initiatives by hosting gatherings geared towards badgeholders and industry attendees.

## WELCOME RECEPTION

PRESENTED BY



Members of **Women in Film & TV Austin** joined our Festival attendees to kick off the start of the Festival with **Happy Coffee**, mimosas, and Bloody Marys. Guests chatted about what they were most looking forward to seeing over the next few days, and had the opportunity to learn more about WIFT's mission of supporting and empowering their members through professional educational programming, networking events, and other initiatives.



# PANELIST RECEPTION

HOSTED BY **NOAH HAWLEY & 26 KEYS PRODUCTIONS**

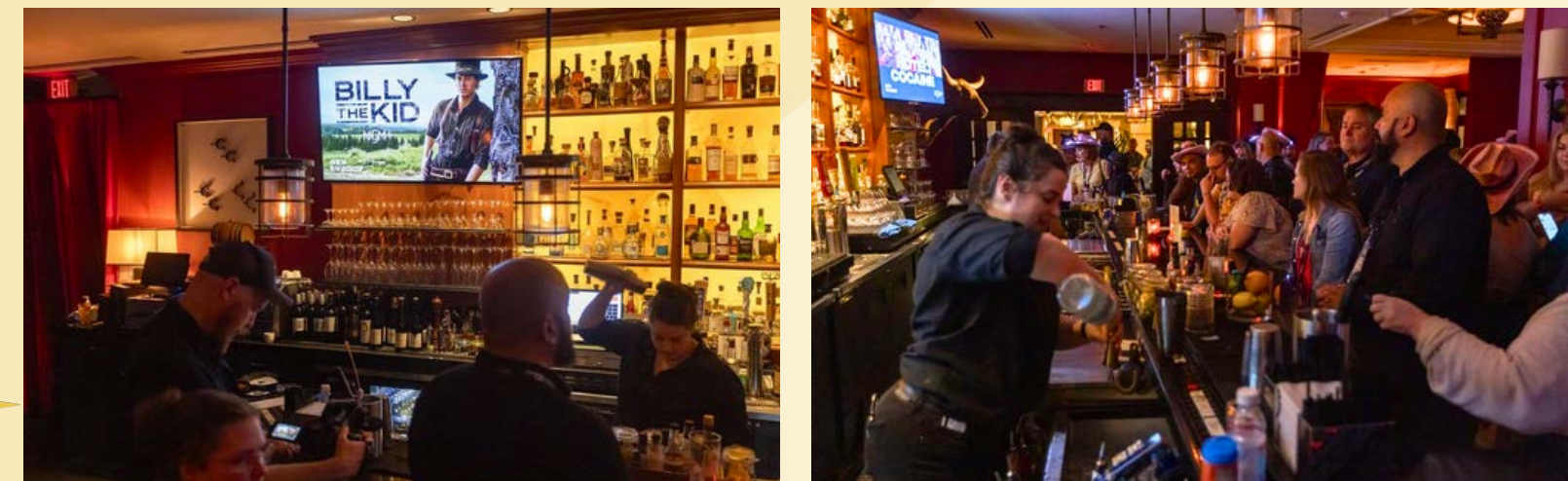
ATX TV Advisory Board Member, Austinite, and writer/director/showrunner Noah Hawley hosted our Panelist Reception with his company 26 Keys Productions on Friday evening. **Over 100** guests gathered at the Hotel Magdalena for an intimate, panelist-only event over lite bites and drinks to talk TV and the Festival. This engagement is important to our panelists to feel a part of our community and discuss important topics with their fellow creatives and collaborators.



# LATE NIGHT HAPPY HOUR

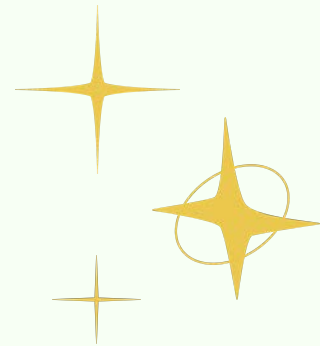
PRESENTED BY **MGM+**

On May 31 at our Late Night Happy Hour was presented by **MGM+** to celebrate *Hotel Cocaine* and *Billy the Kid*. **Over 500** attendees were able to enjoy the view from the best balcony in Austin at festival favorite Stephen F's Bar sharing a beer or margarita, and celebrating all things TV with cast and creatives from these shows and across festival programming.





# PLACEMENT HIGHLIGHTS



The festival isn't just about programming -- it's also about the experience for each of our attendees. From the stage decor to water bottles, to tote bags and coffee, each touch point adds value to their overall festival experience and contributes to memories attendees take with them.

## Placements highlights included:

- Lanyards presented by **MGM+**
- Panelist + Camper Tote Bags presented by **FOX**
- Staging & Decor provided by **STRONG EVENTS**
- Canned and Drip Coffee provided by **happy**
- Pedi-cabs provided by **pluto tv**
- Beverages and Water provided by **ARCA CONTINENTAL** and **Topo Chico**  
Coca-Cola SOUTHWEST BEVERAGES
- Bookstore Pop-Up with **VINTAGE** bookstore & wine bar

## Additional experiences and product provided by:



# VIDEO & PODCAST RELEASES

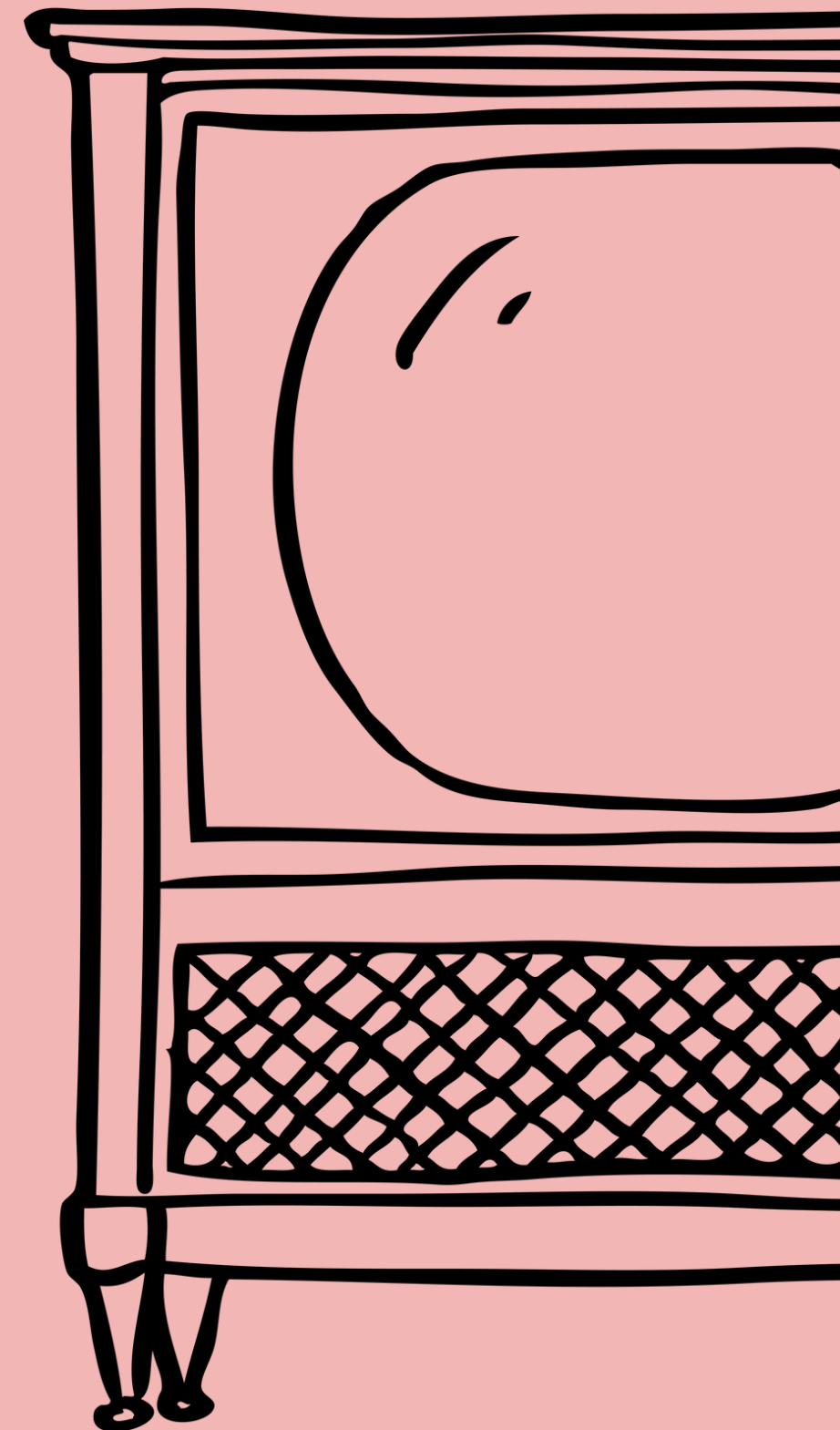
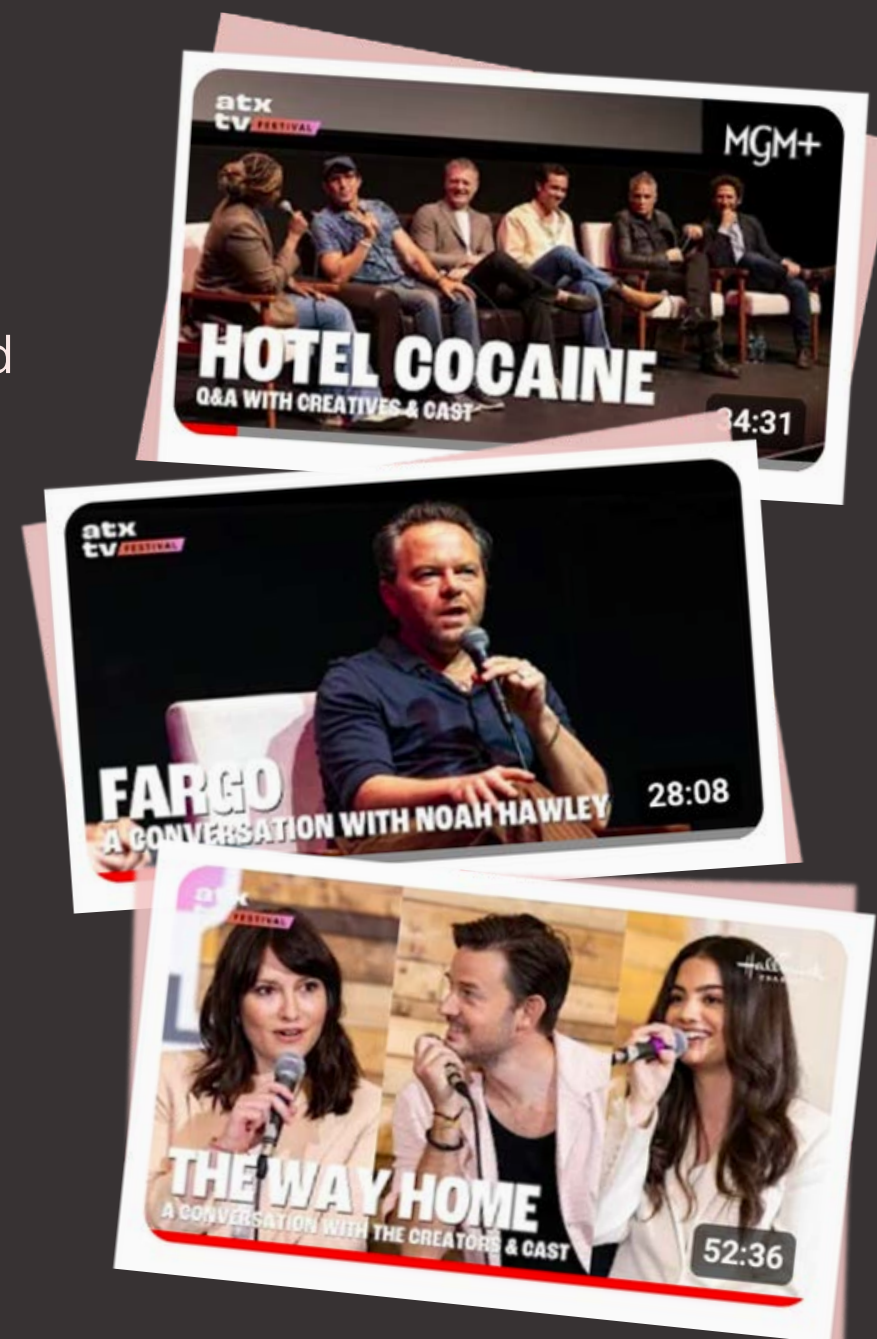
Our programming extends far beyond the 4 days of the festival with video and podcast releases, keeping the conversation going year round with releases strategically timed to FYC / Emmy voting windows, premiere and finale dates, and more.

Full panels and clips are released across ATX TV platforms, including our [YouTube](#) channel, [The TV Campfire Podcast](#), and social media accounts.

## Season 13 panels released (so far) include:

- [Hacks with Mark Indelicato](#)
- [Fantasmas with Julio Torres](#)
- [Hotel Cocaine Q&A](#)
- [Breakthrough Award: A Conversation with Devery Jacobs](#)
- [The Way Home: A Conversation with Creators & Cast](#)
- [Fargo with Noah Hawley](#)
- [Phil Rosenthal & Family](#)
- [Billy the Kid Q&A](#)
- + More to come!

Select panels and conversations will be released on The TV Campfire podcast beginning this Fall. Stay tuned!



# YEAR ROUND OPPORTUNITIES

## YEAR ROUND PROGRAMMING + MEMBER EVENTS

Reach our year round ATX TV audience with virtual, in person, and social/advertising opportunities, including:

- Promotional Advertising and Social to Promote Tune In and FYC
- Virtual and In Person Screenings, Conversations, Panels
- Trivia Nights
- Watch Parties
- Podcast Interviews
- Virtual Member Happy Hours and Q&As
- Newsletter and Social Media Advertising
- Weekend Watch Series (Newsletter & Social Media)
- Custom Social Media Content
- Live Music Showcases
- & More!

For information on Year Round, Member, and Festival opportunities, contact [Caitlin McFarland](mailto:caitlin@atxfestival.com) ([caitlin@atxfestival.com](mailto:caitlin@atxfestival.com)) and [Jennifer Morgan](mailto:jennifer@atxfestival.com) ([jennifer@atxfestival.com](mailto:jennifer@atxfestival.com)).





# THANK YOU TO OUR SEASON 13 OVERALL PARTNERS!

MAY 30-JUNE 2  
**2024**  
AUSTIN, TX



**BENlabs**

**max**

**MGM+**

**TUDUM**  
BY NETFLIX

**U**  
UNIVERSAL  
STUDIO GROUP

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

*Canva*

**STRONG**  
EVENTS

