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
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

**OFFICIAL APP**
Presented by eOne

**TOP SCHEDULED EVENTS**
1. PARENTHOOD REUNION
2. SCRUBS REUNION PRESENTED BY HULU
3. WESTWORLD PRESENTED BY HBO & HBO MAX
4. DARK WINDS PRESENTED BY AMC & AMC+
5. GOAL! WITH BILL LAWRENCE & ZACH BRAFF

**38K APP SESSIONS**
**21.2 DAYS** SPENT IN APP
**85% iOS**  **15% ANDROID**
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.

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](https://www.youtube.com/c/ATX-Television).
Pre- and post-festival coverage across 191 outlets.

Over 4.5 Billion media impressions.

72 credentialed Press attended in person + virtually.

*Press Report available separately
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.
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.

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

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

A Conversation with Achievement in Television eXcellence Awardee Lesli Linka Glatter presented by Texas Monthly
A Conversation with Breakthrough Awardee Sydney Sweeney
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 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 Interio, hero cocktails from Still Austin bourbon + gin, Dos Hombres mezcal, and additional offerings from Vacancy Brewing, BOXT, Absolut, Altos, Topo Chico, and JuiceLand.


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.
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.

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

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.
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.

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.

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!

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!
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)
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
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
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.
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*
- **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
THANK YOU TO OUR ADDITIONAL SEASON 11 PROGRAMMING PRESENTERS!