3000 TV NERDS
200 PANELISTS
65+ SCREENINGS, PANELS AND SPECIAL EVENTS
10 VENUES
4 DAYS IN AUSTIN
1 UNFORGETTABLE EXPERIENCE
The ATX TV audience is a 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
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.
Promotion included programming announcements, exclusive releases, branded content, and tune in details via the ATX TV Newsletter, and social media posts using #ATXTVs13.
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.
Social Media Suite

Presented by 5-hour Energy
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.
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*

- 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:

USC Annenberg
plutoTV
Universal Studio Group
Sony Pictures Television
Casting Society
RCA
Televison Academy
GLAAD
DEFINE AMERICAN
DEADLINE
FEATURED SERIES

- Anne Rice's Interview with the Vampire (AMC+)
- Animal Control (FOX)
- Billy the Kid (MGM+)
- Fantasmas (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:
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 *Fantasmas* 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
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 Fantasmas. After the screening, Matthew Jacobs (Vanity) moderated a conversation with creator, star, and director Julio Torres.

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.
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.

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.
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 producerial debut with the feature film Backspot, in which she also stars.

Watch the conversation HERE!
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.
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)
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.

TV TRIVIA NIGHT

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.
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*!

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.
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.
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:

- happy
- ARC A CONTINENTAL SOUTHWEST BEVERAGES
- Topo Chico
- JuiceLand
- STILL AUSTIN WHISKEY Co.
- PANTALONES ORGANIC TEQUILA
- SUSTA MEZCAL
- MEILI VODKA
- VACANCY BREWING
- Frito Lay
- Yellowbird
- cornucopia POPCORN CREATIONS
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!
Both TV endemic and non-endemic brands showcased their programming, products and initiatives by hosting gatherings geared towards badgeholders and industry attendees.

### HAPPY HOURS & RECEPTIONS

**WELCOME RECEPTION**

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.
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.

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.
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 Arcosantosinewest.com and Topo Chico
- Bookstore Pop-Up with Vintedge

Additional experiences and product provided by:
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 (caitlin@atxfestival.com) and Jennifer Morgan (jennifer@atxfestival.com).
THANK YOU TO OUR SEASON 13 OVERALL PARTNERS!

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MGM+  TUDUM BY NETFLIX  UNIVERSAL STUDIO GROUP

USC Annenberg Norman Lear Center
Hollywood, Health and Society

Canva  STRONG EVENTS  5-hour ENERGY®

MAY 30-JUNE 2 2024
AUSTIN, TX