

MAY 29 - JUNE 1, 2025

AUSTIN, TX

atx
tv
FESTIVAL



WRAP-UP
REPORT

Season 14





4800+ TV LOVERS

200 PANELISTS

90+ SCREENINGS, PANELS
AND SPECIAL EVENTS

14 VENUES

4 DAYS IN AUSTIN

1 UNFORGETTABLE
EXPERIENCE

GROWTH & IMPACT

Record-breaking attendance in Season 14 set the stage for objectively the **most successful event to date** across attendance, partnerships, and press engagement.

4,818
ATTENDEES

RECORD-BREAKING
ATTENDANCE

SOLD OUT
CAMP BADGES + TV PASSES
FOR THE FIRST TIME

34.1 BILLION
PRESS IMPRESSIONS
3X INCREASE YOY

60% AUDIENCE
GROWTH
YOY



668
PRESS OUTLETS
2X INCREASE YOY



37% PROGRAMMING
SOLD OUT
OR 90% CAPACITY

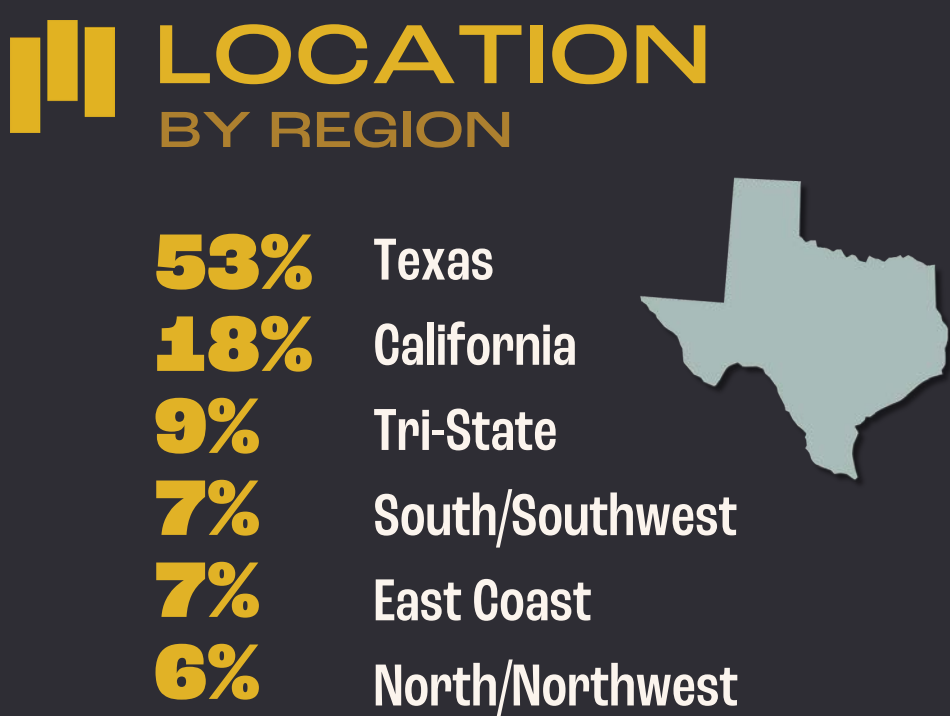
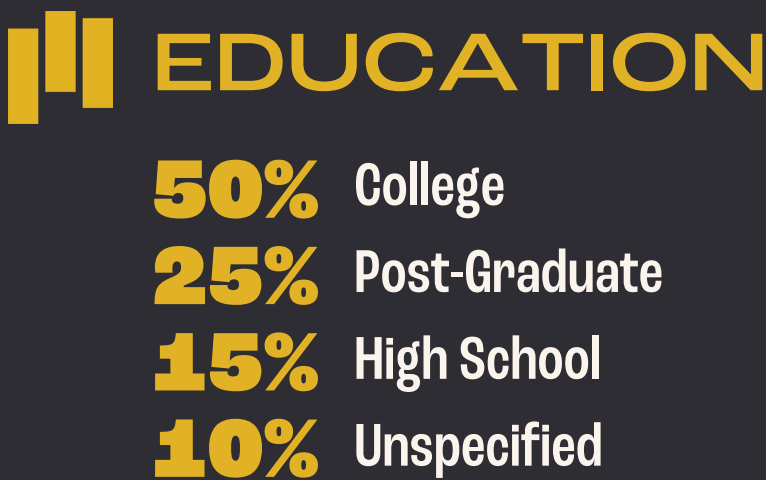
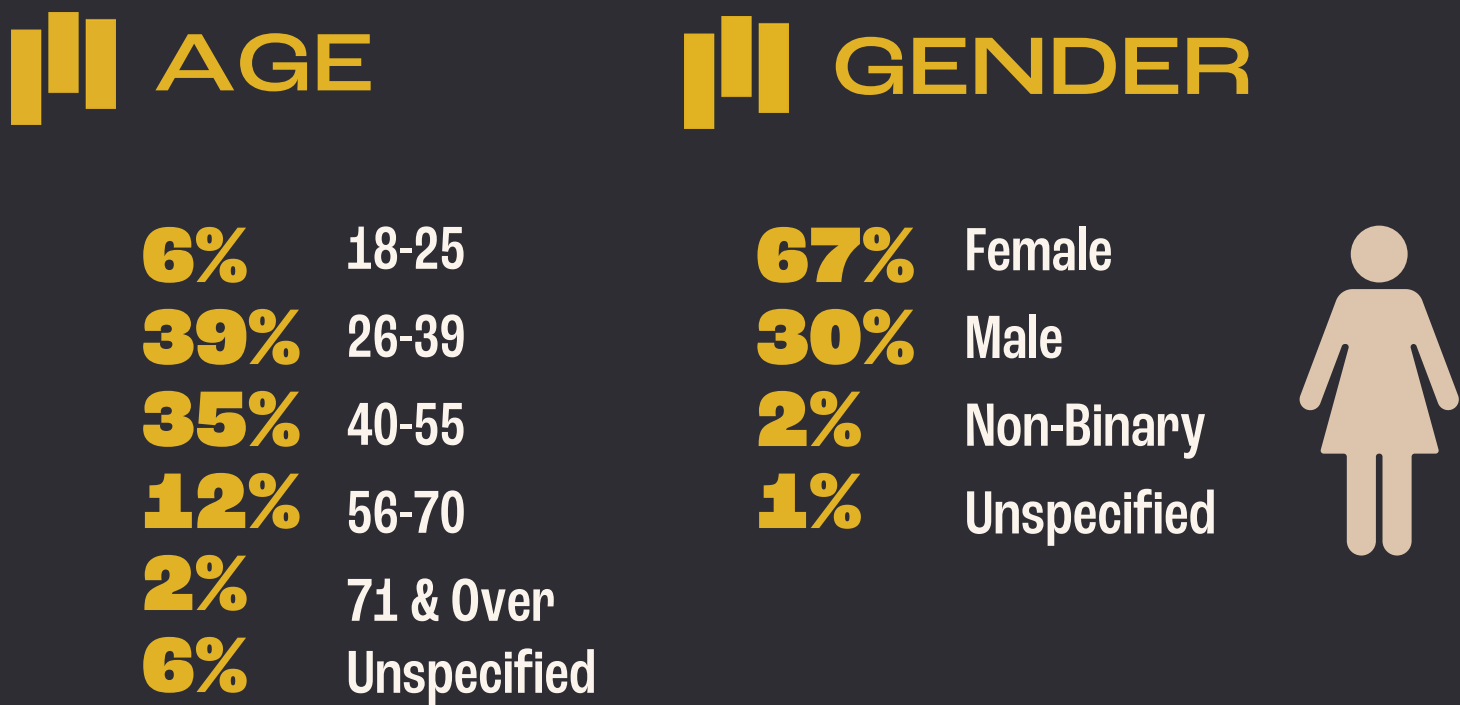
95.8%
4+5 STAR EXPERIENCE
RATING FROM ATTENDEES

AUDIENCE BREAKDOWN

Insights into our Season 14 audience, based on information provided by Badge and Pass Holders.



With growth, audience maintained a unique blend of TV Consumers (45%) + TV Industry (45%).



OFFICIAL APP & GUIDE

PRESENTED BY **plex**

Presented by **Plex** and hosted on Eventive, this digital-only guide allowed attendees to:

- Browse the **full festival schedule** of programming, events, and sponsors.
- Build **personal schedules** by favoriting/saving their most anticipated events.
- Receive **push notifications** in real time alerting upcoming programming, changes/updates, happy hours, activations, surprises, and more.
- **Reserve “Fast Forward” tickets** to Marquee and General Programming, and make Micro Programming Reservations for their priority events.

APP ENGAGEMENT

98% of Badge + Passholders used the App/Guide

1,281 Subscribers

40,000+ Push Notification Impressions

85% iOS Users

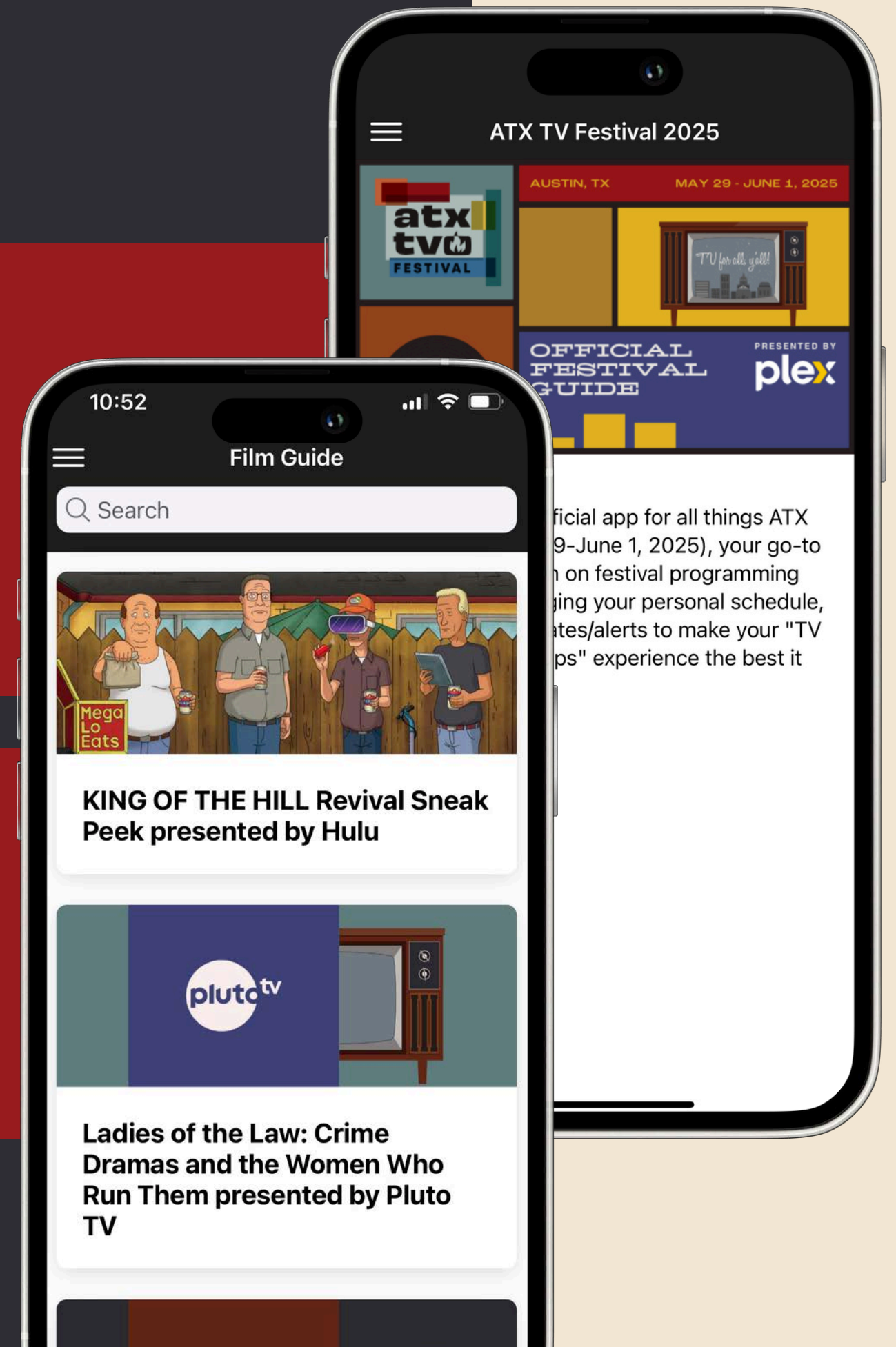
15% Google Android Users

GUIDE ENGAGEMENT

2,494 Fast Forward Tickets Reserved

42% of events sold out of Tickets

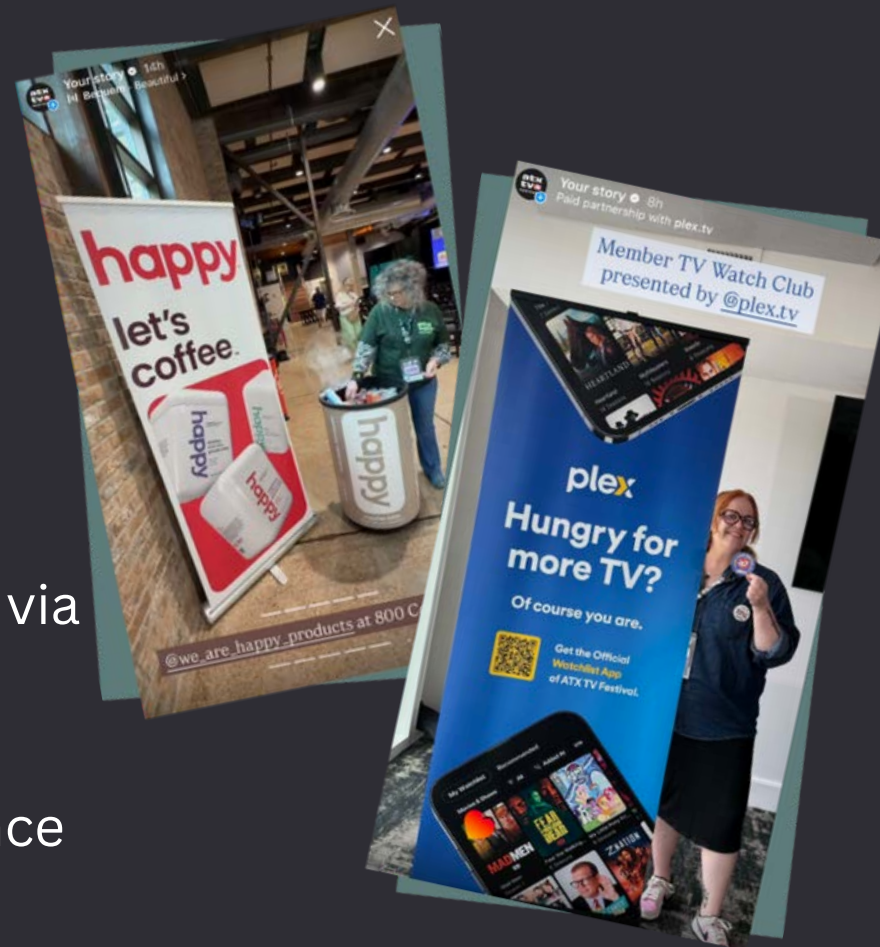
296 Micro Programming Reservations



REACH & ENGAGEMENT

Promotion included **programming announcements**, **exclusive releases**, **branded content**, and **tune in details** via ATX TV newsletters and social media posts.

The numbers here represent paid and organic performance from May 1 through June 27, 2025.



125.8K

**TOTAL
FOLLOWERS
& SUBSCRIBERS**

11.2M

**IMPRESSIONS
ACROSS
PLATFORMS**



SOCIAL MEDIA



**26.2K FOLLOWERS
4.7M IMPRESSIONS**



**11.4K FOLLOWERS
1.6M IMPRESSIONS**



**6.3K FOLLOWERS
761.7K IMPRESSIONS**



NEWSLETTER

**EMAIL LISTS: 42.9K
OPEN RATE: 35.5% - 81%**



YOUTUBE 33.3K SUBSCRIBERS

**4.1M Impressions
475.3K Views
253.5K Unique Views
37.7K Hours Watched**

PRESS COVERAGE

34.1 BILLION IMPRESSIONS

Overall impressions achieved 3X compared to 2024.

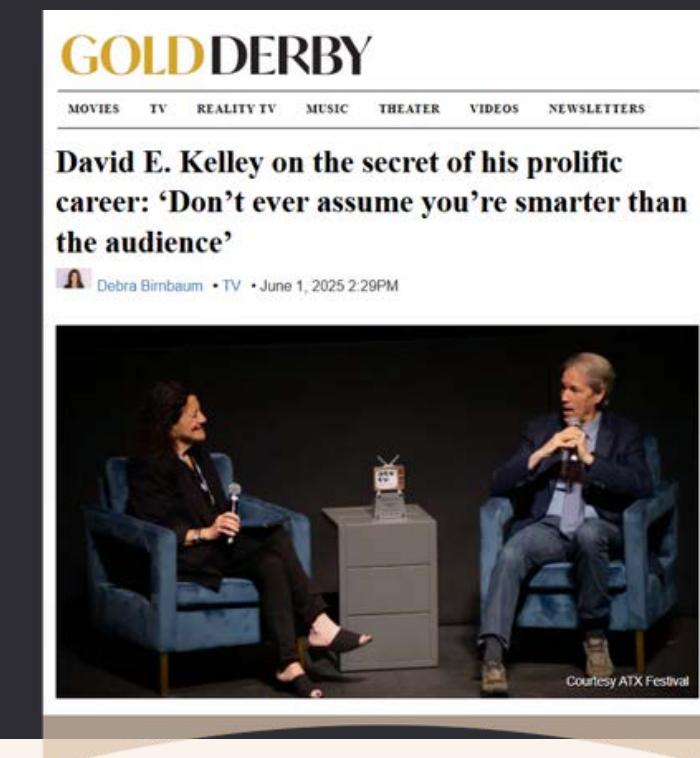
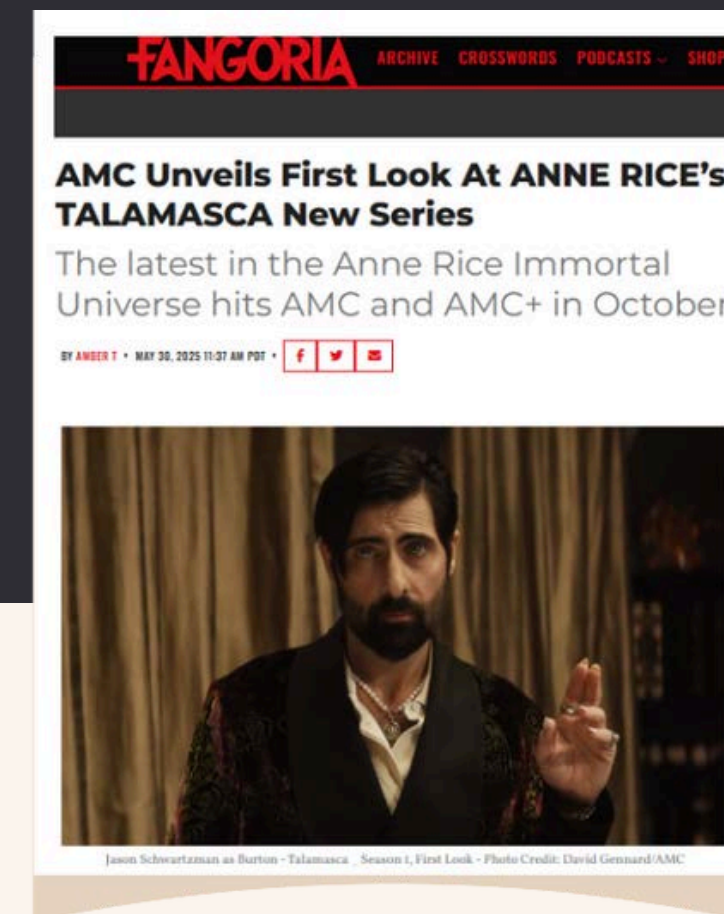
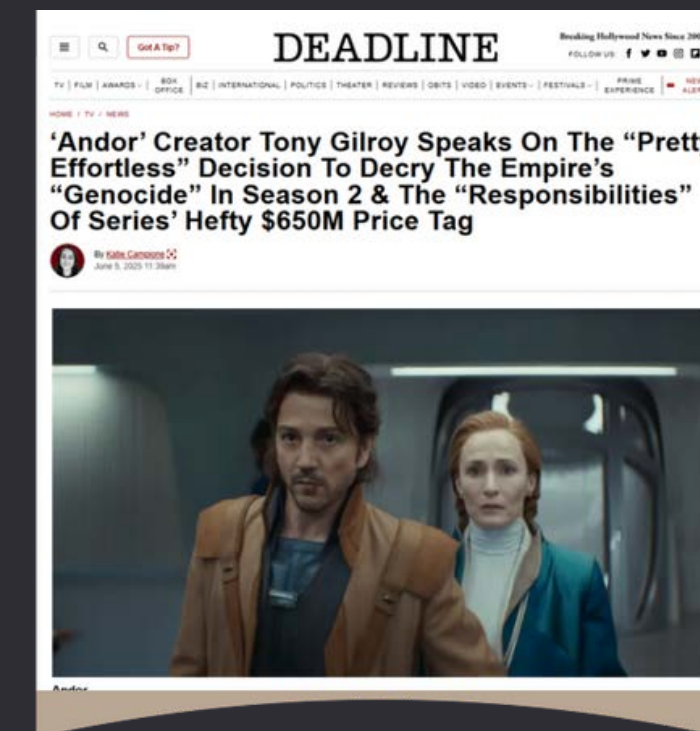
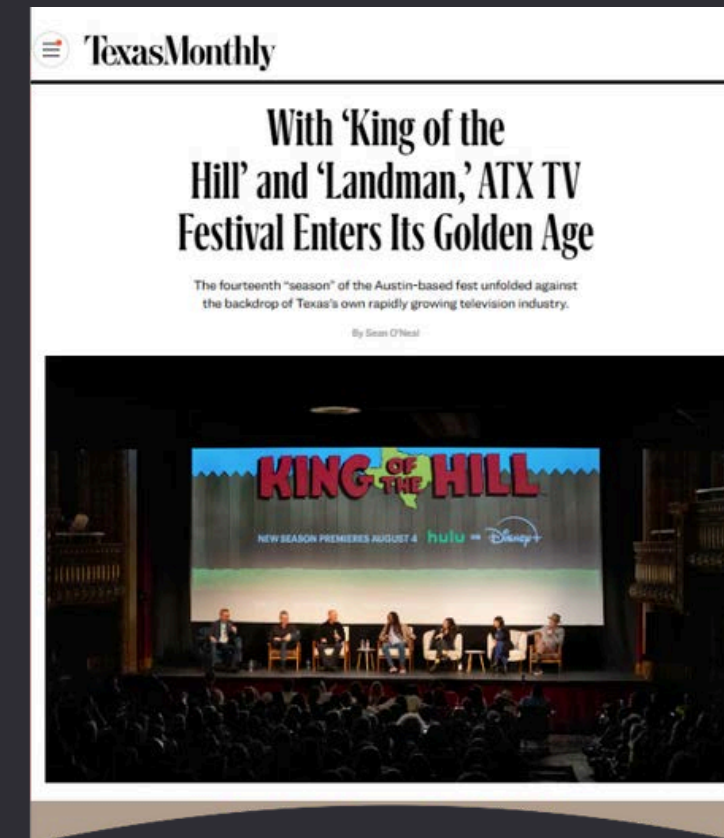
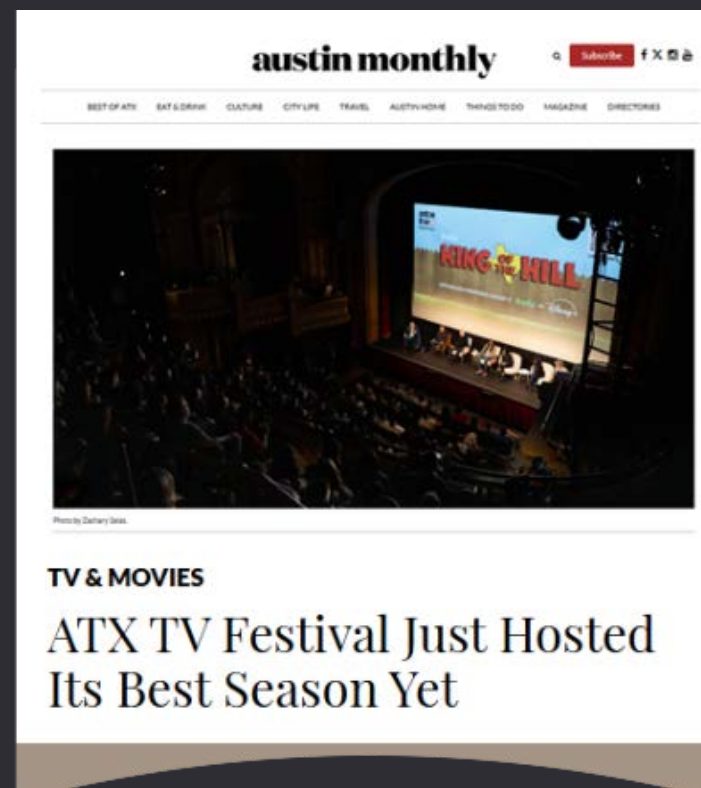
668 OUTLETS

Pre- and post-festival coverage included reporting from 668 outlets – more than **DOUBLE** the number of outlets from 2024.

124 CREDENTIALLED

Press members in attendance.

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



DEADLINE

THE **Hollywood** *REPORTER*

COLLIDER

Austin American-Statesman

glaad

VARIETY

FOX 7
AUSTIN

FANGORIA

THE AUSTIN
CHRONICLE

People

CBS
AUSTIN

Indiewire

TexasMonthly

Parade

TVLine

GOLD DERBY

RollingStone

SOCIAL MEDIA SUITE

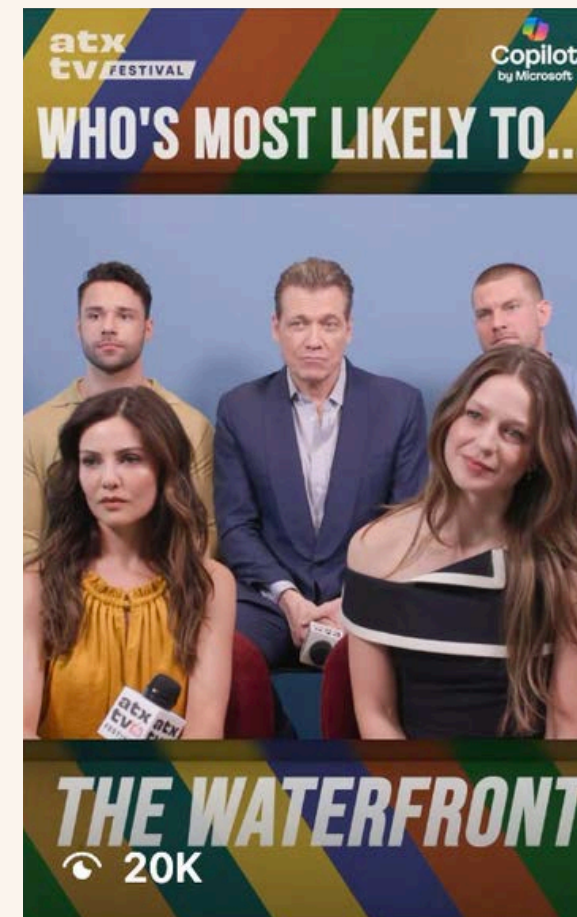
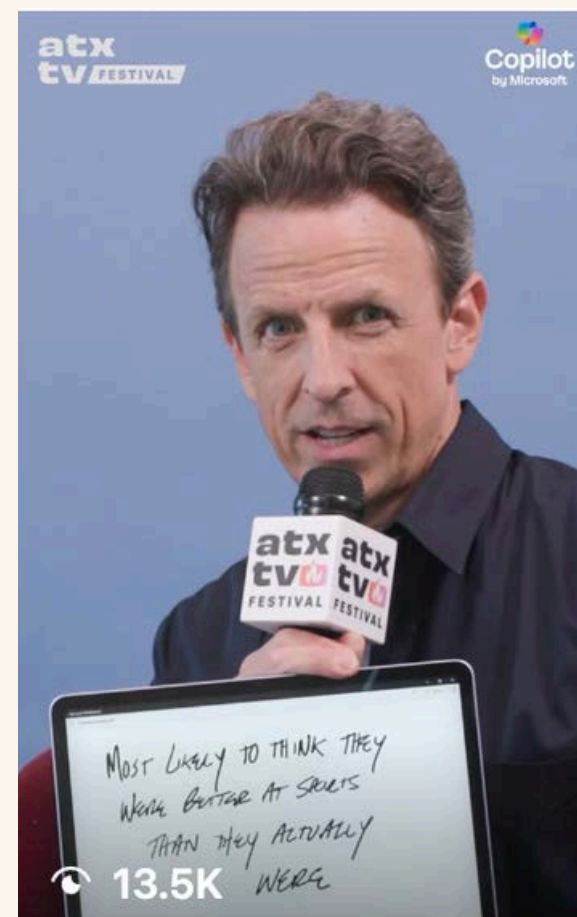
PRESENTED BY  Copilot by Microsoft WITH DEADLINE

The second year of ATX TV Festival's Social Media Suite was the biggest yet! Panelists booked through ATX TV to film exclusive behind-the-scenes videos with content rolling out on Instagram and TikTok during + following the event.

- **104** Panelists visited Suite over 4 days
- **9** Concept videos released (as of 6/27/25)
- **376.3K** Impressions
- **262.2K** Reach
- **8.5K** Engagements

Exclusive content from the Suite will continue to be released on social platforms throughout Q3 + Q4 of 2025.

Stats current as of June 27, 2025.



Click above to view posts!

OFFICIAL PORTRAITS

PRESENTED BY  **Copilot**
by Microsoft

WITH DEADLINE

- **122** Panelists visited the Portrait Studio
- Photographed by **Matt Sayles**
- **Exclusive Portrait Gallery** hosted on Deadline with social collaboration
- Combined reporting:
 - **927.8K** Impressions
 - **457.7K** Reach
 - **10.2K** Engagements
 - **19K** Gallery Page Views

Stats current as of June 27, 2025.



PROGRAMMING

Presented entirely live and in person in downtown Austin, TX.
Each piece of programming was curated to create a unique
experience for panelists and attendees.

91 TOTAL PIECES OF PROGRAMMING:

- **7** Marquee Events
- **35** Panels & Conversations
- **6** Screenings with Q&As
- **4** Awards
- **14** Micro Programming Sessions
- **12** Badgeholder Events
- **11** Industry & Panelist Events
- **2** Camp Events



PANELS & CONVERSATIONS*

**only a selection*

Anatomy of an **Acorn TV** Series

Showrunner State of the Union

Bad Advice, Great TV with
Bill Lawrence & Zach Braff

Collaborative Casting: Casting
Executives and Casting Directors
presented by **CSA**

Inside the Writers Room:
Shrinking

Fireside Chat with **Kevin Williamson,**
Julie Plec, and **Kate Hoenigsberg**
presented by **Universal Studio Group**

Vampires, Witches, and Other
Secret Societies: Inside **AMC's Anne**
Rice's Immortal Universe

Stupid Courage with **Beau Willimon**

Pain Points of the **Indie TV** Ecosystem
(and How to Solve Them)

Ladies of the Law: **Crime Dramas**
and the Women Who Run Them
presented by **Pluto TV**

Funny AF presented by
Universal Studio Group

Kevin Williamson Career
Retrospective presented by
Universal Studio Group

Muslim Matchmaker: Unscripted
Stories of Real Connections presented
by **The Muslim House®** presented by
the **MPAC® Hollywood Bureau**

PARTNERS INCLUDED:



FEATURED SERIES*

**only a selection*

- | | | |
|--|-----------------------------------|-----------------------------|
| Andor (Disney+) | The Gilded Age (HBO) | The Four Seasons (Netflix) |
| Animal Control (FOX) | The Golden Girls (Hulu) | Mad Men |
| Art Detectives (Acorn TV) | Harry Wild (Acorn TV) | Reasonable Doubt (Hulu) |
| Bollywood Dance U | King of the Hill (Hulu) | Shrinking (Apple TV+) |
| Clean Slate | Landman (Paramount+) | UnREAL |
| Duster (MAX) | Late Night with Seth Meyers (NBC) | Upload (Prime Video) |
| Elsbeth (CBS) | The Leftovers | The Waterfront (Netflix) |
| Finding Mr. Christmas (Hallmark Channel) | The Long Long Night | We Were Liars (Prime Video) |
| | | You Belong Here |

PARTNERS INCLUDED:



MICRO PROGRAMMING

Micro Programming is held in the Festival's most intimate venue spaces for more interactive, in-depth, and engaging discussions, spanning topics from craft conversations with actors and showrunners, to retrospective screenings of influential series with creators, like Damon Lindelof and *The Twilight Zone*.

TRACK INCLUDED:

Physical Media is Forever
presented by Red Room Pictures

Campfire Chat with Carina Adly
MacKenzie and Danielle Campbell

Downloading with UPLOAD

Mr. Rogers to Downton Abbey to
Austin City Limits: Why PBS Matters

Roundtable: Indie TV

TV Mixtape: REASONABLE DOUBT

Texas Monthly: From Print to Screen

A Conversation with
Amy Brenneman

Campfire Chat with A+E Studios Co-
Heads Barry Jossen & Tana Jamieson

Comedy & Whatnot
with George Wallace and Dan Ewen

How to Do It All
with Ashley Nicole Black

Into THE TWILIGHT ZONE
with Damon Lindelof

Roundtable: Actors

Roundtable: Producers

How We Made a Late
Night Show



OFFICIAL MEMBER TRACK

PRESENTED BY **plex**

Members are paid subscribers who interact with ATX TV all year receiving access to Special Guest Virtual Events, Slack, Newsletters, Discounts and more.

- **164 ATX TV Members**
 - **75.6%** Members attended Season 14
- **40%** of Members purchase Badge or Pass prior to Programming or Event announcements
- **100%** of Members at S14 attended one or more Member Events
- **80-90%** open rates of monthly newsletter
- **1.9%** Churn Rate for overall Membership Program

“I love being an ATX TV Member because I get to feel a sense of community in a world that can be super individualistic.”

– *Tyler Rand, ATX TV Member since 2021*

MEMBER ONLY EVENTS: 4

- Welcome Reception
- TV Watch Club with **Duster Showrunner LaToya Morgan**
- Special Guest conversation with **Oscar Nuñez**
- Farewell Coffee with **Team ATX TV**





Season 14 brought **record-breaking** sales and attendance largely due to our **sold out crowds** for Marquee Programming at the Paramount and State Theatres. Audience size ranged between 300-1200 across Badgeholders, TV Passes, and Single Tickets.

OPENING NIGHT EVENT

LATE NIGHTS, DAY DRINKING, AND CLOSER LOOKS WITH SETH MEYERS

PRESENTED BY  **NBC**

- Thursday, May 29 at Paramount Theatre
- Moderated by *Variety*'s Michael Schneider
- Awards Focused for FYC Phase 1
- Regional TV Academy members invited through Television Academy
- **Sold Out crowd included over 400 single tickets along with festival badgeholders** at all levels, crossing consumers, industry and press
- Prioritized Content Release for Awards Campaign on June 4

[WATCH HERE](#)





KING OF THE HILL REVIVAL SNEAK PEEK

PRESENTED BY **hulu**

- Friday, May 30 at Paramount Theatre
- Moderated by *Variety*'s Michael Schneider
- **SOLD OUT** crowd combining over **500 single tickets** with festival badgeholders at all levels, crossing consumers, industry and press
- First Look to launch new series promotion over **2 months** prior to premiere
- Reunion & Sneak Peek combo created a highly engaged fan base
- Record breaking press requests: **3x more than average** for marquee events



MAD MEN REVISITED: 10 YEARS WITH JON HAMM & JOHN SLATTERY

- Saturday, May 31 at Paramount Theatre
- Conversation moderated by **Noah Hawley** (creator/showrunner and *Mad Men* enthusiast)
- **SOLD OUT** crowd combining over **500 single tickets** with festival badgeholders at all levels, crossing consumers, industry and press
- At time of report, this was the **only 10 Year Reunion** planned for the series that includes Jon Hamm



A LATE NIGHT SHOW WITH GREG IWINSKI

PRESENTED BY **plex**

- Friday, May 30 at State Theatre
- First ever live, original Late Night Show hosted at ATX TV Festival, featuring Emmy award-winning writers **Greg Iwinski**, **Jim Fagan**, **Eli Mandel**, and the **Late Show Invisible Orchestra**
- **202 attendees** across consumers, industry, and press
- Featured Guests included comedian/actor **George Wallace** (*Clean Slate*), writer/producer **Beau Willimon** (*Andor*), and the Plex Mouth
- Tiff's Treats cookies provided for attendees, courtesy of Plex

BILL LAWRENCE & FRIENDS

- Saturday, May 31 at Paramount Theatre
- Conversation moderated by Ryan Schwartz (*TVLine*)
- Panelists included **Bill Lawrence**, **Zach Braff**, **Brett Goldstein**, **Phil Dunster**, **Josh Hopkins**, and **Charley Clive**
- **SOLD OUT** crowd combined over 400 single tickets with festival badgeholders at all levels, crossing consumers, industry and press





THE LEFTOVERS REUNION

SUPPORTED BY *Austin*
FILM COMMISSION

- Saturday, May 31 at Paramount Theatre
- Conversation moderated by Ben Travers (*IndieWire*)
- Austin-filmed series supported by Austin Film Commission
- Regional TV Academy members invited through Television Academy
- Panelists: **Damon Lindelof, Tom Perrotta, Mimi Leder, Carrie Coon, Ann Dowd, and Amy Brenneman**

THE GOLDEN GIRLS 40TH ANNIVERSARY SCRIPT READING & CONVERSATION

PRESENTED BY **hulu**

- Sunday, June 1 at Paramount Theatre
- Regional TV Academy members invited through Television Academy
- Cast: **Pamela Adlon, Constance Zimmer, Carrie Preston, Yvette Nicole Brown, Jeffrey Bowyer-Chapman, Dan Bucatinsky, Nathan Lee Graham, Vella Lovell**
- Featuring a live musical set by Austin-based duo Uncle Roy & Spice including "Thank You for Being a Friend"
- Conversation moderated by Hope Sloop (*Decider*)
- **Attendance: 600 (capacity of lower level)**



ACHIEVEMENT IN TELEVISION EXCELLENCE AWARD

CHRISTINE BARANSKI

- Saturday, May 31 at 800 Congress (**attendance: 200+ at venue cap.**)
- Conversation moderated by entertainment journalist, Jessica Shaw
- Awards Focused around FYC Phase 1 for *The Gilded Age*
- Career retrospective spanning *Cybil*, *The Good Wife*, *The Good Fight*, *The Gilded Age*, *Nine Perfect Strangers*, and more

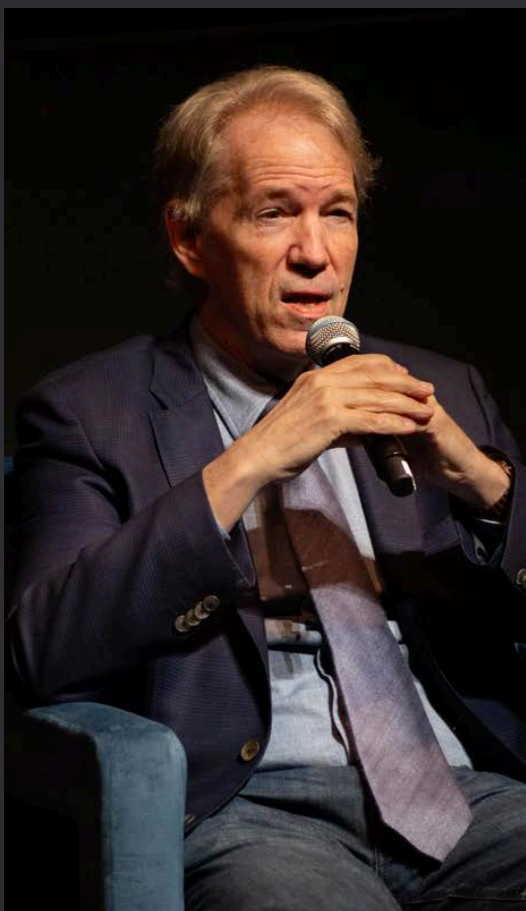
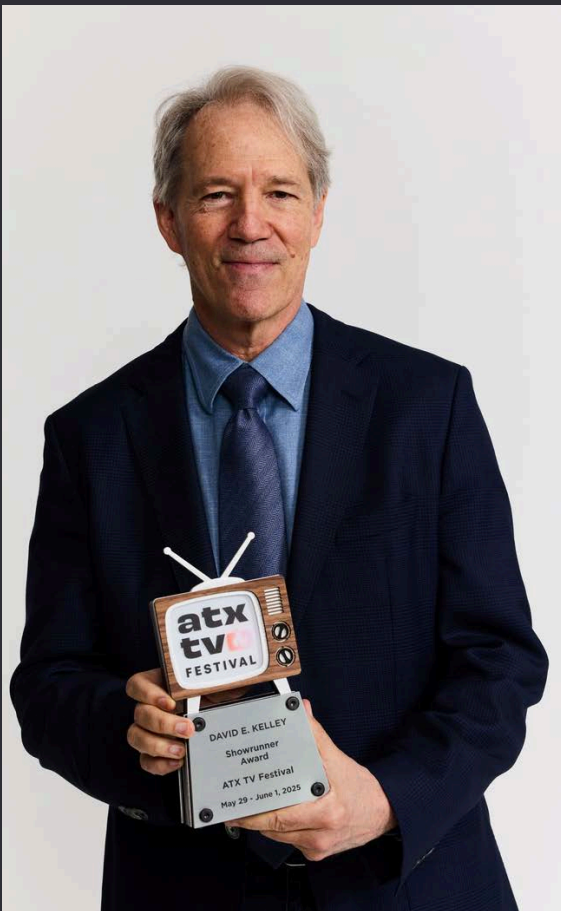
TEXAS MADE AWARD LANDMAN

PRESENTED WITH *Media for*
TEXAS
MADE RIGHT · MADE IN TX

- Sunday, June 1 at 800 Congress (**attendance: 200+ at venue cap.**)
- Conversation moderated by Andy Langer (*Texas Monthly*)
- Awards Focused around FYC Phase 1
- Regional TV Academy members invited through Television Academy
- Partnership with Media for Texas in support of record breaking tax incentive bill that was passed less than a month later

[WATCH HERE](#)





SHOWRUNNER AWARD DAVID E. KELLEY

- Friday, May 31 at State Theatre (**attendance: 200+**)
- Inaugural award recognizing a showrunner who has made a singular impact on the medium, and has used their platform to foster an environment of collaboration and mentorship
- Conversation moderated by Debra Birnbaum (*Gold Derby*)
- Awards focus for FYC Phase 1 for *Presumed Innocent*
- Regional TV Academy members invited through Television Academy



IMPACT OF STORYTELLING AWARD DEBORA CAHN

PRESENTED WITH

HUMAN
RIGHTS
WATCH

- Friday, May 30 at Hyatt Centric
- Inaugural award recognizing a creative and/or series highlighting socially relevant issues, through narratives that advocate for humanity, dignity, and equality.
- Conversation moderated by Samantha Highfill (*EW*)
- Awards focus for FYC Phase 1 for *The Diplomat*
- Partnership with Human Rights Watch to expand initiative of spotlighting human rights stories in Television.

[WATCH HERE](#)

THE PITCH COMPETITION

PRESENTED BY

MORE
BETTER^{MB}

THE
HOUSTON
TELEVISION LAB

MAXWELL
& LOCKE
RITTER

RED ROOM
PICTURES

Sterlington

YMH
STUDIOS

The ATX TV Pitch Competition and Mentorship Program gives burgeoning TV writers the community, support, and tools needed to take the next steps in their careers. Finalists & Mentors were **announced on Deadline** on April 14, 2025.

The 2025 Competition included:

- 200+ Applicants
- 30+ Industry Screeners (agents, managers, executives, writers)
- 10 Finalists
- 4 minutes to pitch at the Festival
- 1 Winner

Pitch Program Events at Festival:

- Reception with Past Finalists
- Breakfasts with Mentors & Judges
- “Breaking Story” with Beau Willimon

Year Round Program with all Finalists includes:

- 1:1 Mentorship with Agents, Managers, Writers, Executives
- Monthly Virtual Roundtables with Industry Guests
- Mock Writers Room w/ Showrunner
- General & Pitch Meetings with ATX TV studio/network partners



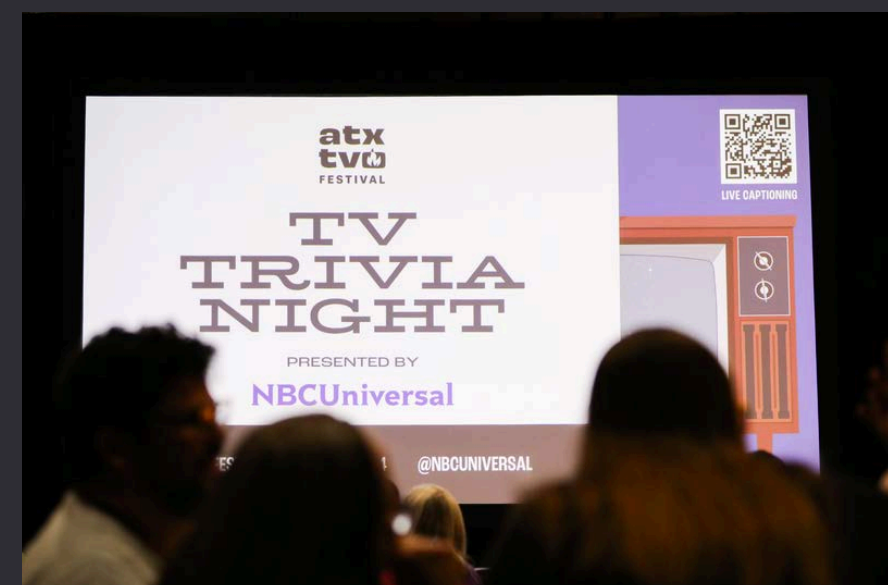
SPECIAL EVENTS

Special Events are the way ATX TV attendees interact outside of Marquee and General Programming. Events vary by badge type, but are customized to Camp, GP, Industry, Press, Sponsor, and Volunteers!

TV TRIVIA NIGHT PRESENTED BY NBCUniversal

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

- **30+ Trivia Teams (150-175 attendees)**
- **Special Guests:** Oscar Nuñez (*The Office*), Steven Weber (*Chicago Franchise*), Marina Squerciati (*Chicago P.D.*)
- Giveaways: NBCU themed trucker hats and lunchboxes
- Prizes provided by Universal: *Wicked*, *The Office*, and *SNL* branded items
- Food & Drinks: Torchy's Tacos, Vacancy Beer, Perissos Wine





OPENING AND CLOSING NIGHT PARTIES

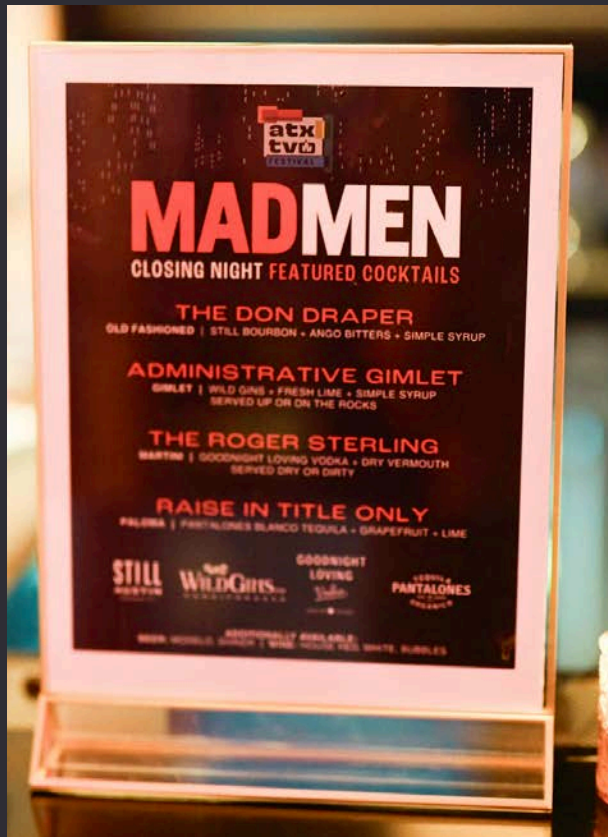
A great party centers around tasty food, refreshing drinks, and a relaxed environment that allows guests to let their guards down, catch up with old friends, and foster new relationships.

Each festival party joins panelists, industry, press and a curated guest list of Austin locals for unique gatherings that feature local food & beverage partners to welcome folks to our city, letting them experience the very best of Austin.



OPENING NIGHT

PRESENTED WITH
TexasMonthly



Following lots of laughs with Seth Meyers, industry members and panelists headed over to Heydey Social Club for an after event presented with Texas Monthly and Texas Association of Film Commissions.

- **200+ Attendees** from Festival Industry and Panelists to Local Guest list
- Featured Signage and Sizzles from Texas Monthly + TXAFC on TVs
- Thematic “late night” food from Heydey Social Club
- Beverages from Festival partners Pantalones Tequila, Still Austin, Goodnight Loving Vodka, Wild Gins, Saint Spritz.



KING OF THE HILL BACKYARD BBQ

PRESENTED BY **hulu**

Following the *King of the Hill* Revival Sneak Peek presented by Hulu at the Paramount Theatre for **1100 attendees** – we hosted a completely singular and one-of-a-kind event for the festival. This Backyard BBQ Shindig was a representation of great TV, great partners, and a huge nod to Texas.

- **Backyard BBQ** brought together Camp, Industry, Press, Panelists and a local guest list for a first at ATX TV Festival
- **Attendance: 300+ for 1 in 1 out at capacity**
- **Activities:** Cornhole (Tupelo), Giant Jenga, Photo Op with *King of the Hill* character cut outs, plus Yeti and Tupelo brought backyard seating and coolers to set the scene
- **Giveaway:** Yeti custom drinkware for the premium win!



BARBECUE PROVIDED BY



FORCE
-OF-
NATURE

YETI

PROVIDED
SEATING, COOLERS, & CUSTOM DRINKWARE



MURDER & MYSTERY WITH AcornTV

- Saturday, May 31 from 7:30-9:30pm at 800 Congress
- **175+ attendees**
- Conversation with **Harry Wild** star/executive producer **Jane Seymour**
- Advance screening of the new Stephen Moyer-led summer series **Art Detectives** with writer/executive producer **Paul Powell**
- Southern comfort bites from Ocaso Catering
- Bar offerings featuring a signature event cocktail
- Giveaways: Acorn TV branded blankets

FESTIVAL FINALE BRUNCH

PRESENTED BY **plex**

Plex hosted a packed Festival Finale Brunch for ATX TV Badgeholders:

- Sunday, June 1 from 11am-1pm at Heydey Social Club
- **250+ attendees**
- Photo booth with the Plex **#FeedYourWatchlist** inflatable mouth
- Tasty brunch food favorites and mimosas with festival partners: Saint Spritz, WildGins, Goodnight Loving Vodka, and Coca Cola Products (Arca CCSW)
- Attendees engaged with Plex ambassadors, contributing suggestions to the Official ATX TV Summer Watchlist for a chance to win Plex T-shirts, Season 15 Camp Badges, and other prizes



LOUNGES & GREEN ROOMS

Specified spaces that offer Panelists, Industry, Press, or Badgeholders a place to meet, interview, eat, recharge, connect, and relax in between sessions in a truly hosted and Texas style room.

INDUSTRY & PRESS LOUNGE

PRESENTED BY **BENlabs**

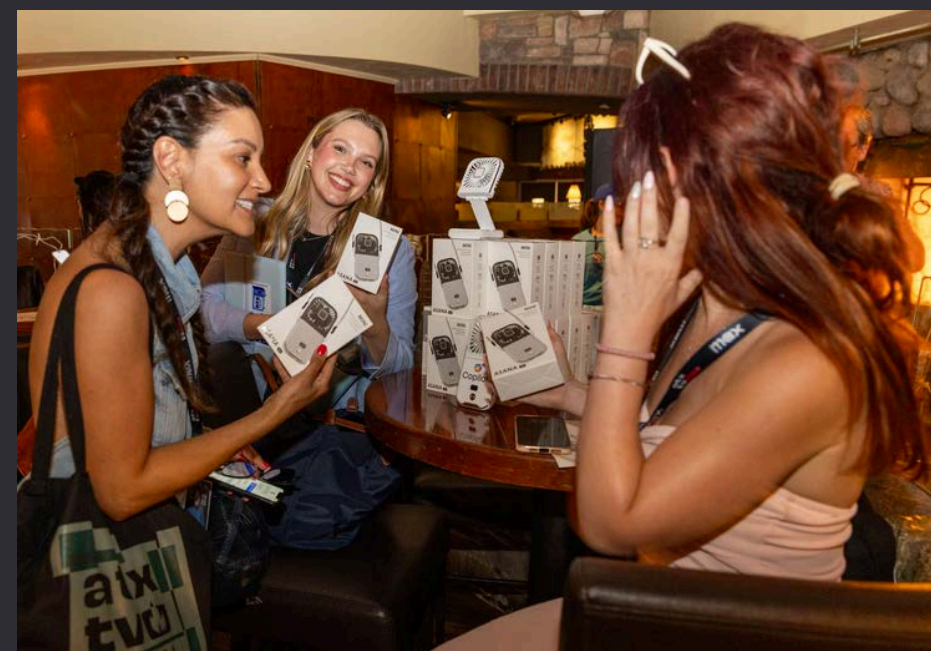
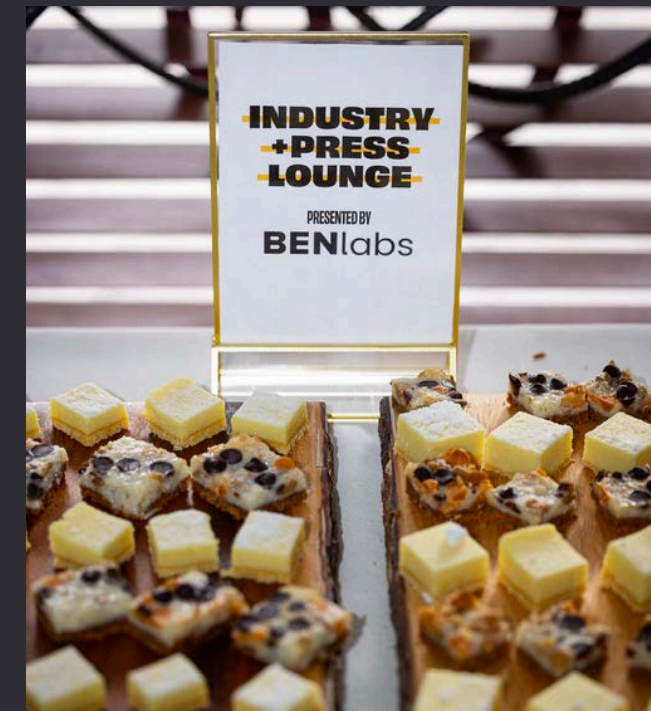
Hosted at the Roaring Fork restaurant, the Lounge serves as a place for panelists, press, and industry members to connect & network - on and off the record.

Attendance: May 29-June 1

- **400+ daily average for 1,656 across festival**
 - Peak attendance: Saturday with 700+ attendees

Activities:

- 80+ podcast, print, and video interviews conducted in the Lounge
- Happy Hours hosted by LinkedIn (Fri) and Microsoft Copilot (Sat), featuring frozen margaritas and Still Austin cocktails
- Thursday Press Welcome Reception hosted by BENlabs



GREEN ROOM

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

- **270+** Panelists and Industry passed through the Green Room across 4 days
- Hosted beverages, snacks, and premium items provided for talent and industry guests
- Pre-Show Advertising Reel on screen across all four days showcasing Sponsors & Programming

HOSTED PRODUCT PROVIDED BY:



BADGEHOLDER LOUNGE

PRESENTED BY



Comprehensive Lounge Attendance:

- **2,000+** attendee visits across the Festival dates
- Averaging **500** Badgeholders each day

Badgeholders were fueled for the long—but fun—days with:

- **Ode to Crime Shows** Test tube cocktail bar with branded caution tape decor featuring “Berry the Evidence” (blackberry margarita) and “Wheels up in 30” (aperol spritz)
- **Daily Happy Hours** with a rotating trio of delicious snacks provided each day including items like sliders, Nashville hot fried chicken, spanakopita, and more
- **Daily Offerings** of coffee, water, soda, and morning pastries

Themed activities including:

- **Aura readers** to celebrate the witchy vibes of *Charmed*
- **New Yorker Cartoonist** drawing guests into scenes from *I Love Lucy*, *Criminal Minds*, *Three’s Company*, and *Star Trek*
- **Interactive photo booth** featuring *Survivor* and *Three’s Company* backdrops
- **Mrs. Roper Romp** (*Three’s Company* fan event) on Saturday highlighting the *Three’s Company* door photo op and supplying wigs and kaftans to attendees



ATX TV BASE CAMP

PRESENTED BY *Paramount+*

Base Camp, located at 612 Brazos St., was new this year to the Festival, and served as a multi-use space that included:

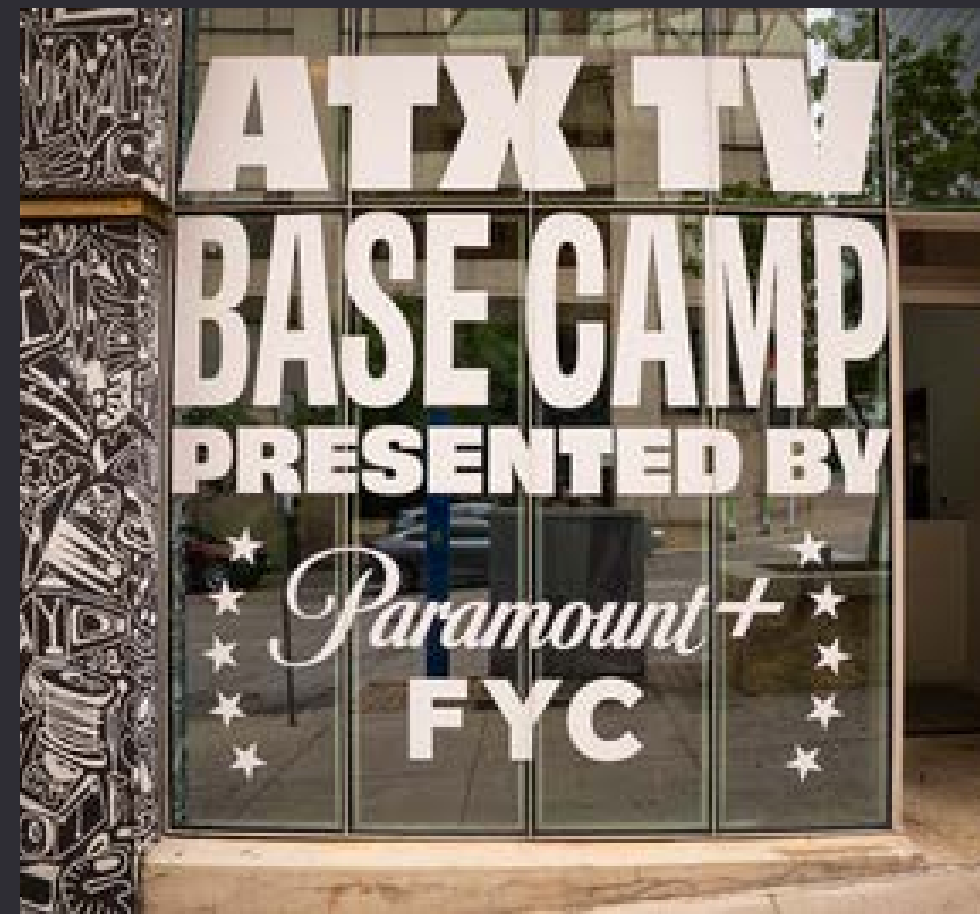
- **3,000+ attendee visits** across the Festival dates; **averaging 600/day**, with peak days Wed - Fri reaching as high as **750+/day**
- Registration: all Badge and Passholders pass through to pick up credentials and welcome bags, with many **returning multiple times** for events and lounging
- Official Festival Merch
- Festival Information and Lost & Found
- Hosted Pop Ups/Events
- Staff Hub (upstairs)

Attendees enjoyed the **Relax and Recharge spaces** to peruse the schedule, sync up with friends, or have meetings:

- Groupings of comfortable lounge furniture with pillows branded with series title treatments
- Multiple charging stations for mobile devices
- Cornucopia Popcorn provided by Paramount+, Happy Coffee, Dasani Water
- Television art installations highlighting Paramount+ series trailers

Base Camp hosted multiple **Festival Events**:

- Book Signing with New York Times bestselling author E. Lockhart (*We Were Liars*)
- Member Farewell Coffee with Team ATX TV presented by Plex
- Bookstore Pop Up presented by Vintage Bookstore & Wine Bar



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

WOMEN
IN FILM & TV
AUSTIN

Women in Film & TV Austin members and Festival Badgeholders came together to kick off the start of the Festival:

- Thursday, May 29, 2:30-4:30pm at Heydey Social Club
- **200+** attendees
- Happy Coffee
- Mimosas
- Bloody Marys
- Pastries & Cookies

Attendees learned more about WIFT's mission of supporting and empowering members through professional educational programming, networking events, and other initiatives.





PANELIST RECEPTION

PRESENTED BY
26
KEYS PRODUCTIONS

- Friday, May 30 from 4-6pm at 26 Keys Productions
- Hosted by ATX TV Advisory Board Member, Austinite, and writer/director/showrunner Noah Hawley and Letterpress Play founder Kyle Hawley
- **Over 100** panelists and guests gathered for an intimate event over light bites and drinks to talk TV and the Festival
- This engagement is important to our panelists and community, allowing space to discuss topics with their fellow creatives and collaborators



LATE NIGHT HAPPY HOUR

PRESENTED BY **A+E**
STUDIOS™

- Friday, May 30 from 9:30-11:30pm at Stephen F's Bar & Balcony
- Hosted by **A+E Studios** to celebrate their 10th Anniversary
- **Over 500** attendees of Panelists, Industry, Press and general attendees filled the room for a 1 in 1 out capacity
- Highly sought after giveaway, "late night" themed travel kit
- Cocktails themed to *UnReal*, "The Everlasting" (margarita) and *The Lincoln Lawyer*, "The Lincoln Sidebar" (old fashioned) and "The Gavel" (NA gin mocktail)
- Lively engagement with A+E cast and creatives



HUMAN RIGHTS WATCH BRUNCH WITH DEBORA CAHN

PRESENTED BY

HUMAN
RIGHTS
WATCH

Friday, May 30 at Heydey Social Club, top showrunners & producers gathered in a highly curated event hosted by HRW & ATX TV to discuss the importance of impactful storytelling. Guests included:

- Debora Cahn
- Damon Lindelof
- Steve Zahn
- Rick Gomez
- Tom Perrotta
- Brent Miller
- Dan Ewen
- George Wallace
- Mark Johnson
- Saladin K. Patterson
- Mark Lafferty
- John Lee Hancock

MPAC[®] HOLLYWOOD BUREAU RECEPTION

PRESENTED BY



HOLLYWOOD
BUREAU

- Friday, May 30 1:15-2:30pm at Heydey Social Club
- **70+** attendees
- Directly followed official MPAC programming: “*Muslim Matchmaker: Unscripted Stories of Real Connections*”
- Light bites and non-alcoholic beverages





PLACEMENT HIGHLIGHTS

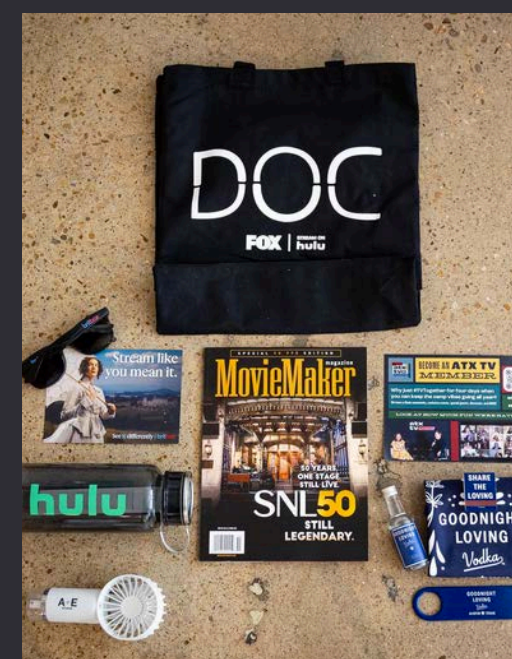
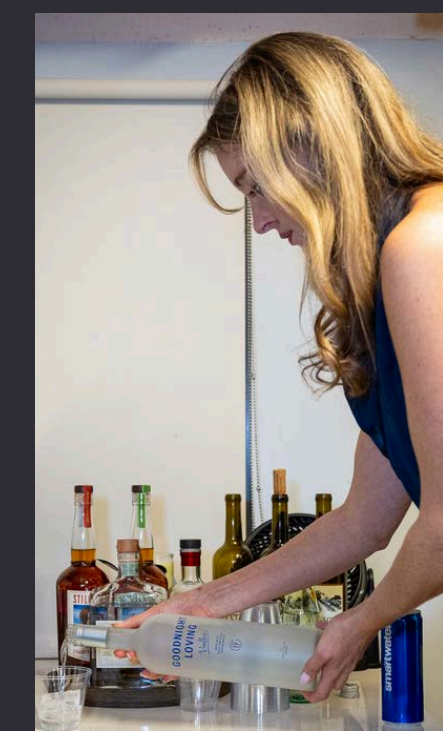
The festival isn't just about programming -- it's also about the experience of each of our attendees. From the stage decor to water bottles, to tote bags and coffee, each touch point adds value to the overall festival experience and contributes to memories attendees carry with them all year long.

Pre-Show Reel: **11K+ Impressions** and **300+ rotations** over 4 Days

Placements highlights included:

- Water Bottles presented by **hulu**
- Lanyards presented by **max**
- 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.   

Additional experiences and product provided by:



VIDEO & PODCAST RELEASES

Our programming extends 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.

Season 14 panels released (as of June 30) include:

- [Late Nights, Day Drinking, and Closer looks with Seth Meyers](#) presented by [NBC](#)
- [Andor with Tony Gilroy & Beau Willimon](#)
- [Debora Cahn: Impact of Storytelling Award](#) presented by [Human Rights Watch](#)
- [Texas Made Award: Landman](#)
- [The Four Seasons](#) presented by [Universal Studio Group](#)
- 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 14 PARTNERS

MAY 29-JUNE 1
2025
AUSTIN, TX

