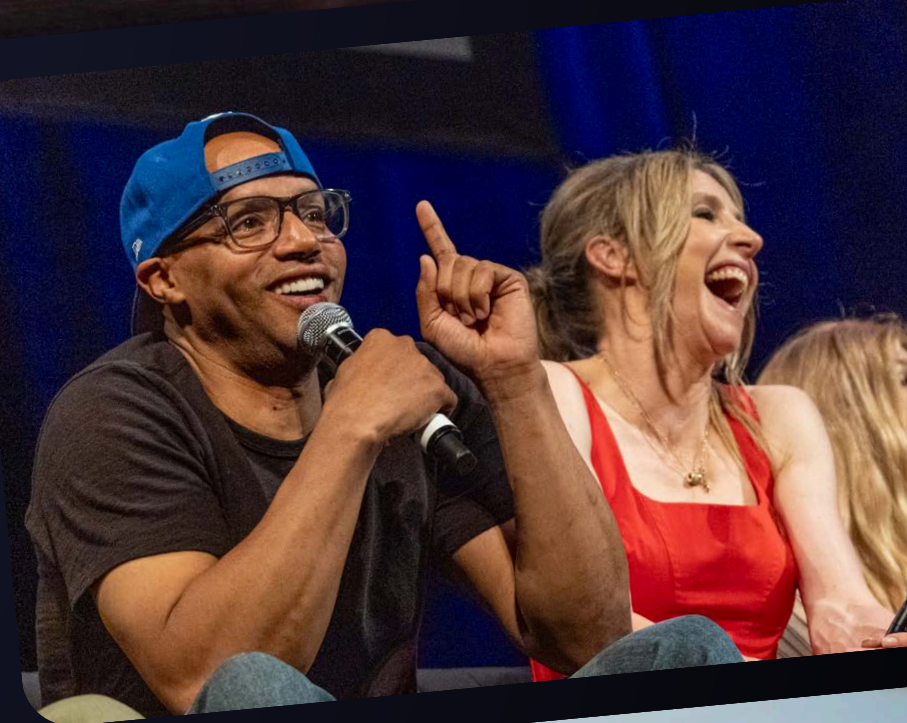


atx
tv

FESTIVAL

WRAP
REPORT

MAY 28 - 31, 2026 | AUSTIN, TX





4000 TV LOVERS

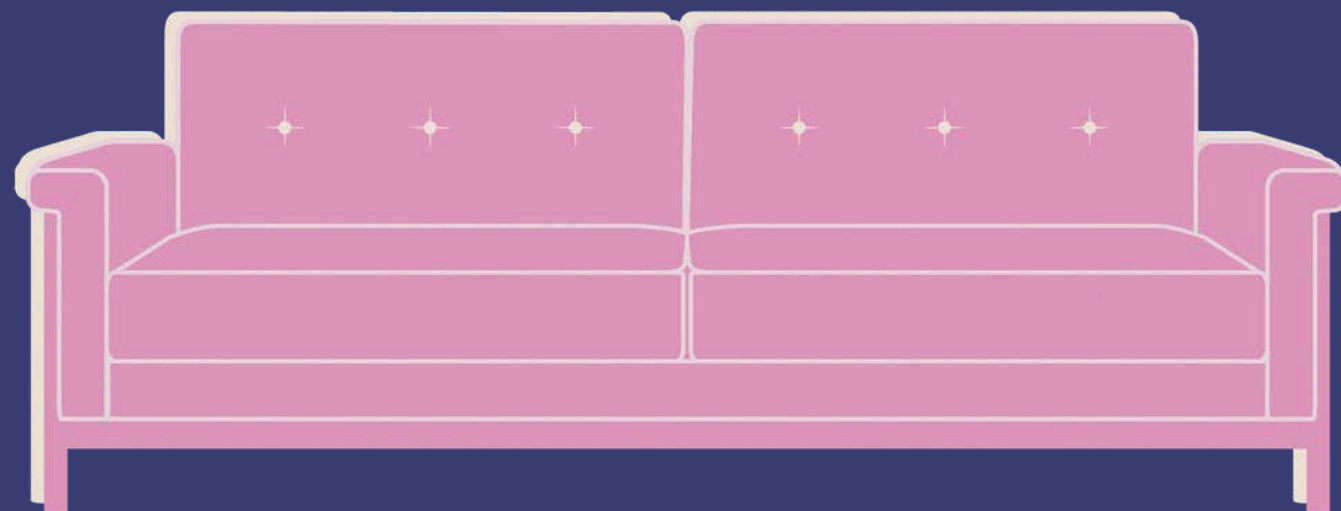
200 PANELISTS

90 SCREENINGS, PANELS AND SPECIAL EVENTS

10 VENUES

4 DAYS IN AUSTIN

1 UNFORGETTABLE EXPERIENCE



GROWTH & IMPACT

Season 15 built on the record-setting growth of Season 14 (2025), expanding across venues, attendance, partnerships, and press engagement to achieve the Festival's largest digital reach to date.

4,011

ATTENDEES

39.5
BILLION

PRESS IMPRESSIONS
10% INCREASE YOY

SOLD OUT

RECORD-BREAKING
ATTENDANCE

AT THE
PARAMOUNT THEATER

30%

PARTNER
GROWTH
YOY

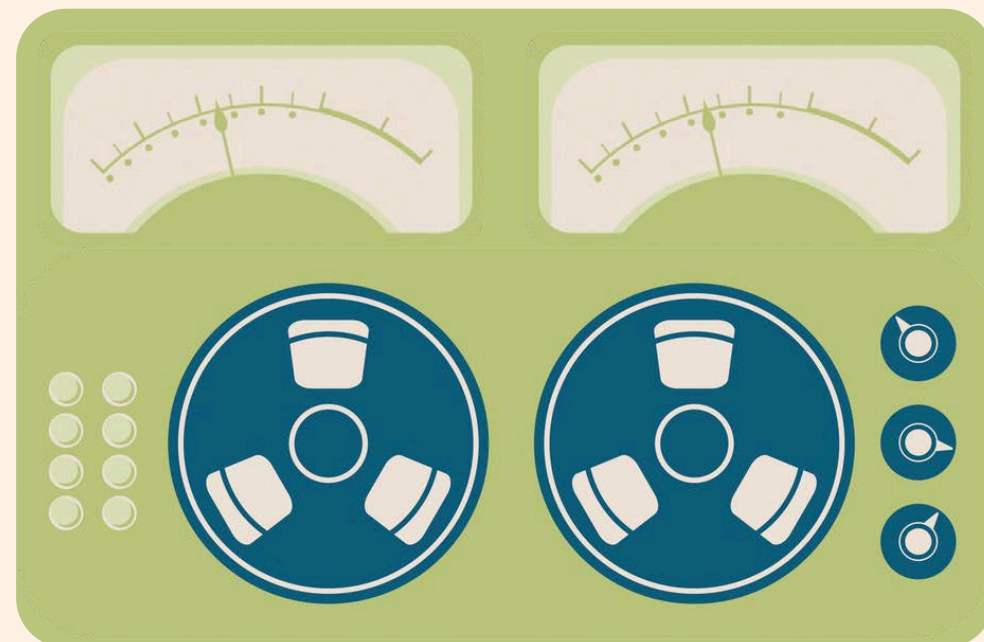
92%

ATTENDEE SURVEY
SATISFACTION

478

PRESS OUTLETS

10% INCREASE IN
CREDENTIALLED PRESS



1.8

MILLION

YOUTUBE
UNIQUE VIEWS
7.5X YOY

LARGEST DIGITAL YEAR IN
FESTIVAL HISTORY

36 MILLION

IMPRESSIONS
4X INCREASE YOY

AUDIENCE BREAKDOWN



Insights into our Season 15 audience, based on information provided by Badge and Passholders.

ULTIMATE TV FANS

CROSSOVER

INDUSTRY MEMBERS



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

AGE

- 12% 18-25
- 40% 26-39
- 35% 40-55
- 10% 56-70
- 3% 71 & Over

GENDER

- 70% Female
- 25% Male
- 5% Non-Binary + Unspecified



EDUCATION

- 55% College
- 25% Post-Graduate
- 15% High School
- 5% Unspecified

LOCATION

BY REGION

- 50% Texas
- 15% California
- 10% Tri-State
- 25% Add'l U.S.



OFFICIAL APP & GUIDE

Digital-only guide and app from Eventive allowed attendees to:

- Browse full festival schedule of programming, events, and sponsors.
- Build personal schedules.
- Receive push notifications in real time for upcoming programming, changes/updates, happy hours, activations, surprises, and more.
- Reserve “Fast Forward Tickets” for priority access to Marquee and General Programming, and Micro Programming selections.

APP ENGAGEMENT

- **98%** of Badge + Passholders Downloaded
- **2,031** Subscribers
- **30,000+** Push Notification Impressions
- **85%** iOS Users
- **15%** Google Android Users

GUIDE ENGAGEMENT

- **2,228** Fast Forward Tickets Reserved
- **42%** of Programming sold out of Tickets
- **223** Micro Programming Reservations



Official app for all things ATX (May 28-31, 2026), your go-to-hub for festival programming and your personal schedule, and push notifications & alerts to make your "TV Fest" experience the best it can be.

REACH & ENGAGEMENT

Promotion included programming announcements, exclusive releases, branded content, and audience engagement via ATX TV newsletters and social media posts.

Reported numbers represent paid and organic performance.



134.3K
TOTAL FOLLOWERS & SUBSCRIBERS

36M
IMPRESSIONS ACROSS PLATFORMS



SOCIAL MEDIA



31.7K FOLLOWERS
12.6M IMPRESSIONS



11.4K FOLLOWERS
6.3M IMPRESSIONS



7.4K FOLLOWERS
1.5M IMPRESSIONS



NEWSLETTER

EMAIL LIST: 47.4K
EMAIL SENDS: 935K
OPEN RATE: 16.1% - 45.8%



YOUTUBE

36.4K SUBSCRIBERS

- **15.6M** Impressions
- **1.8M** Unique Views
- **122.4K** Hours Watched

PRESS COVERAGE

39.5 BILLION IMPRESSIONS

Overall impressions achieved 10% increase YOY

478 OUTLETS

Pre- and post-Festival coverage

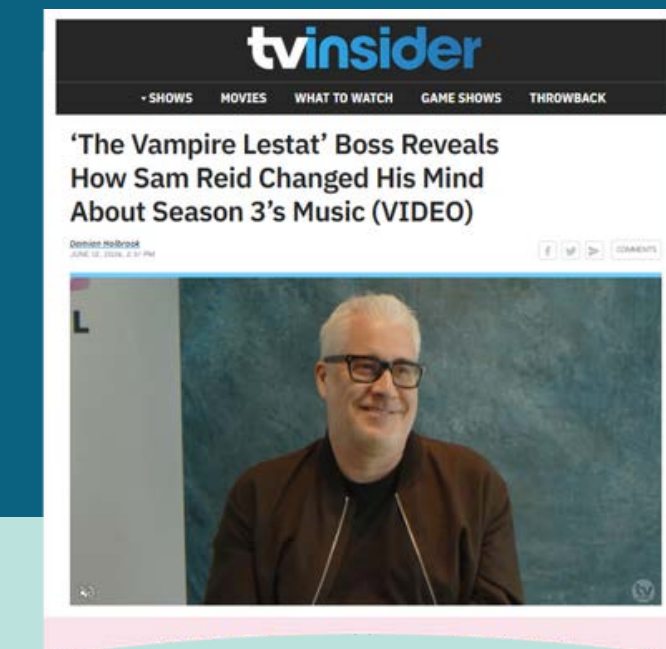
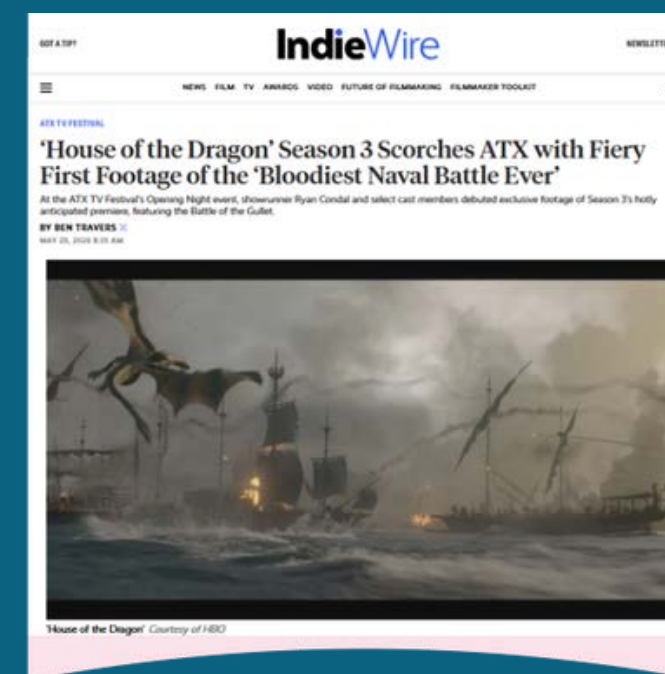
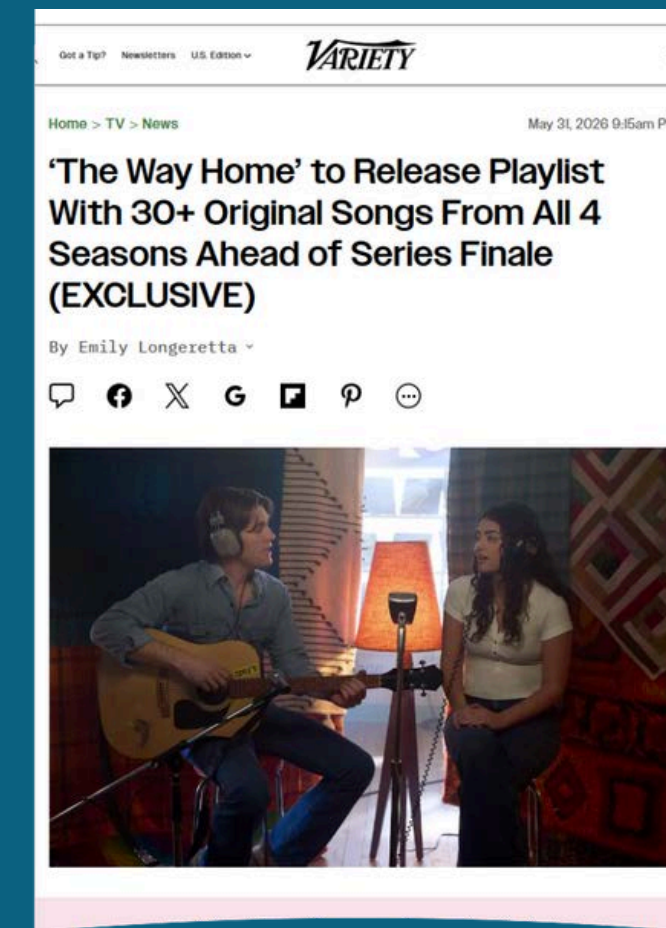
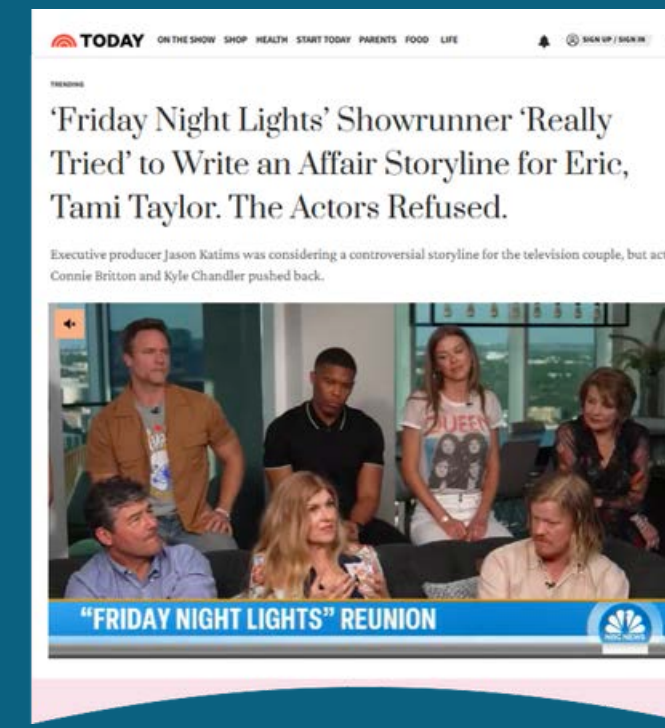
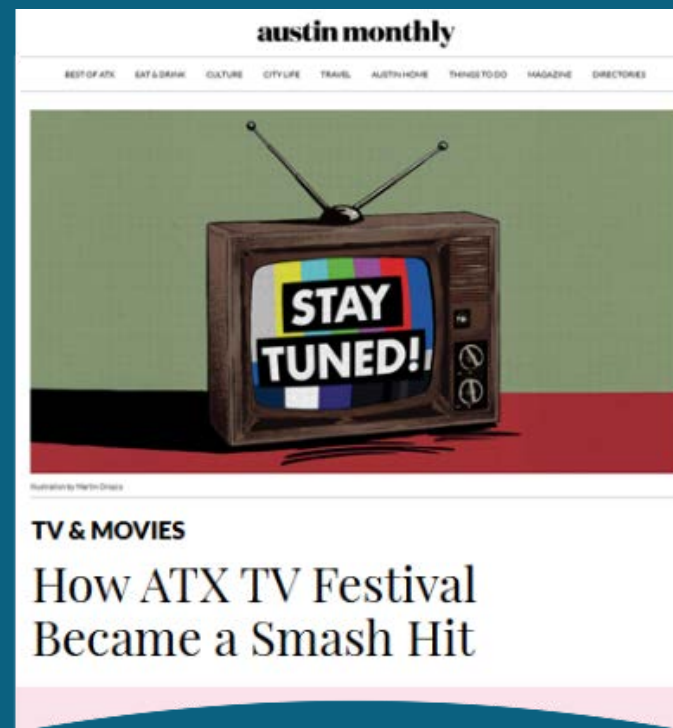
142 CREDENTIALLED

10% increase in Credentialed Press attendance

30 TCA MEMBERS

First year partnership with the Television Critics Association expanded presence through coverage, programming, and moderators

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



DEADLINE

HOLLYWOOD REPORTER



COLLIDER

Austin American-Statesman



tvinsider



VARIETY

Rolling Stone

FOX 7 AUSTIN

austin monthly

THE AUSTIN CHRONICLE

People

CBS AUSTIN

Indiewire

TexasMonthly

Parade

TVLine

SOCIAL MEDIA STUDIO

PRESENTED BY **plex**

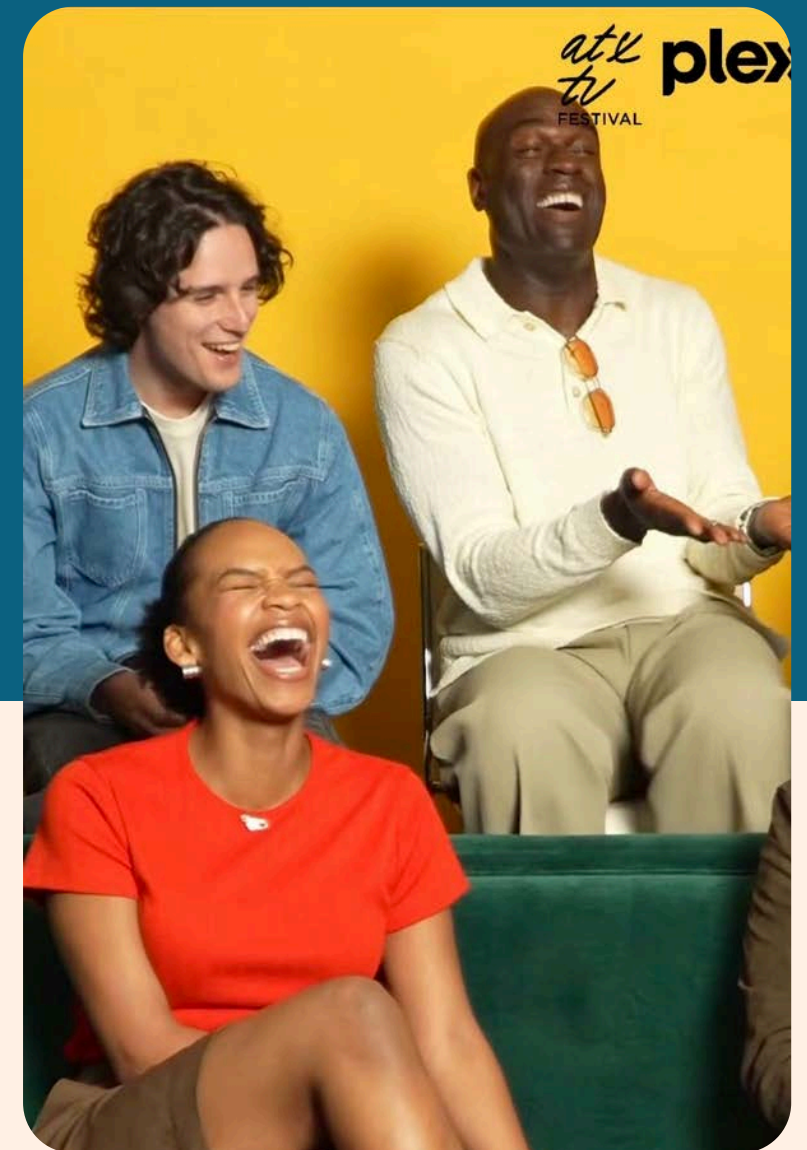
Official Festival Social Media Suite was the biggest yet! Panelists booked by ATX TV recorded exclusive behind-the-scenes videos with content rolling out on Instagram and TikTok during and following the event.

- **123** Panelists visited Studio
- **6 hours** of video captured
- **4** Concept videos released by 6/15/26
- **369** TV obsessed answers

- Included post in **Top 10** Festival Performance
- **55K** Combined Impressions + Reach during festival

Exclusive content from the Suite released on platforms throughout Q3 + Q4 of 2026.

Stats current as of June 25, 2026.



Click above to view posts!

PORTRAIT STUDIO

PRESENTED BY



tvinsider

- **135** Panelists visited Studio
- Photographed by Matt Sayles
- **Exclusive Portrait Gallery** hosted on TV Insider with social collaborations
- **155** Social Posts + **16** YouTube Videos
- Combined reporting:
 - **3.5 Million** Impressions
 - **457.7K** Direct Reach
 - **227K** Engagements
 - **225K** Editorial Page Views



YOU'RE KILLING ME



THE PAPER



SWEET/VICIOUS



DOC



I LOVE LUCY SCRIPT READING



FRIDAY NIGHT LIGHTS

Stats current as of June 25, 2026.

PROGRAMMING

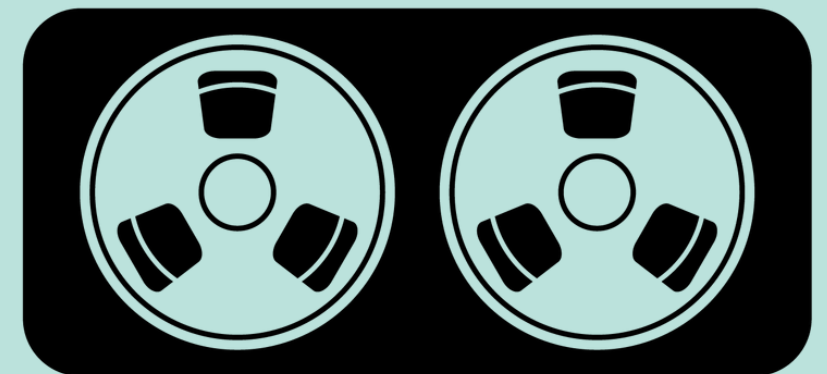
Presented live and in-person in downtown Austin, TX.

90 TOTAL PIECES
OF PROGRAMMING

- 6** Marquee Programming Events
- 38** Panels & Conversations
- 9** Screenings with Q&As
- 4** Awards
- 10** Micro Programming Sessions
- 11** Badgeholder Events
- 5** Industry & Panelist Events
- 3** Camp Events
- 4** Member Events



THANK YOU TO OUR PROGRAMMING PARTNERS



SEASON 15 • MAY 28-31, 2026 • AUSTIN, TEXAS

PANELS & CONVERSATIONS*

**only a selection*

**Investigating the Legacy of
Procedurals presented by NBC100**

**Case Study: The Rise of the Mini
Studio**

**I Know You!: How Familiar Faces
Drive Fandom presented by NBCU**

**The Doctors Are In: Proving the
Impact of Medical Accuracy on TV
presented by The John Ritter
Foundation for Aortic Health**

The PBS Process

**Inside Job: TV's Non-Writing
Producers**

**Funny AF presented by Universal
Studio Group**

**Creative Impact Award:
Warren Littlefield**

**From ONE DAY AT A TIME to
FRIDAY NIGHT LIGHTS: Care in
Context presented by Caregiver
Action Network**

**Period Pieces: How TV Shapes
Teens' Understanding of
Menstruation presented by the
Geena Davis Institute**

**So, You Think I'm "Too Niche?"
supported by Global Down
Syndrome Foundation**

A New Era: Indie TV

**A Conversation with
Lisa Katz & Erin Underhill**

**Helping Writers Get it Right:
Exploring How Hollywood, Health &
Society Works**

**Around the TV Set with the
Television Critics Association**

**PARENTHOOD
presented by NBC100**

**How to Cast a Procedural (and Get
Away with It) presented by CSA**

**The Dance: Inside the Filming of
FRIDAY NIGHT LIGHTS**

**A Nuclear Renaissance on TV: How
Atomic Storylines Can Save Us from
Armageddon presented by NTI**

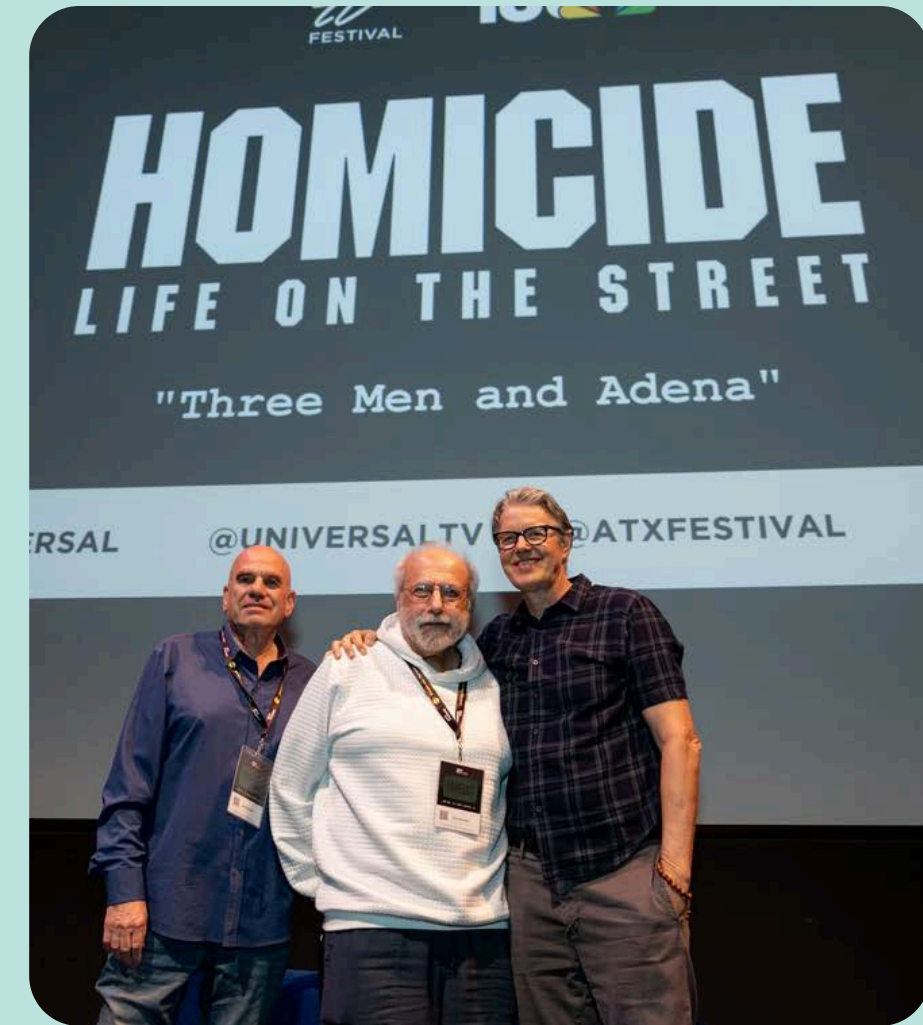
The Showrunners

**Collaborator Award:
Sharon Bialy & Sherry Thomas**



FEATURED SERIES*

**only a selection*



Everyone Is Doing Great
(Netflix)

Anna Pigeon (USA)

You're Killing Me (Acorn TV)

House of the Dragon
(HBO Max)

It's Not You, It's Me: Chicago

The Paper (Peacock)

The Vampire Lestat
(AMC | AMC+)

Homicide: Life on the Street

All Creatures Great and Small
(Masterpiece PBS)

Friday Night Lights

Baywatch (FOX)

Sweet/Vicious

I Love Lucy

Criminal Minds: Evolution
(Paramount+)

Savage

The Ladies

FreeLance

The Twilight Zone

Parenthood

The Other Bennet Sister
(BritBox)

Somebody Feed Phil

Maximum Pleasure Guaranteed
(Apple TV)

Everybody Loves Raymond

Marshals (CBS)

The Way Home (Hallmark)

Adults (FX)

Agatha Christie's Tommy & Tuppence (BritBox)

MICRO PROGRAMMING

Held in the Festival's most intimate venue spaces for more interactive, in-depth, and engaging discussions, spanning topics from craft conversations to retrospective screenings.

MICRO PROGRAMMING INCLUDED:

AMA with Casting Directors Felicia Fasano & Bonnie Zane

Break the Model: How The Network is Rethinking Streaming

Casting, Music, and the Art of Character Building Inside the Gilligan-Verse

From Theatre Kid to TV Adult (and Back Again) with Stacey Oristano & Derek Phillips

Stories That Shaped Us

Inside FX's ADULTS with Ben Kronengold & Rebecca Shaw

Rod Serling: The Genius of THE TWILIGHT ZONE

BookTok: TV Edition

See It Differently: A Fireside Chat with BritBox CMO Diana Pessin

SOMEBODY FEED PHIL Brings TV Back to the People



MEMBER TRACK

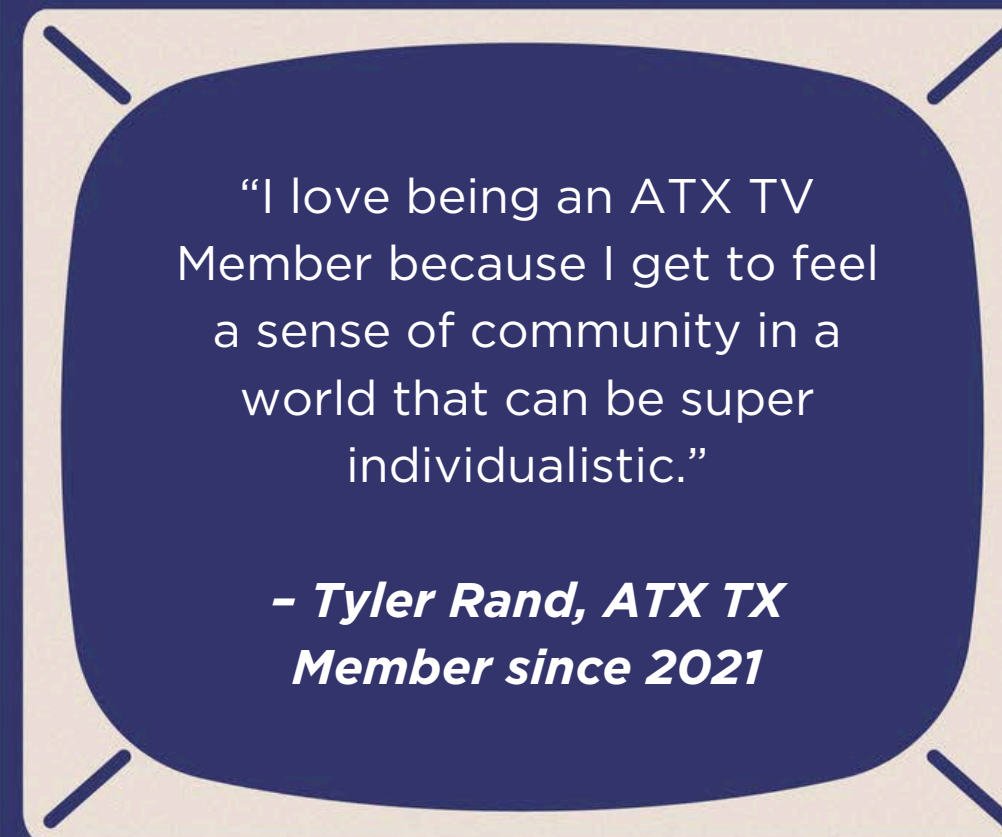
PRESENTED BY **plex**

ATX TV Members are paid subscribers who interact with ATX TV all year, receiving access to monthly virtual events, a dedicated Slack workspace, newsletters, exclusive discounts, and more!

- 166 ATX TV Members
 - 80% of Members attended Season 15
- 45% of Members purchase Badge or Pass prior to Programming or Event announcements
- 90% of Members at \$15 attended one or more Member Event
- 40-55% open rates of monthly newsletter
- 1.8% Annual Churn Rate for overall Membership Program

MEMBER ONLY EVENTS

- Member TV Camp Kick Off
- Member Q&A with Stephen Colletti & James Lafferty
- Member TV Rewind Club: FRIDAY NIGHT LIGHTS with Adrienne Palicki and Scott Porter
- Member Farewell Coffee



MARQUEE PROGRAMMING

Season 15 Marquees crossed Reunions, Season Premieres, Comedy Conversations and more! Audience size ranged between 300-1200 across Badgeholders, TV Passes, and Single Tickets.

OPENING NIGHT EVENT

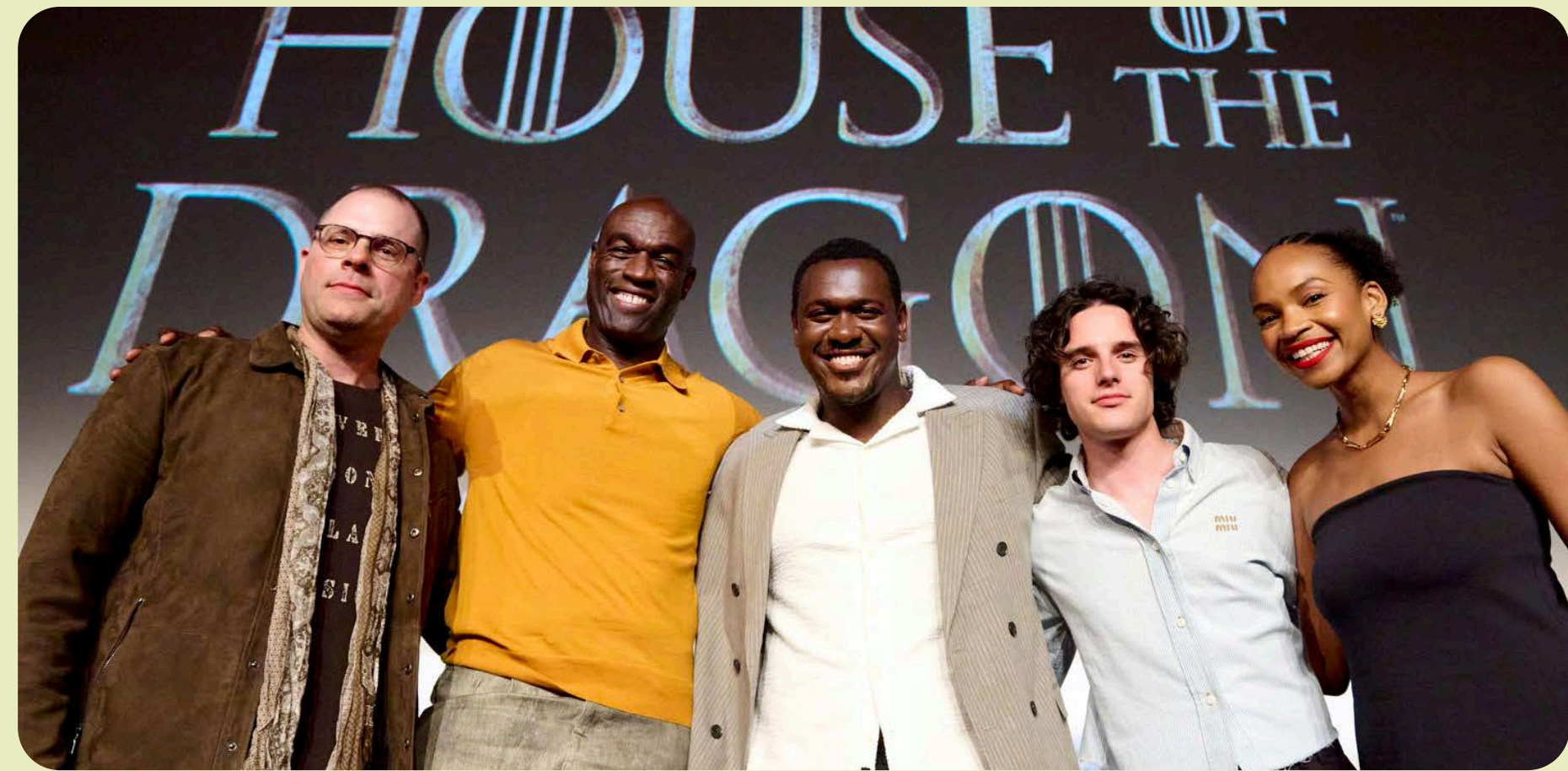
HOUSE OF THE DRAGON SEASON 3 FIRST LOOK

PRESENTED BY

HBO
max

[WATCH HERE](#)

- Thursday, May 28 at Paramount Theatre
- Moderated by Gerrad Hall (*Entertainment Weekly*)
- Exclusive First-Look Content
- 701 Attending – Sold out lower level included single tickets, Festival attendees at all levels, crossing consumers, industry and press
- Premium Item: branded sunscreen
- *House of the Dragon* cast took over ATX TV and Austin with exclusive interviews and social content across partners like Tecovas [Instagram](#).





FRIDAY NIGHT LIGHTS

PRESENTED BY



SUPPORTED BY



20 YEAR REUNION

- Friday, May 29 at Paramount Theatre
- Moderated by Sean O'Neal (*Texas Monthly*)
- 1,226 Record Setting (beyond) sold out attendance, with festival attendees crossing consumers, industry and press.
- 15 Cast and Creatives, including live music from Jesse Plemons + Stephanie Hunt (*Crucifictorious*)



TEXAS MADE AWARD

PRESENTED WITH



- Presentation of our second annual Texas Made Award to the series for being an exceptional standard for Texas made productions.



HOMECOMING EVENT

PRESENTED BY



- 800 Congress event followed the panel to celebrate across Cast/Crew, Prestige Partners, Press, Camp and local invite list.
- Attendance: 322+ for General Attendees, 133 for Cast/Crew Party

A LATE NIGHT SHOW WITH GREG IWINSKI

- Friday, May 29 at State Theater
- 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 Wilson Cruz and the cast of *The Paper*

BILL LAWRENCE & FRIENDS

- Saturday, May 30 at Paramount Theatre
- Conversation moderated by *Collider*
- Panelists included Bill Lawrence, Zach Braff, Donald Faison, Sarah Chalke, Michael Urie, Connie Britton, Scott MacArthur
- Sold out lower level included single tickets, Festival attendees at all levels, crossing consumers, industry and press
- Combined presentation of our Showrunner Award and conversation featuring cast across 4/5 of Bill Lawrences' series currently in production (*Scrubs*, *Rooster*, *Shrinking*, *Bad Monkey*)





EVERYBODY (STILL) LOVES RAYMOND

30TH ANNIVERSARY

- Saturday, May 30 at Paramount Theatre
- Moderated by Damian Holbrook (*TV Guide Magazine / TV Insider*)
- Panelists: Phil Rosenthal, Ray Romano, Tom Caltabiano, Tucker Cawley, Mike Royce, Lew Schneider, Steve Skrovan, Aaron Shure
- Programming was a combination of a reunion and a comedy show. Creator, Star, and Writers explored how real life experiences informed the series by showing scenes and revealing their real lives.



I LOVE LUCY SCRIPT READING

WITH SUPPORT FROM
THE WRITERS GUILD FOUNDATION



- Sunday, May 31 at Paramount Theatre
- Cast: Constance Zimmer (Lucy Ricardo), Wilson Cruz (Ricky Ricardo), Ever Carradine (Ethel Mertz), Scott MacArthur (Fred Mertz)
- Featuring a live musical set by Austin-based Alex Marrero Quartet, including *I Love Lucy* Theme Song
- Episodes: "Lucy Does a Commercial" and "Ethel's Birthday"
- Original scripts provided courtesy of The Writers Guild Foundation

AWARDS

CREATIVE IMPACT AWARD (INAUGURAL) WARREN LITTLEFIELD

- Saturday, May 30 at 800 Congress
- Attendance: 126
- Special Introduction by Karey Burke, President of 20th Television
- Conversation moderated by Maureen Ryan (*Vanity Fair*)
- Award honors an individual who has shaped and elevated TV in significant ways throughout their career.

TEXAS MADE AWARD FRIDAY NIGHT LIGHTS

PRESENTED WITH

Media for
TEXAS
MADE RIGHT · MADE IN TX

[WATCH HERE](#)

- Friday, May 30 at Paramount Theatre (record breaking attendance)
- Partnership with Media for Texas in support of record breaking tax incentive bill now in effect in the State of Texas.
- Award serves to recognize stories, people, productions that tell stories about and in Texas.





SHOWRUNNER AWARD BILL LAWRENCE

- Saturday, May 30 at Paramount Theatre
- Attendance: 600+
- Moderated by Hope Sloop (*Decider*)
- 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.
- Awards focus for FYC Phase 1



COLLABORATOR AWARD (INAUGURAL) SHARON BIALY & SHERRY THOMAS

- Saturday, May 30 at 800 Congress
- Attendance: 112
- Moderated by Ben Travers (*IndieWire*)
- Inaugural award recognizing two or more individuals who have made a significant impact on television - and pop culture as whole - through their creative partnership, and who illustrate the ways in which collaboration is essential to the communal nature of television.



THE PITCH COMPETITION

PRESENTED BY



MAXWELL
& LOCKE
RITTER

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.

Winner and Runner-Up announced on [Deadline](#) (May 29, 2026).

The 2026 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
- Q&A with Bill Lawrence
- “You’ve Written a Pilot, Now What?” Panel with Showrunners

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

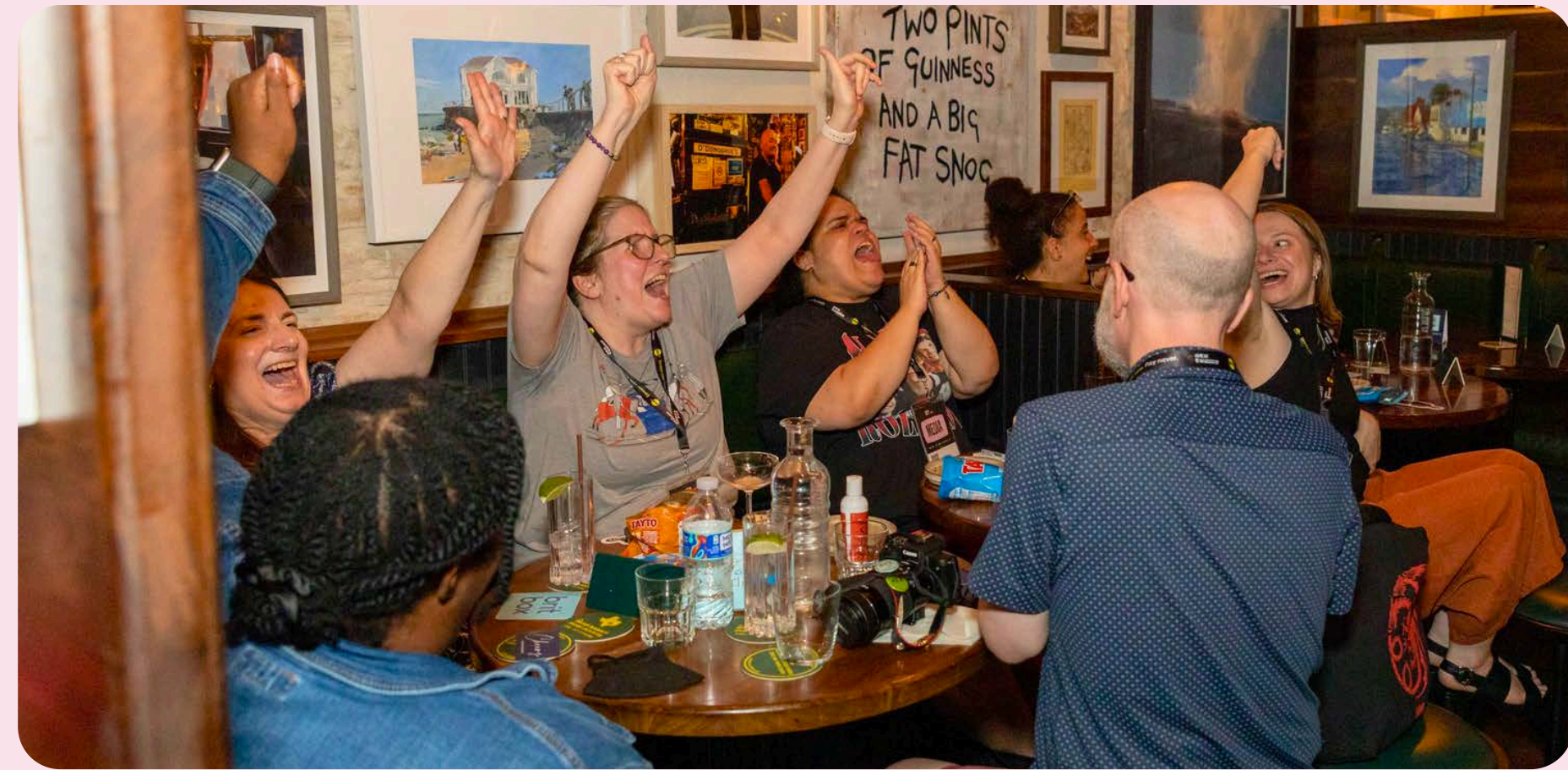
Special Events are how ATX TV attendees interact outside of Programming. Events vary and are customized by badge type!

TV PUB TRIVIA NIGHT

PRESENTED BY
britbox

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

- 20+ Trivia Teams (125 attendees) used BritBox themed trivia notepads
- Giveaways/Prizes provided by BritBox
- Trivia by Get It Gals with themed British TV rounds
- After 10+ years of festival trivia, this was the first year Trivia Night hosted in actual PUB and it was an resounding success!
 - Dead Rabbit set the tone with pub food/drink, including Guinness stencil





OPENING NIGHT

PRESENTED BY

TexasMonthly



Following a first look at *House of the Dragon*, industry guests and panelists shared drinks and conversation to kick the festival into high gear - Texas Style!

- 220+ Attendees
- Featured Signage and Sizzles from Texas Monthly & TXAFC
- Texas-centric food from the Victorian Bar at The Driskill
- Beverages provided by: Lalo Tequila, Tito's Handmade Vodka, and Lone Star Beer



CLOSING NIGHT

PRESENTED BY



Following an advance screening of *Maximum Pleasure Guaranteed*, Apple TV hosted a Closing Night celebration for industry guests and panelists, overlooking downtown Austin.

- 200+ Attendees from Festival Industry/Panelists + Local Guest list
- Featured Step and Repeat on rooftop of the Contemporary
- Beverages: Lalo Tequila, Tito's Handmade Vodka, Still Austin, Perissos Wine, and Lone Star beer.



FRIDAY NIGHT LIGHTS HOMECOMING

PRESENTED BY **100** 

Following the *Friday Night Lights* 20 Year Reunion panel, NBC100 hosted a one-of-a-kind after party. This true homecoming of fans and industry and LOCALS was a representation of great TV, great partners, and a huge nod to Texas.

- Camp, Industry, Ignite, Prestige, Media, Panelists and a local guest list came together at 800 Congress for this singular event
- **Attendance:** 322+ for General Attendee Level, 133 for VIP Parking Lot
- **Activities:** Mum building station, Homecoming Photo opp, Cornhole
- **Premium Giveaway:** Branded NBC100 and FNL Panther Cowbells, Baseball Hats, and Rally Towels

LONE STAR
BEER



LALO[®]
TEQUILA

Tito's
HANDMADE VODKA

STILL AUSTIN
— WHISKEY Co —



STRONG EVENTS
CUSTOM FABRICATION SINCE 1991



YOU'RE KILLING ME

PRESENTED BY
AcornTV

- Friday, May 29 from 4:30-6PM at 800 Congress
- **Attendance:** 215+
- Conversation and Happy Hour with stars Brooke Shields and Amalia Williamson
- **First time event** that ended Day 1 general programming by combining conversation and hosted happy hour event for a successful model of how great programming, talent, and festival audiences can celebrate together.



BAYWATCH SUNSET SOCIAL

PRESENTED BY
FOX

- Saturday, May 30 from 7:30-9:30pm at 800 Congress
- **Attendance:** 200
- Custom photo activation across multiple days, culminating with a hosted Saturday night event for Camp badges (consumers).
- **Featured:** Caliwater, Lone Star, Coca Cola Beverages and Canned Cocktails. California inspired food catered by Ocaso.
- **Survey Highlight:** 25% named the event as top 3 Festival experiences.



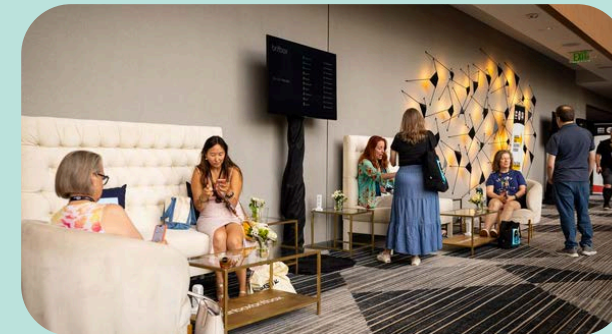
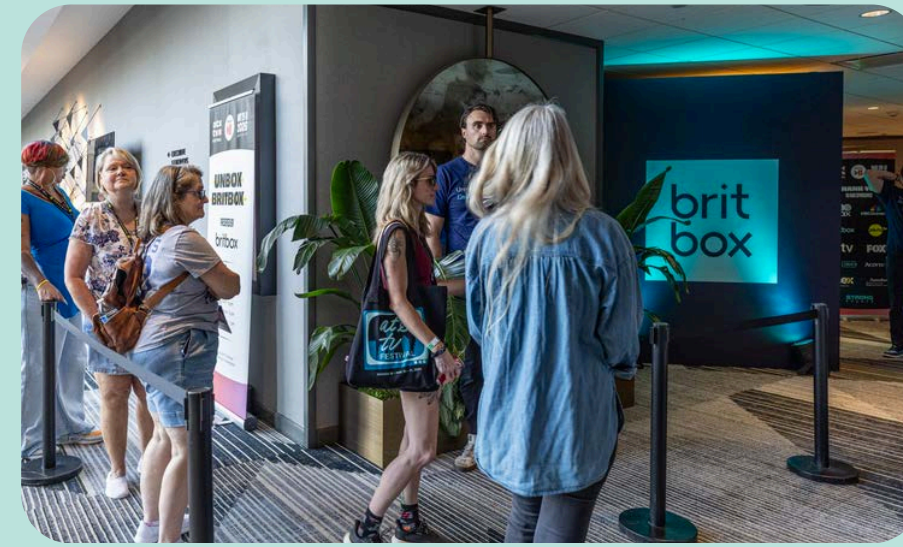
ACTIVATIONS

These activations take TV out of your living room and into real life experiences in exciting and interactive ways!

UNBOX britbox WORLD PREMIERE

BritBox developed a premiere activation that brought talent, consumers, press, and industry together to test their knowledge of British TV, transport themselves into their past favorite British worlds, and take home themed prizes, from branded socks and totes to BritBox Premier subscriptions.

- All 4 Days
- **Attendance:** 1,326
- Themed Entry, Brand Ambassadors and Premium Branded giveaways
- Custom, Timed, Trivia Game with Leaderboard for ongoing competition
- AI featured photo experience that put the viewer IN the world



BAYWATCH HQ PHOTO OPP

PRESENTED BY
FOX

- 2 Days: Saturday and Sunday
- **Attendance:** 605
- Custom built photo activation with *Baywatch* lifeguard tower in promotion of returning series this Fall.
- Premium giveaways and Brand ambassadors
- Alignment with a nostalgia-loving TV audience for early exposure to upcoming TV programming through an activation (and event) was an excellent engagement.



FLRT ENERGY HOURS

PRESENTED BY
FLRT 

- 3 Days, Thursday-Saturday from 2-3 PM
- **Attendance:** 440
- Launch of new FLRT energy drink kept festival attendees powered up!
- Alignment as a female-focused energy drink was a bullseye for ATX TV Festival's 70% female audience, and provided the perfect pick-me-up during the 2-3 PM hour for attendees.



LOUNGES & GREEN ROOMS

Specified spaces that offer Panelists, Industry, Ignite, Media, or Prestige Badgeholders a place to meet, interview, eat, recharge, connect, and relax in between sessions in a truly hosted and accessible way.

Living Room Lounge + Media Room

PRESENTED BY

Paramount
A SKYDANCE CORPORATION
TELEVISION
STUDIOS

Hosted Lounge serves as a place for panelists, media, and industry members to connect & network - on and off the record.

- 4 Days: Thursday-Sunday
- **Attendance:** 300+ daily average for 1200+ across festival
- Featured 2 levels of Hyatt Centric - separating lounge (hosted meals, happy hours, networking) and media room (working space for interviews).

Activities:

- 80+ podcast, print, and video interviews conducted in the Lounge
- Happy Hours hosted by YMH Studios (Thursday) and Indie TV Reception with TBD Post/goldenrod (Sat), featuring Lone Star, Lalo, and Tito's Handmade Vodka.



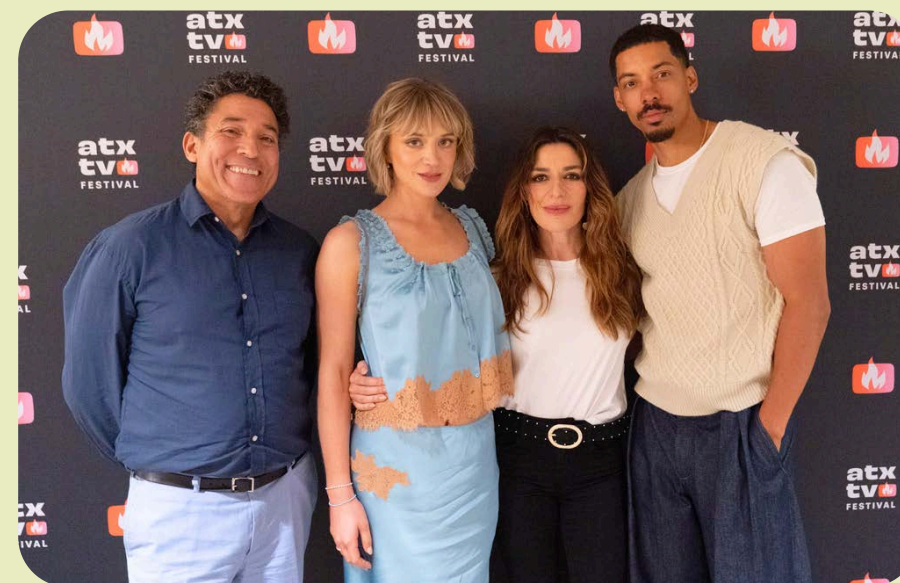
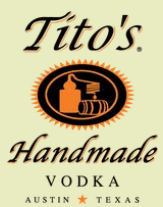
GREEN ROOMS

Our Green Rooms are not just a holding area for Panelists coming and going to programming, but a respite to connect and share a beverage or snack away from the hustle.

You could call it the Festival's living room.

- 4 Days: Thursday-Sunday
- Locations: Omni Suites, Hyatt Centric, 800 Congress
- **Attendance:** 200+ Panelists and Industry passed through the Green Rooms across 4 days
- Hosted beverages, snacks, and premium items provided for talent and industry guests
- Pre-Show Advertising Reel on screen for promotion of all partners and programming

HOSTED PRODUCT PROVIDED BY:



BADGEHOLDER LOUNGE

PRESENTED BY



Comprehensive Lounge Attendance:

- 2,200+ attendee visits across the Festival dates
- Averaging 550 Badgeholders each day
- 4 days: Thursday-Sunday

Badgeholders were fueled with:

- Daily Happy Hours featuring a rotating trio of delicious snacks themed to featured PlutoTV series, as well as curated cocktails.
- Daily Offerings of coffee, Coca Cola Products, and morning pastries.
- Sunday Finale Brunch Bites sent badgeholders off in style with morning cocktails, coffee, and themed bites.

Programming:

• We Are Austin! Live Show

- Featuring special guests:
 - Scott Porter & Jason Katims (*Friday Night Lights*)
 - Nicholas Ralph, Sharon Moran, and Jill Clark (*All Creatures Great and Small*)
 - James Lafferty, Stephen Colletti, Michelle Lang, and Michael Grubbs (*Everyone Is Doing Great*)

Themed/Custom Game:

- Pluto TV Matching game featured series like *X Files*, *Hart of Dixie*, *The 100*, and more allowing attendees to compete to win TV shaped show pins (and work to collect all 7 across festival weekend!).



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.

PANELIST RECEPTION

HOSTED BY
TECOVAS

- Friday, May 29 from 4-6pm at Tecovas Flagship store on S. Congress
- **Attendance:** Over 100 panelists and guests
- Gathered for an intimate yet energetic event celebrating 15 years of ATX TV Festival with *Friday Night Lights* as the special guests over light bites and drinks to talk TV, the Festival, and get outfitted in Style!
- First time partner, Tecovas, hosted panelists to premium boots, clothing, custom branding and chain-stitched handkerchiefs by Fort Lonesome.
- This singular event is important to our panelists and community, allowing for them to connect with fellow creatives and collaborators through meaningful conversation.





WELCOME TO TV CAMP

PRESENTED BY
YMH
STUDIOS

Our local friends at YMH Studios hosted our Industry mixer kick off the festival.

- Thursday, May 28, 4-5PM
- **Attendance:** 100+
- Living Room Lounge presented by Paramount TV Studios
- Lone Star Beer + Lalo Tequila
- Coca Cola and Topo Chico
- Greater Good Coffee
- Lite Bites



INDIE TV RECEPTION

PRESENTED BY



TBD POST
EDIT | SOUND | COLOR | FINISH



goldenrod

Goldenrod and TBD Post hosted our first ever Indie TV Reception showcasing our inaugural Pilot Competition and track of panels. Geared towards creatives and those on the front line of making TV independently.

- Saturday, May 30 from 4-5PM
- **Attendance:** 140
- Living Room Lounge presented by Paramount TV Studios
- Lalo Tequila, Tito's Handmade Vodka, and Lone Star Beer
- Coca Cola and Topo Chico
- Light Bites



HOSTED BRUNCH

PRESENTED BY



To reach changemakers, and underline their panel, NTI hosted a highly curated brunch to reach Industry professionals and discuss the importance of impactful storytelling and Culture Work.

- Saturday, May 30 10:15-11:30 AM
- **Attendance:** 25
- After being fueled by food and caffeine, NTI and ATX TV presented their partnership, passion, and work, before allowing guests to connect and continue conversations about the power and impact of storytelling.



HOSTED RECEPTION

PRESENTED BY

CAREGIVER
ACTION
NETWORK



This intimate gathering of creatives, advocates, and industry leaders featured an off-the-record conversation on the growing demand for caregiving stories onscreen.

- Friday, May 29 2:15 - 3:15 PM
- **Attendance:** 15
- Following their panel, CAN and ATX TV shared personal caregiving experiences as they connected with additional panelists over drinks and light bites.



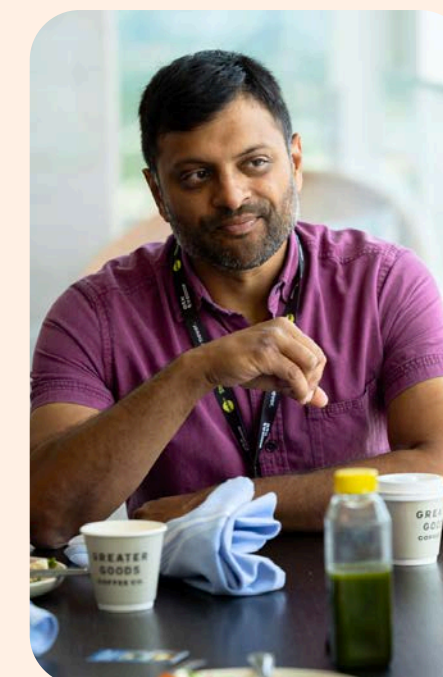
PLACEMENT HIGHLIGHTS

The festival isn't only about programming - it's also about the experience of each attendee. 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 330+ rotations over 4 Days

Placements highlights included:

- Water Bottles presented by **hulu**
- Lanyards presented by **pluto tv**
- Panelist + Camper Tote Bags presented by **HBO max**
- Staging & Decor : **STRONG EVENTS**
CUSTOM FABRICATION SINCE 1991
- Coffee: **GREATER GOODS COFFEE CO.**
- Pedi-cabs presented by **pluto tv**
- Official Beverages **smartwater** **Topo Chico** **ARCA CONTINENTAL** **Coca-Cola** **SOUTHWEST BEVERAGES** **Coca-Cola** **cherry**
- Official Beer: **LONE STAR BEER**
- Official Vodka and Tequila: **Tito's Handmade VODKA** **LALO TEQUILA**



VIDEO & PODCAST RELEASES

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

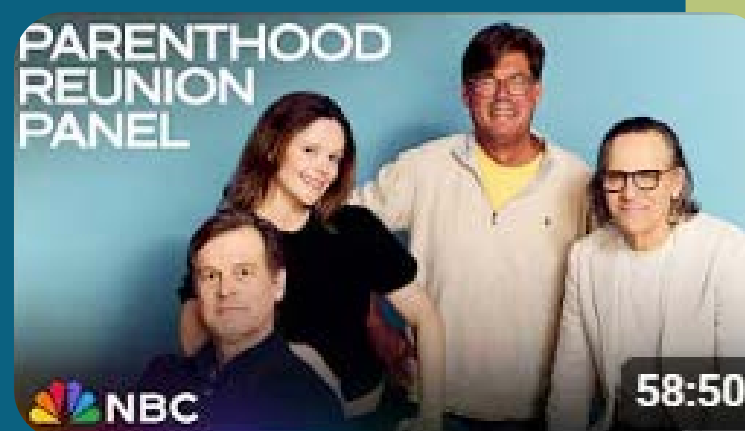
Full panels and clips are across ATX TV platforms, including our [YouTube](#) channel, [The TV Campfire Podcast](#), and social media.

Season 15 panels released (as of June 29) include:

- [Friday Night Lights 20 Year Reunion](#)
- [Grit, Guts, and Stunts: Inside CBS's Marshals](#)
- [The Other Bennet Sister](#)
- [House of the Dragon](#)
- [The Vampire Lestat](#)
- [Parenthood](#)
- [Sweet/Vicious 10 Year Reunion](#)
- More to come!

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

Stay tuned!



YEAR-ROUND OPPORTUNITIES

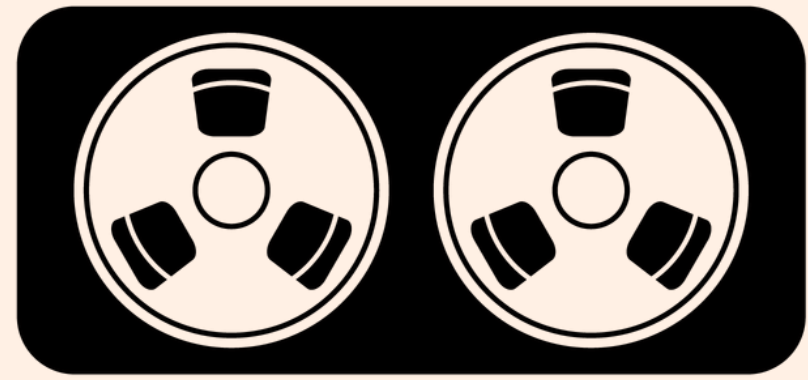
YEAR-ROUND PROGRAMMING + MEMBER EVENTS

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 \(caitlin@atxfestival.com\)](mailto:caitlin@atxfestival.com) and [Jennifer Morgan \(jennifer@atxfestival.com\)](mailto:jennifer@atxfestival.com).





SEASON 15 • MAY 28-31, 2026 • AUSTIN, TEXAS

THANK YOU TO OUR SEASON 15 PARTNERS

