



**WRAP-UP
REPORT**

ATX *Television*
FESTIVAL
JUNE 11-20, 2021

10 DAYS
VIRTUAL &
LIVE ON LOCATION

325 CAST, CREW & CREATIVES

2500 TV NERDS

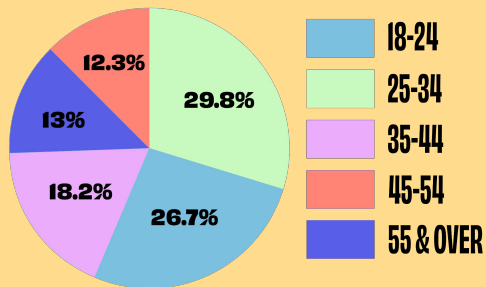
56 FEATURE-LENGTH PROGRAMS



AUDIENCE & ANALYTICS

A global ticketed audience of TV Industry and Consumers accessed original virtual programming with either an all inclusive 10 Day Badge or a Single Day Pass.

AGE



LOCATION

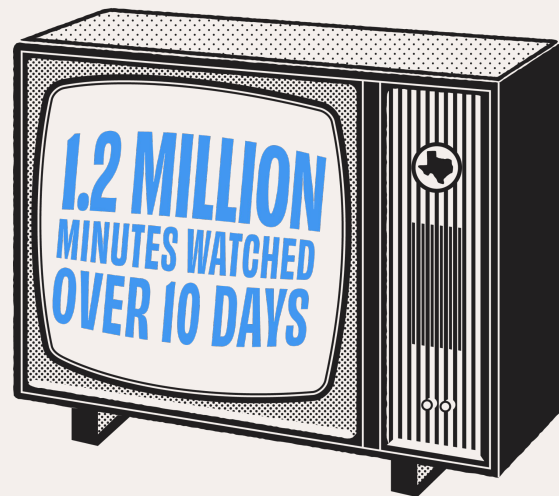
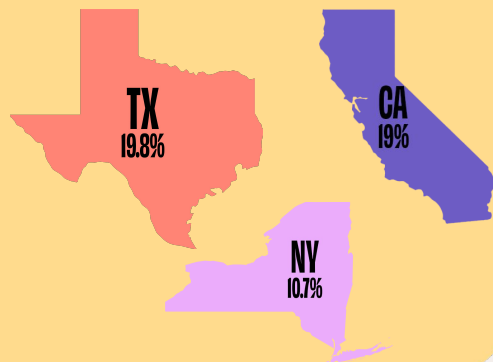
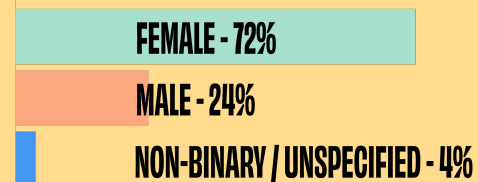
VIEWERS FROM 39 COUNTRIES

UNITED STATES - 89%

CANADA - 4.7%

UNITED KINGDOM - 2.1%

GENDER



42

THE AVERAGE AMOUNT OF
PROGRAMMING WATCHED
BY A SINGLE TICKETED ATTENDEE

REACH & ENGAGEMENT

Panelists, press, attendees and followers interacted via three primary social media channels using **#ATXTVs10** **#TVForAll**. Promotion also included programming announcements, exclusive releases, branded content, tune in details and more via the ATX TV Newsletter.

58.5K FOLLOWERS & SUSCRIBERS
1.4M IMPRESSIONS

TWITTER
17.8K Followers
1.1M Impressions

INSTAGRAM
14.7K Followers
200K Impressions
95% IG Story Completion

FACEBOOK
11K Followers
60K Impressions

NEWSLETTER
15K Subscribers
46% Avg. Open Rate

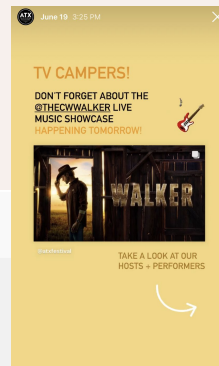
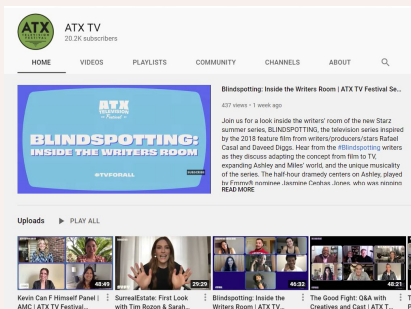
ATX TV
YOUTUBE CHANNEL

20.2K SUBSCRIBERS

Per Month Stats:
3.7M Impressions
270K Views
170K Unique Views
50K Hours Watched

Over a six month release strategy, programming will gain exponential reach by becoming accessible to a public audience.

View channel [HERE](#).



PRESS COVERAGE

33.1 BILLION

Over 33.1 Billion media impressions.

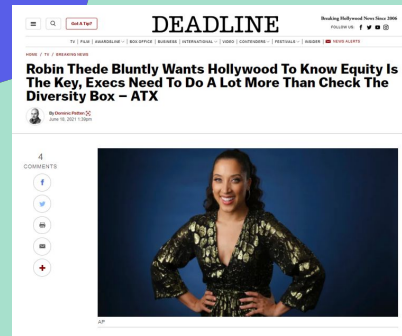
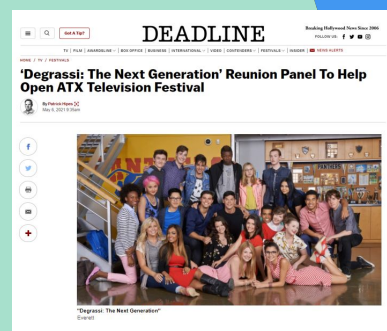
150+

Pre- and post-festival coverage on more than 150 outlets.

75+

More than 75 credentialed Press attended virtually.

**Press Report available separately*



TODAY

US

E!

DEADLINE

Austin American-Statesman

THE HOLLYWOOD REPORTER

Entertainment WEEKLY

BuzzFeed

VARIETY

Forbes

TV Insider

CBS AUSTIN

Page Six

Indiewire

THE AUSTIN CHRONICLE

TVLine

People

PROGRAMMING

More than 50 full-length screenings, panels, and events highlighted a variety of past, current, and premiere series over 10 days.

Feature-length programming included both live and pre-recorded conversations, as well as an interactive chat function and audience participation in Q&As.



36 FEATURED SERIES

Hacks, Titans (HBO Max)
In Treatment FYC (HBO)
The Bold Type (Freeform)
Work In Progress (Showtime)
We Are Lady Parts (Peacock)
Oz
The Big Leap (FOX)
David Makes Man (OWN)
Ultra City Smiths (AMC+)
SurrealEstate (SYFY)
Faking It
Mythic Quest (Apple TV+)
Younger (Paramount+)
The Republic of Sarah (The CW)
Blindspotting (Starz)

20 TOPICAL PANELS

Growing Up Is Hard: YA Protagonists
The Messy Middle (DREDF)
The Queer Gaze
Buying & Selling with 2020 Hindsight
Television In an Era of Racial Reckoning (ACLU)
ATX Awardee: Michael J. Fox
Horror Anthologies (Shudder)
Showrunner State of the Union
Channel Changers: TV's Leaders

**Click images to view videos.*

PROGRAMMING

A private, ticketed platform including DRM encryption and watermarking capability allowed the 2021 festival to feature secure screenings and events, from World Premieres and Advance Screenings of new episodes to Unaired Pilots.

EVENTS

Opening Night: *FNL Pep Rally and Degrassi TNG*
presented by Tubi

“PRIDE Trivia Night” presented by Hulu

Saturday Night Marquee: “Famously, Ziwe”
presented by SHOWTIME

Closing Night *The White Lotus* World Premiere and Q&A
presented by HBO

Walker Music Showcase presented by The CW

SCREENINGS

HouseBroken (FOX)

UFO (Showtime) - Premiere Screening

The Good Fight (Paramount+) - Premiere Screening

The Big Leap (FOX) - Premiere Screening

The White Lotus (HBO) - Premiere Screening

History of Them - Unaired Pilot

L.A. Confidential - Unaired Pilot

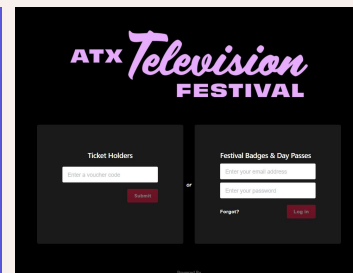
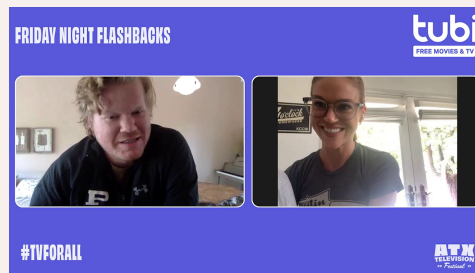
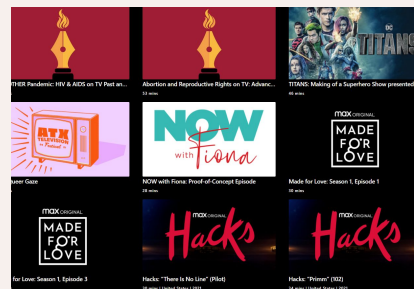
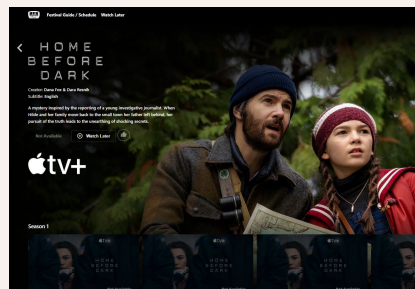


VOD LIBRARY

Season 10 was hosted on [Cinesend](#), allowing us to house a robust VOD library that premiered new content daily. Attendees could watch premiere episodes and/or entire seasons and interstitial content, including trailers and short form interviews. Most panels were available to view on demand after their initial airing until the next day at 2 AM CT, and select programming was available through the entirety of the festival, giving viewers a chance to catch up on things they might have missed.

FEATURED CONTENT

- **Full Episodes:** *Home Before Dark*, *Mythic Quest*, *Betty*, *Made For Love*, *Ziwe*, *The Bite*, *Kevin Can F**k Himself*, *Hacks*, *Blindspotting*, *We Are Lady Parts*
- **Advance Episodes:** *SurrealEstate*, *Sex/Life*, *Central Park*, *The Republic of Sarah*
- **1-on-1 Conversations:** *Panic*, *Turner & Hooch*, *Friday Night Lights* Flashbacks
- **Full-Length Panels:** *The Queer Gaze*, *Titans: Making a Superhero Series*, *Advancing the Narrative: Abortion on TV*, *The Other Pandemic: HIV/AIDS on TV Past & Present*, *NOW with Fiona*



LIVE & ON LOCATION

While Season 10 attendance was 100% virtual, production included live and on location filming at iconic venues in the heart of Austin to give viewers a heightened sense of engagement and place. This allowed the festival to showcase local Austin panelists, product partners, and long standing festival venues in front of a “live studio audience” to create a range of experiences beyond the virtual Zoom boxes.

THE DAILY

Live segments hosted by festival co-founders, featured special guests, local partners, weather reports, and more.

Live guests included Clea DuVall, Phil Rosenthal, Channing Godfrey Peoples, Beau Willimon, Jim O’Hanlon, and Graham Yost.

Featured partners Still Austin, Paramount Theatre, The Driskill, Family Beer Business Company, Jo’s Coffee, Alamo Drafthouse, Hotel San Jose, and Hotel Magdalena.

HAPPY HOURS

Live, daily from the couch and on-site Happy Hours at Hotel Magdalena included special guests from *Friday Night Lights* (Texas Forever), ATX Ambassadors & Advisory Board Members, cocktail demos, and more.



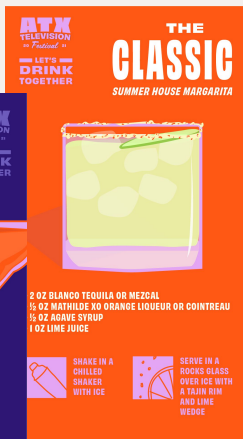
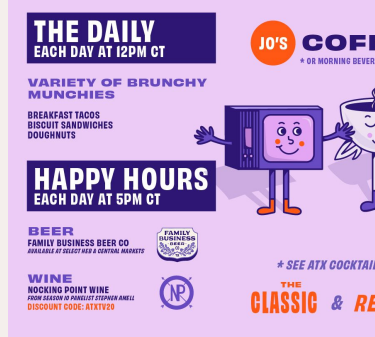
WALKER MUSIC SHOWCASE

Walker stars Lindsey Morgan & Odette Annable hosted a live music showcase presented by The CW with Austin-based musicians featured on the series, including Erika Wennerstrom (Heartless Bastards), Kalu and JT, and Mobley.



SNACK & WATCH TOGETHER

Despite being at home, ATX TV is all about community so we connected with our at home audience through food, drinks, and branded products. From themed drinks and snacks that showcased Official Programming and Events, to official T-shirts, socks and blankets, our **At Home Mailers**, **Grocery** and **Watch Lists** brought attendees together giving a sense of community.



COMING UP...

ATX TV is not only a festival in June, but also hosts curated programming (panels, screenings, events) year-round for our community through our Membership base and for the public. Please inquire for in-person, virtual (private platforms, Official YouTube Channel), and hybrid events for your upcoming series launches, Awards programming, and more.

FESTIVAL RELEASES

Panels will continue to be released and available on all ATX Television Festival Platforms, including YouTube, IGTV, and *The TV Campfire* Podcast.

Recent panel releases include:

- *Mythic Quest* presented by Apple TV+
- *The White Lotus: World Premiere Q&A* presented by HBO
- *Blindspotting: Inside the Writers Room*
- *The Bold Type Farewell Panel* presented by Freeform
- *SurrealEstate First Look* presented by SYFY
- *Kevin Can F**k Himself* presented by AMC

SUMMER & FALL PROGRAMMING

- *Showrunner State of the Union* (ongoing)
- ATX TV Membership TV Club (available for current/premiering series)
- Live Commentary on classic TV episodes
- Virtual Happy Hours w/ Special Guests

For information on rates, audience, engagement for future events, please email Caitlin@atxfestival.com and Jennifer@atxfestival.com.



THANK YOU *Sponsors!*

HBO

HBOMAX

tubi
FREE MOVIES & TV

Apple tv+

SHOWTIME

THE CW

AMC NETWORKS

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

SHUDDER

hulu

prime video

SYFY

**Television
Academy**



**THE
Hollywood
REPORTER**

ff FREEFORM

ACLU

