

2020 WRAP-UP REPORT

*ATX TV...
from the Couch!*



JUNE 5-7 | YOUTUBE.COM/ATXFESTIVAL

ATX TV...
from the Couch!

AT A GLANCE

 JUNE 5-7, 2020

ATX TV...from the Couch! livestream ran linearly with back-to-back programming and interstitials for **8-10 hours** each day between 10 AM - 10 PM.

► ATX YOUTUBE CHANNEL

Official livestream was hosted on our [ATX YouTube Channel](#).

 **21,000 VIEWS ACROSS 3 DAYS**

The event was **FREE** to attend with all feature length programming released on VOD in the month that followed.

34 FEATURE-LENGTH PROGRAMS

included live and pre-recorded Panels, Events, Short-Form Interstitial Content, Sizzles, Trailers, and more.

 **\$6,500+ RAISED**

in support of racial justice and COVID-19 relief through viewer donations.



The Actors Fund, for everyone in entertainment.



**Click images to view videos.*

AUDIENCE + ANALYTICS

While ATX TV...from the Couch! was live, we also allowed for 24 hour DVR playback allowing for more viewers than real-time tune-in.

3,000

IN-PERSON CAPACITY

21,091 VIEWS

VIRTUAL TUNE-IN OVER 3 DAYS

11,392 Unique Views | 211,869 Impressions

LOCATION

VIEWERS FROM
51 COUNTRIES

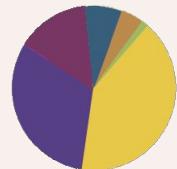
88% IN U.S.

2.8% IN CANADA

2.7% IN U.K.



AGE



14-17: LESS THAN 1%
18-24: 4.3%
25-34: 42.8%
35-54: 31.6%
55 & OVER: 6%
UNSPECIFIED: 15%

GENDER BY PREFERRED PRONOUN



FEMALE 71.2%
MALE 25.2%
NON-BINARY >1%

ATXFESTIVAL YOUTUBE CHANNEL JUNE 2020 STATS



INDUSTRY STANDARD

AVG. WATCH TIME



ATX TV...FROM THE COUCH!

AVG. WATCH TIME

MINUTES WATCHED
9,345,603

TOTAL SUBSCRIBERS
14,247

SHARES
1,407

NEW SUBSCRIBERS
2,403

LIKES
5,206

VIEWS
466,202

COMMENTS
3,943

REACH & ENGAGEMENT

Along with live tune-in, ATX reached an expanded audience by promotion before, after, and during the festival with newsletters (Mailchimp), direct emails to registrants through Eventbrite, and on all social media channels.



TWITTER

17.8K Followers
539K Impressions



FACEBOOK

10.9K Followers
59K Organic Impressions



INSTAGRAM

13.7K Followers
121,395 Impressions
90% IG Story Completion



MAILCHIMP

10.6K Subscribers



EVENTBRITE

4.1K Registrants

- 24.8% had not previously engaged with ATX
- 43% had not yet attended a virtual event in 2020
- 10.6% were ATX Season 9 Badgeholders
- 29.3% had attended ATX before



Coming up at 3:30pm CT: A conversation on voter suppression and critical election-year issues on TV presented by @ACLU featuring @MikeRoyce (#ODAA), @RazanGhalayini, (@FullFrontalSamB), @Mari (@Sheccobenext) @BeauWillimon & @dale_e_ho!

Tune in: youtu.be/ssFPUmzO4yY

ACLU

2:06 PM · Jun 6, 2020 · Twitter Web App



ZOOM ROOMS

Attendees gathered in Zoom Rooms to experience ...From the Couch! together just as they would have in Austin. They had virtual happy hours, shared meal breaks, and some even signed on in the morning and kept their Room open all day.

ATX staffers and panelists were also able to jump between rooms to say hi and connect with attendees!

PRESS COVERAGE

3.5 BILLION+

Over 3 billion media impressions.

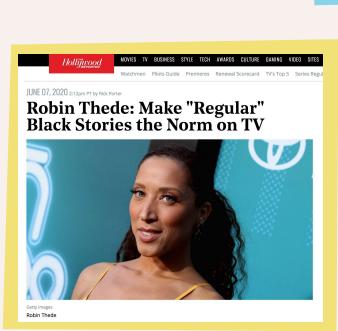
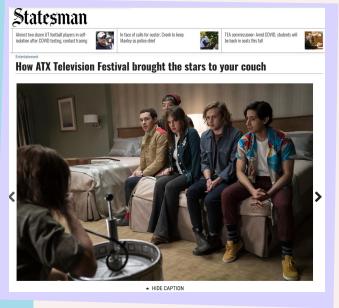
200+

Pre- and post-festival coverage crossed more than 200 outlets.

100+

More than 100 media registrants through official Registration site.

**Press Report available separately*



DEADLINE

TexasMonthly

Austin American-Statesman

Forbes

SF Wire

**Hollywood
REPORTER**

Entertainment

VARIETY

Page Six

TVLine

THE WRAP
Covering Hollywood

Indiewire®

People

THE AUSTIN CHRONICLE

GOOD MORNING AMERICA

Newsweek

**OCBS
AUSTIN**



GENERAL PROGRAMMING

30-60 minute panel conversations alternated between LIVE and pre-recorded.

FEATURED SERIES

Friday Night Lights
Nancy Drew (The CW)
Unbelievable (Netflix)
The Mandalorian (Disney+)
Legendary (HBO Max)
I'll Be Gone In the Dark (HBO)
Sherman's Showcase (IFC)
The Bold Type (Freeform)
Room 104 (HBO)
I May Destroy You (HBO)
P-Valley (Starz)
Outcry (Showtime)
Little Fires Everywhere (Hulu)
Psych 2 (Peacock)
New Amsterdam (NBC)
Justin Theroux & Ann Dowd
Revisit *The Leftovers*

FLASHBACK PROGRAMMING

Snowfall (FX) - 2017
A Conversation with ATX Awardee
Phylicia Rashad - 2019
grown-ish (Freeform) - 2019
David Makes Man (OWN) - 2017

TOPICAL PANELS

Showrunners: State of the Union
Celebrating Authentic Latinx Stories
Inside the Writers (Zoom) Room
Mental Health & Addiction Narratives
presented by Hollywood Health & Society
Voter Suppression & Election-Year Issues
presented by ACLU
The Pivot presented by Television Academy

EVENTS

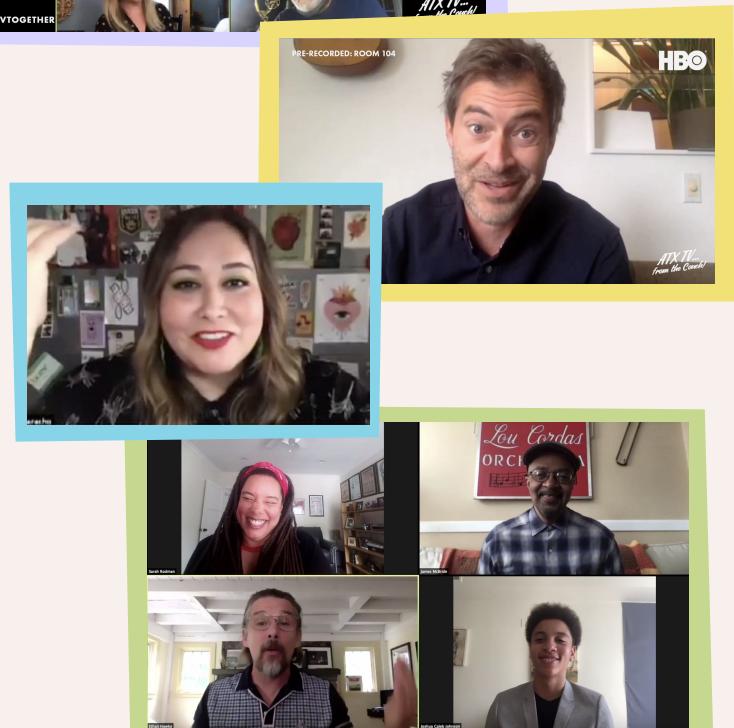
Opening Night: *Perry Mason* presented by HBO
Saturday Night Marquee: *The Good Lord Bird*
presented by SHOWTIME
Barkskins Yappy Hour
presented by National Geographic
TV Trivia Night hosted by the Get It Gals

SCRIPT READING

Search Party presented by HBO Max



*Click images to view videos.



INTERSTITIAL PROGRAMMING

Bite-sized segments and short-form series that aired between general programming blocks.

#1 ON #1

SHOWRUNNER + SHOWRUNNER
SHOWRUNNER + #1 ON THE CALL SHEET

Gloria Calderon Kellett & Justina Machado
(*One Day at a Time*)

Michael Rauch & Mark Feuerstein
(*Royal Pains*)

Jami O'Brien & Zachary Quinto (*NOS4A2*)

Carina Adly MacKenzie & Jeanine Mason
(*Roswell, New Mexico*)

Julie Plec (*Legacies*) & Caroline Dries (*Batwoman*)

Julie Plec (*Legacies*) & Damon Lindelof (*Watchmen*)

Alexi Hawley & Nathan Fillion (*The Rookie*)

Austin Winsberg & Jane Levy
(*Zoey's Extraordinary Playlist*)

Sera Gamble & Penn Badgley (*YOU*)



OFFICIAL WELCOME MESSAGE FROM MATTHEW McCONAUGHEY

PILLOW TALK WITH LESLIE JORDAN

VIRTUAL SCAVENGER HUNT WITH THE CAST OF NANCY DREW

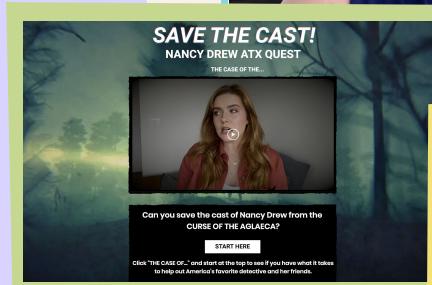
COMFORT TV A.K.A. QUARANTINE QUEUE

The Rookie Creator & Cast

Patrick J. Adams
Graham Yost

WORK FROM HOME TOURS

Glen Mazzara
Graham Yost
Josh Thomas



SNACK & WATCH TOGETHER

We prepared to #TVTogether with Watch and Grocery lists. First we caught up on the series showcased at the festival, then ordered/shopped for themed drinks and snacks including a family meal and hosted breaks with some of our favorite famous faces.

FOOD & DRINK PAIRINGS

Food & drink across the weekend included Family Meals, Drink Pairings and festival-themed Snacks that could be shared virtually during specific pieces of programming.

ATX TV... from the Couch!

FRIDAY FOOD & DRINK PAIRINGS

11 AM CT - WELCOME TO ATX TV... FROM THE COUCH!	FARA COFFEE OR YOUR FAVORITE BLEND!
5:30 PM CT YAPPY HOUR	TITO'S VODKA, LARCEY BOURBON, TEQUILA, NOCKING POINT WINES
7:30 PM CT - PERRY MASON OPENING NIGHT PRESENTED BY HBO	ATX MARGARITA & BOOM CHICKA POP
FAMILY MEAL (YOUR FAVORITE LOCAL JOINT) #EATLOCAL	
LATE NIGHT MUNCHIES	SALTY - FRENCH FRIES SWEET - BLUEBELL ICE CREAM
ANYTIME SNACKS	POPCORN, GUMMIES, COOKIES, CHIPS + SALSA, ICE CREAM

ATX TV... from the Couch!

OFFICIAL GROCERY LIST

DRINKS	DAPHNE OZ SNACK BREAK
<input type="checkbox"/> FARA COFFEE	<input type="checkbox"/> OLIVE OIL
<input type="checkbox"/> TOPO CHICO	<input type="checkbox"/> SWEET ONIONS
<input type="checkbox"/> PINEAPPLE JUICE	<input type="checkbox"/> CUMIN
<input type="checkbox"/> JUICE OF CHOICE	<input type="checkbox"/> DRIED OREGANO

OFFICIAL WATCH LIST

CATCH UP NOW!

DISNEY +	NATIONAL GEOGRAPHIC
<input type="checkbox"/> THE MANDALORIAN SEASON 1	<input type="checkbox"/> BARKSKINS LIMITED SERIES CURRENTLY AIRING
FREEFORM	NBC
<input type="checkbox"/> THE BOLD TYPE SEASONS 1-3 CURRENTLY AIRING	<input type="checkbox"/> NEW AMSTERDAM SEASONS 1 - 2
HBO	NETFLIX
<input type="checkbox"/> ROOM 104 SEASONS 1 - 3	<input type="checkbox"/> UNBELIEVABLE SEASON 1
<input type="checkbox"/> THE LEFTOVERS SEASONS 1 - 3	<input type="checkbox"/> NEW AMSTERDAM
HBO MAX	PSYCH
<input type="checkbox"/> LEGENDARY SEASON 1 CURRENTLY AIRING	PEACOCK (COMING IN JULY)
<input type="checkbox"/> NANCY DREW SEASON 1	<input type="checkbox"/> DC'S STARGIRL SEASON 1 CURRENTLY AIRING
<input type="checkbox"/> SEARCH PARTY SEASONS 1 - 2	
HULU	
<input type="checkbox"/> LITTLE FIRES EVERYWHERE SEASON 1	
<input type="checkbox"/> NEW AMSTERDAM SEASONS 1 - 2	
<input type="checkbox"/> SHERMAN'S SHOWCASE SEASONS 1 - 2	
<input type="checkbox"/> THE BOLD TYPE SEASONS 1 - 3 SEASON 4 CURRENTLY AIRING	

HOSTED BREAKS

Hosted snack & drink breaks included Paul Feig's *Love Life Manhattan*, Daphne Oz's Spiced Bean Breakfast Tacos, and Alan Cumming's Martini.



LOVE LIFE
MANHATTAN
BY PAUL FEIG

- 2 ½ OUNCES BOURBON
- 1 OUNCE SWEET VERMOUTH
- ADD LUXARDO CHERRY (FOR GARNISH)



COMING UP

SUMMER EVENT SERIES

It's not over! ATX TV...from the Couch! Summer Series continues with hosted live (and pre-recorded) virtual events!

- *Scrubs*
- *Cougar Town*
- *Life Unexpected* Pilot Script Reading/Fundraiser
- *Upright* presented by SundanceNow
- Quiz Q&A with Creator & Cast (aired 6/11)
- *One Day at a Time* “The Politics Episode” (aired 6/16) and more!



QUIZ Q&A
WITH CREATOR & CAST

ONE DAY AT A TIME INSIDE “THE POLITICS EPISODE”



PANEL RELEASES

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

ATXFestival
14.2K subscribers

LITTLE FIRES
EVERWHERE Writers R...
57 views · 1 day ago
Fundraiser

P-VALLEY: First Look
presented by Starz // AT...
65 views · 1 day ago
Fundraiser

THE MANDALORIAN:
Behind the Camera // AT...
626 views · 2 days ago
Fundraiser

ATX TV Festival
1,740 Posts 13.7K Followers 158 Following

ATX TV Festival
A celebration of TV's past, present & future through screenings & panels. No genre bias, just pop culture fanaticism. #ATXTVs9

Series ▾

Continue Listening
That's a Wrap! But Wait...There's More!

My Episodes

... JUNE 12
That's a Wrap! But Wait...There's More! Can you believe it's already been a week since ATX TV...from the Couch! kicked off? Caitlin an...
Details 43 min left

JUNE 4

#1 ON #1 CONVERSATION SERIES

Our original #1 on #1 conversation series will continue with featured showrunner/showrunner, showrunner/actor, and actor/actor pairings.



THANK YOU TO OUR SPONSORS!

Television
Academy

USC Annenberg
Norman Lear Center
Hollywood, Health
and Society



HBOmax

AMC
NETWORKS



EVERYTOWN
FOR GUN SAFETY

DELL
Technologies

SONY
PICTURES
TELEVISION

ACLU

SUNDANCE NOW

hulu



ARTS + LABOR

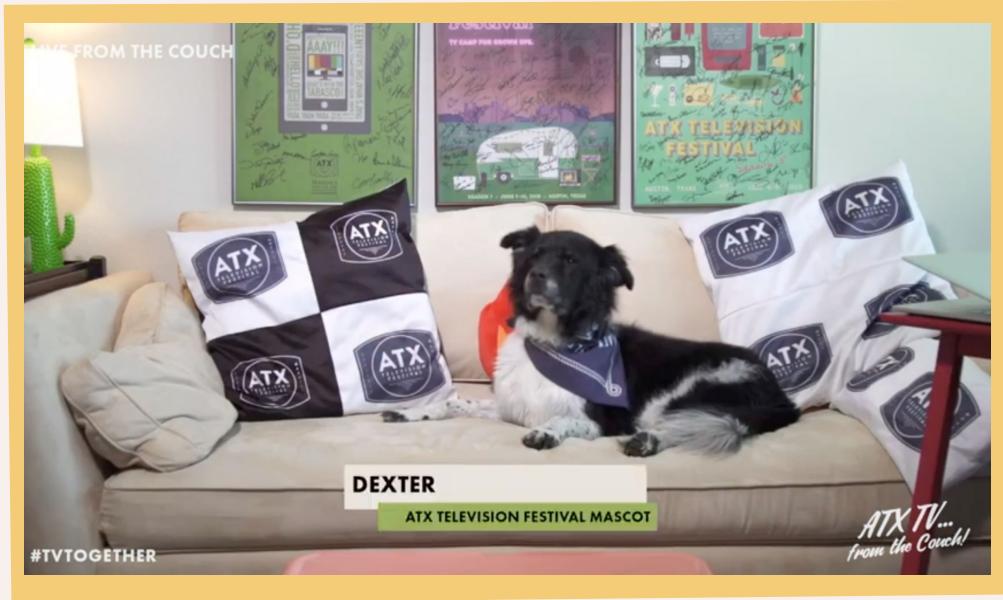
abc

ff FREEFORM

WHEELING POINT WINES
WALLA WALLA, WASH.

EQUINOX
HOTELS

Without your support and contribution, ATX TV...from the Couch! couldn't have happened.



Contact us for more information on how to participate in
our **Year-Round Series** and/or
ATX Television Festival Season 10 (June 10-13, 2021)

caitlin@atxfestival.com