

2020 WRAP-UP REPORT

*ATX TV...
from the Couch!*



JUNE 5-7 | [YOUTUBE.COM/ATXFESTIVAL](https://www.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.

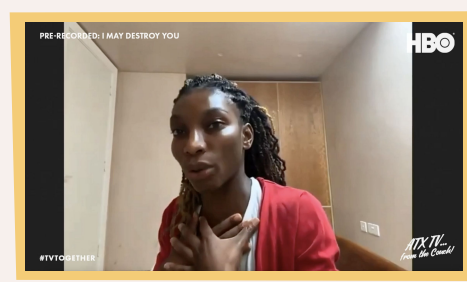
\$6,500+ RAISED

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



Direct Relief

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

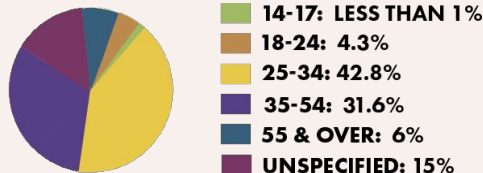
LOCATION

**VIEWERS FROM
51 COUNTRIES**

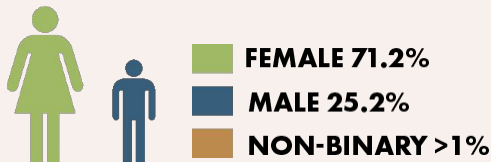
**88% IN U.S.
2.8% IN CANADA
2.7% IN U.K.**



AGE



GENDER BY PREFERRED PRONOUN



ATXFESTIVAL YOUTUBE CHANNEL JUNE 2020 STATS



INDUSTRY STANDARD
AVG. WATCH TIME

**1-8
Min**



ATX TV...FROM THE COUCH!
AVG. WATCH TIME

**36:02
Minutes**

**MINUTES WATCHED
9,345,603**

**TOTAL SUBSCRIBERS
14,247**

**NEW SUBSCRIBERS
2,403**

**VIEWS
466,202**

**SHARES
1,407**

**LIKES
5,206**

**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



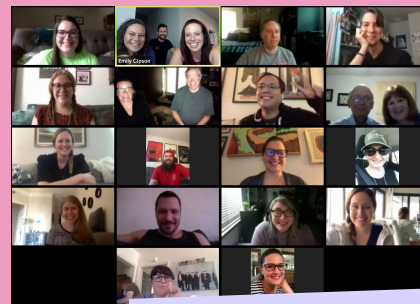
EVENTBRITE

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

#TVTOGETHER

Official hashtag of ATX
TV...from the Couch!
2.2K posts
2.3 Million reach



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.

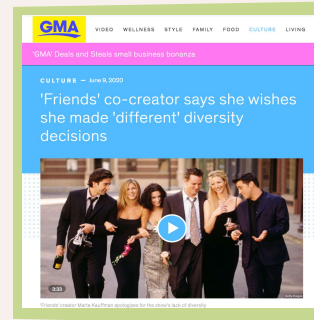
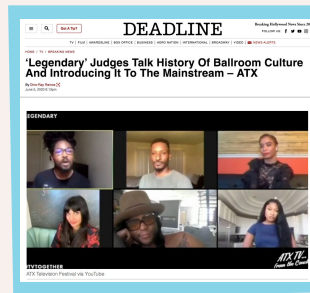
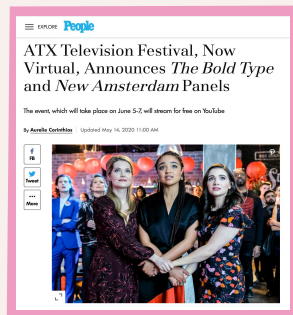
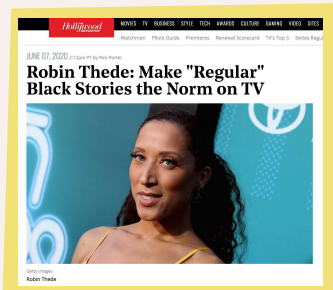
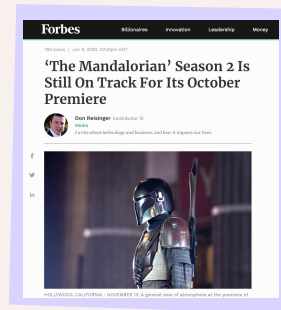
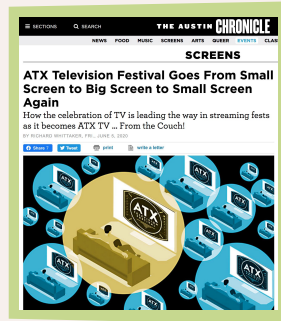
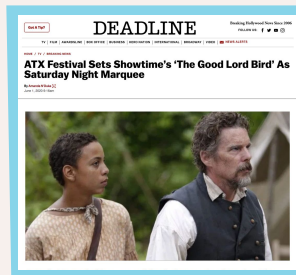
200+

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

EWIRE

THE HOLLYWOOD REPORTER

Entertainment WEEKLY

VARIETY

Page Six

TVLine

THE WRAP
Covering Hollywood

IndieWire

People

THE AUSTIN CHRONICLE

GOOD MORNING AMERICA

Newsweek

CBS 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*)

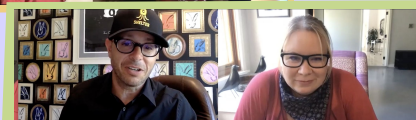
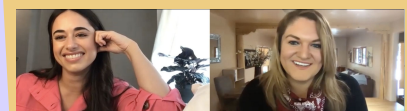
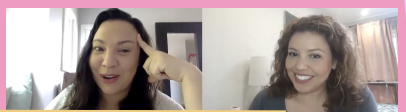
Julie Plec (*Legacies*) & Caroline Dries (*Batwoman*)

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

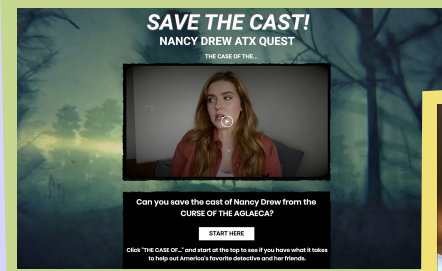
VIRTUAL SCAVENGER HUNT WITH THE CAST OF NANCY DREW

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!*

**OFFICIAL
GROCERY LIST**

DRINKS

- ☐ FARA COFFEE
- ☐ TOPO CHICO
- ☐ PINEAPPLE JUICE
- ☐ JUICE OF CHOICE

DAPHNE OZ SNACK BREAK

- ☐ OLIVE OIL
- ☐ SWEET ONIONS
- ☐ CUMIN
- ☐ DRIED OREGANO

*ATX TV...
from the Couch!*

**OFFICIAL
WATCH LIST**
CATCH UP NOW!

DISNEY +

- ☐ THE MANDALORIAN
SEASON 1

NATIONAL GEOGRAPHIC

- ☐ BARKSKINS
LIMITED SERIES CURRENTLY AIRING

FREEFORM

- ☐ THE BOLD TYPE
SEASONS 1-3
SEASON 4 CURRENTLY AIRING

NBC

- ☐ NEW AMSTERDAM
SEASONS 1-3

HBO

- ☐ ROOM 104
SEASONS 1-3
- ☐ THE LEFTOVERS
SEASONS 1-3

NETELIX

- ☐ UNBELIEVABLE
SEASON 1

HBO MAX

- ☐ LEGENDARY
SEASON 1 CURRENTLY AIRING
- ☐ NANCY DREW
SEASON 1
- ☐ SEARCH PARTY
SEASONS 1-2

THE CW

- ☐ NANCY DREW
SEASON 1
- ☐ DC'S STARGIRL
SEASON 1 CURRENTLY AIRING

HULU

- ☐ LITTLE FIRES EVERYWHERE
SEASON 1
- ☐ NEW AMSTERDAM
SEASONS 1-3
- ☐ SHERMAN'S SHOWCASE
SEASON 1
- ☐ THE BOLD TYPE
SEASONS 1-3
SEASON 4 CURRENTLY AIRING

*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,
LARCENY 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)
PIZZA
#EATLOCAL

**LATE NIGHT
MUNCHIES**
SALTY - FRENCH FRIES
SWEET - BLUEBELL ICE CREAM

**ANYTIME
SNACKS**
POPCORN, GUMMIES, COOKIES,
CHIPS + SALSA, ICE CREAM

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

PRESENTED BY
HBO MAX

**LOVE LIFE
MANHATTAN**
BY PAUL FEIG

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



COMING UP

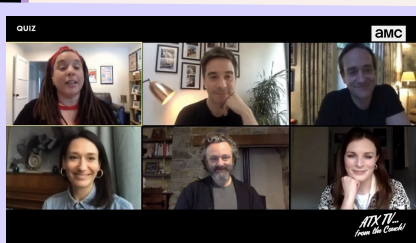
SUMMER EVENT SERIES

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!



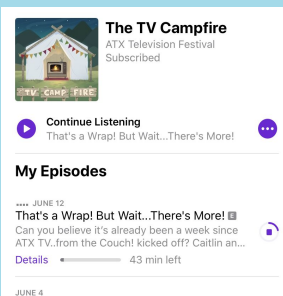
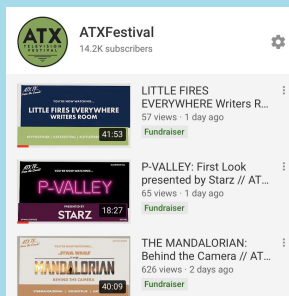
**ONE DAY AT A TIME
INSIDE "THE POLITICS
EPISODE"**



**QUIZ Q&A
WITH CREATOR & CAST**

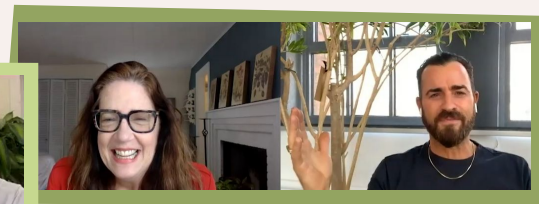
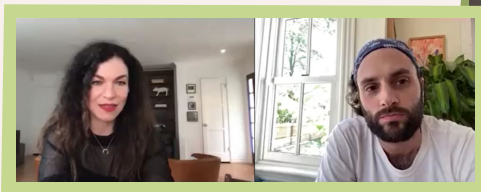
PANEL RELEASES

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

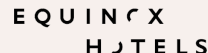


#1 ON #1 CONVERSATION SERIES

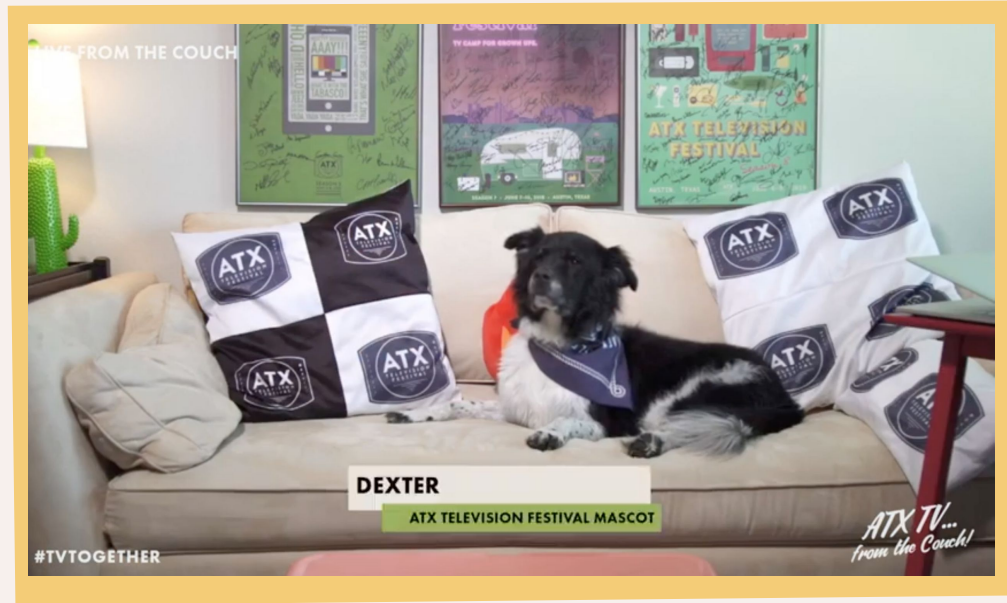
Our original #1 on #1 conversation series will continue with featured showrunner/showrunner, showrunner/actor, and actor/actor pairings.



THANK YOU TO OUR SPONSORS!



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