

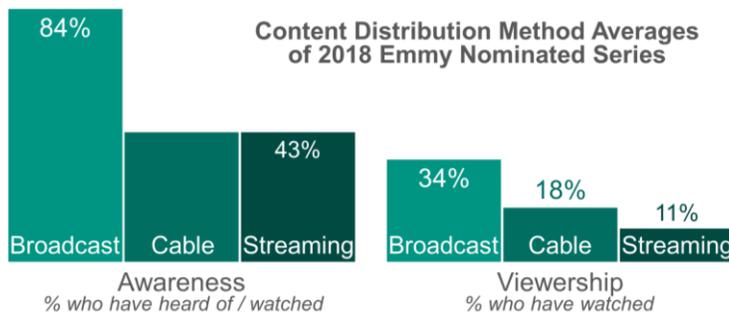
TV INSIGHTS

STREAMING EMMY DARLINGS LARGELY UNKNOWN VIEWERS ARE TWICE AS LIKELY TO BE AWARE OF BROADCAST SHOWS

This year, the Academy of Television Arts & Sciences has nominated a total of 15 shows for the two most coveted categories, Outstanding Drama and Comedy Series. Most of the nominees come from newer programmers, like Amazon, Hulu and Netflix, and have won high praise among industry insiders – but what about among average viewers? Have people seen them? Have they even heard of them?

Katz's recent survey of 600 U.S. adults shows that Emmy nominated TV series from new program distributors are not being watched by the public. In fact, most Americans are not even aware of them.

Comparing the three main distribution methods – broadcast, cable and streaming services – viewers are twice as likely to be aware of broadcast nominees, and 3x as likely to have watched them, when compared to their streaming co-nominees.

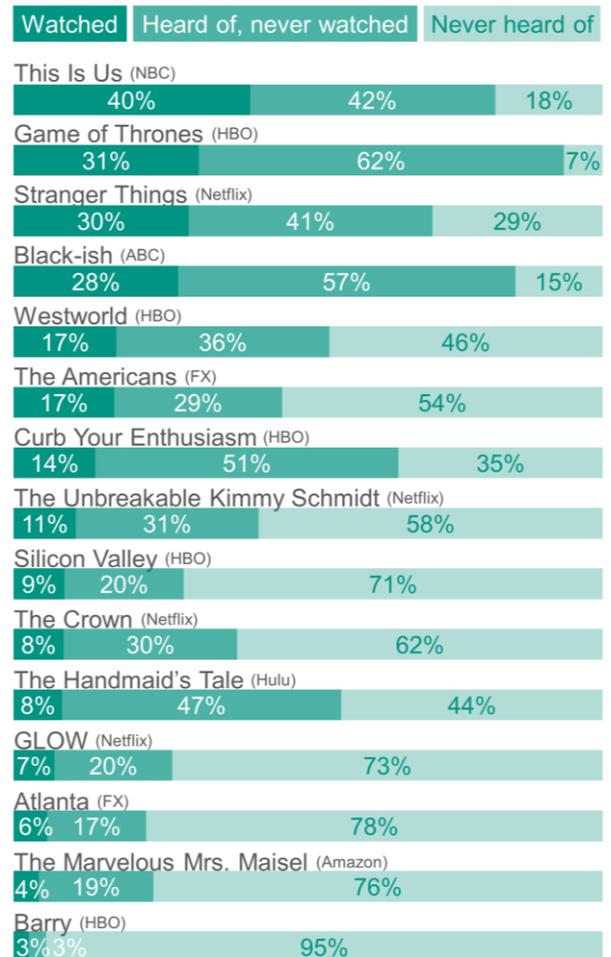


Even after last year's Emmy win, *The Handmaid's Tale* suffers from a lack of awareness. About half of Americans (44%) have never heard of the Hulu show – and only 8% have ever watched it. Similarly, 76% have never heard of Golden Globe winner, *The Marvelous Mrs. Maisel* – and only 4% have ever seen the Amazon show. And though it garnered an Emmy nod and was renewed for a second season, HBO's dark comedy, *Barry*, remains virtually unknown, with 95% lack of awareness.

Broadcast TV is the exception, with both nominated shows exhibiting high viewership and awareness levels.

NBC's *This Is Us* is the most watched nominee with 40% of Americans having seen the show, while another 42% have heard of it. ABC's *Black-ish* has been watched by 28% and is known by another 57%. After four seasons, *Black-ish* is the 2nd most known nominated series, behind HBO's *Game of Thrones*, which is anticipating it's eighth and final season in 2019.

2018 Emmy Nominated Series
% of Americans Who Have...



Bottom line: If you want to GET NOTICED, you need to be on broadcast television – where critical acclaim meets critical mass!

Source: OurMedia.com panel from Katz Media Group
Fieldwork: Sept. 4-10, 2018. Based on 600 Adults 18+. Note: 63% of respondents subscribe to Netflix