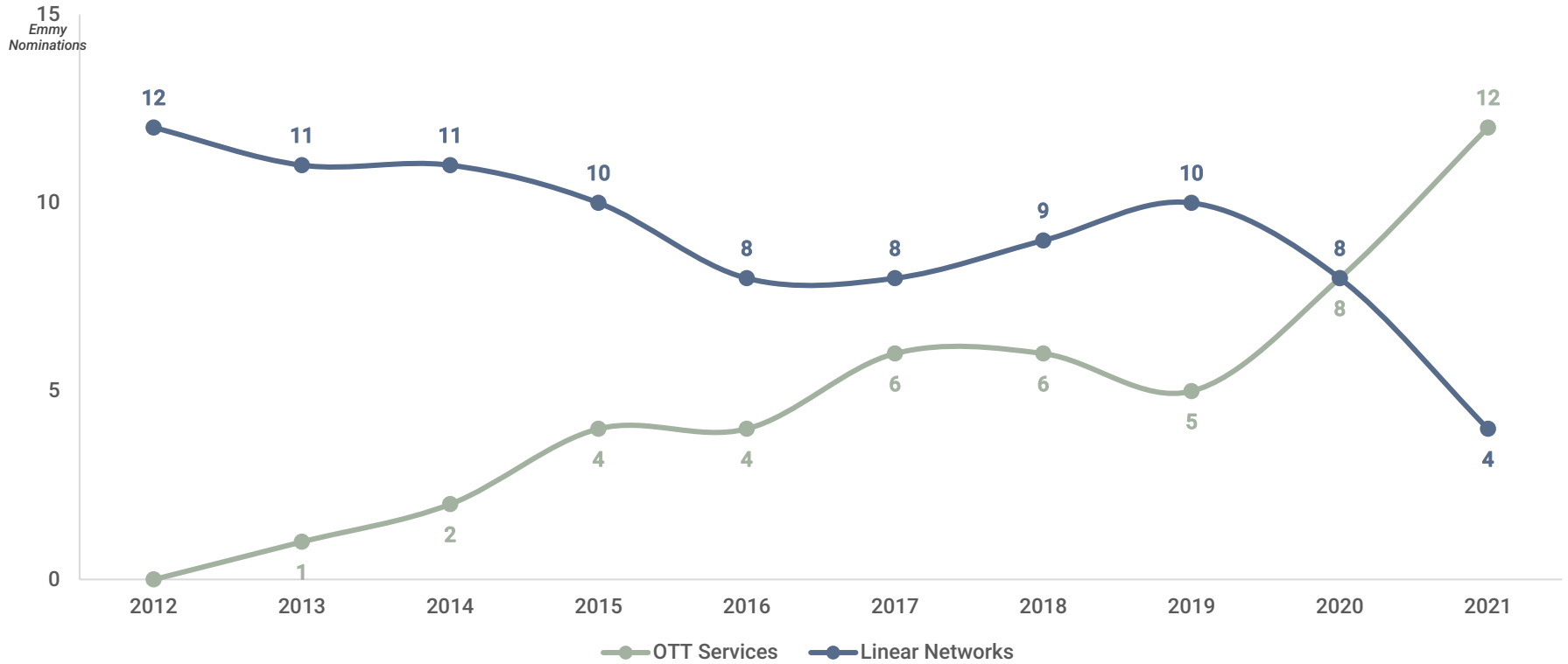


OTT Has Quickly Replaced Linear Networks As The Primary Place To Watch Premium TV Shows



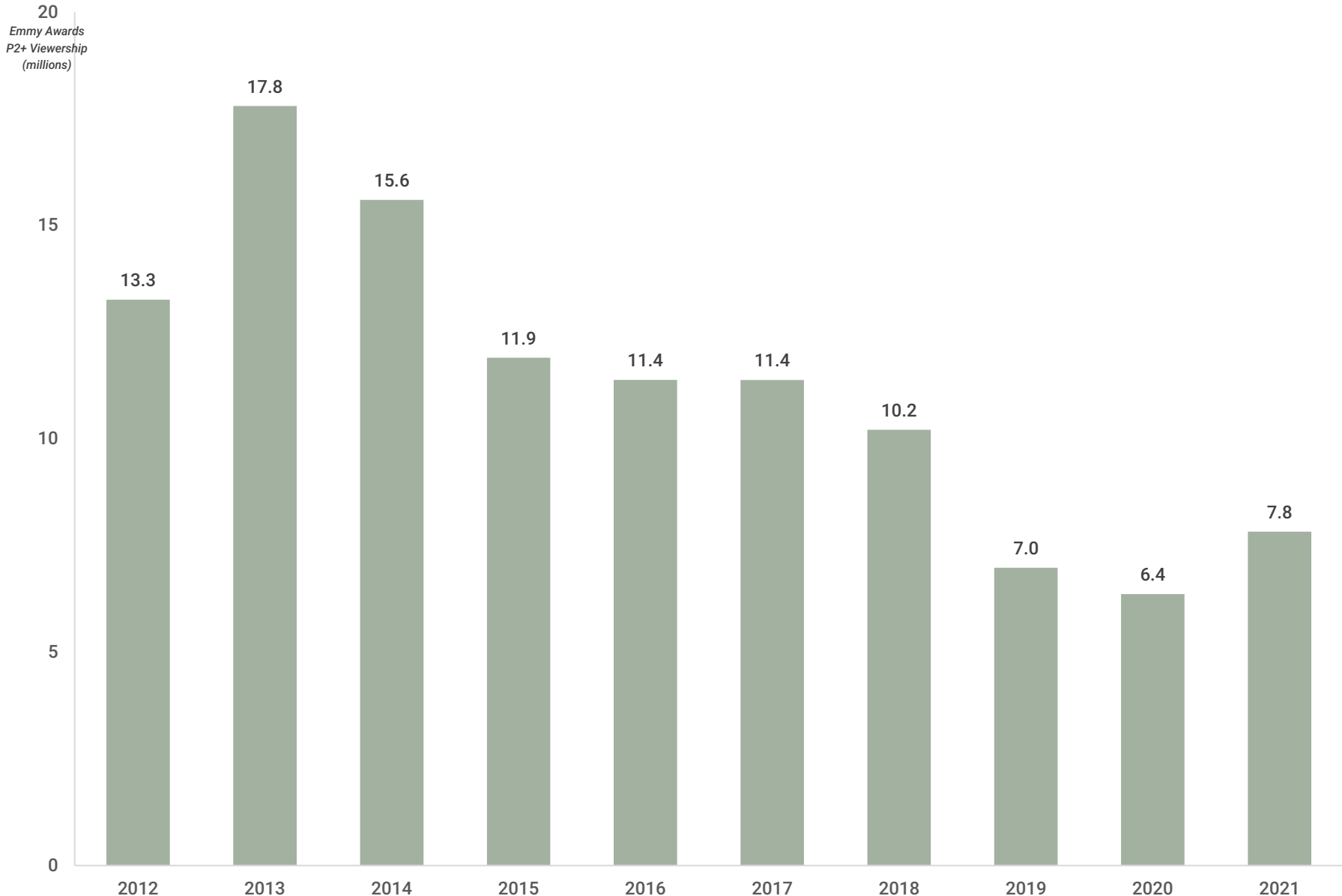
Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Best Comedy Series	modern family abc	modern family abc	modern family abc	VEEP HBO	VEEP HBO	VEEP HBO	The Marvelous Mrs. Maisel prime video	FLEABAG prime video	Schitt's Creek Pop TV	TED LASSO Apple tv+

Best Drama Series	GAME OF THRONES HBO	Br ³ eaking Bad amc	Br ³ eaking Bad amc	GAME OF THRONES HBO	GAME OF THRONES HBO	THE HANDMAID'S TALE hulu	GAME OF THRONES HBO	GAME OF THRONES HBO	SUCCESSION HBO	THE CROWN NETFLIX
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Over the next decade, which streaming service will displace HBO as the renowned Emmy winner?

Source: Television Academy; EMC Analysis
 Note: Nominations are only for outstanding comedy series and outstanding drama series; nominations per category has varied per year

TV Ratings For The Emmys Were Up 10% From 2019, But Still Down Considerably From Past Years



Can innovation around production of live award shows bring audiences back to these telecasts?