



## THE TELEVISION ACADEMY ANNOUNCES COMPREHENSIVE DIGITAL CAMPAIGN WITH IMDb AND PEOPLE.COM FOR THE 68TH EMMY® AWARDS OFFERING VIEWERS BEHIND-THE-SCENES ACCESS TO TV'S MOST ANTICIPATED NIGHT

NoHo Arts District, CA. September 15, 2016 – The Television Academy today announced its extensive digital campaign for the 68th Emmy Awards telecast beginning with Backstage LIVE!, the Television Academy's free streaming online Emmy night companion program. Featuring an all-access, behind-the-scenes pass to the Sunday, September 18 LIVE telecast of the 68th Emmys at 8:00 PM ET / 5:00 PM PT on ABC, Backstage LIVE! also streams simultaneously on Emmys.com, ABC.com and YouTube.com.

Backstage LIVE! viewers will enjoy unprecedented access to multiple camera angles including:

- **Chase Sapphire Reserve Blue Room:** Access to TV's biggest stars as they mix and mingle before taking to the Emmy stage.
- **Thank You Cam:** A first look at award winners fresh off the stage as they thank additional friends, family, colleagues and fans.
- **Host Cam:** Host Marc Istock shares tweets from the fans with the winners throughout the evening.
- **emmy Photo Lounge:** The night's big winners and star-studded presenters pose for their official emmy Magazine portrait exclusively on Facebook Live!

All Backstage LIVE! content will be available for immediate replay and repeat viewing in the weeks following the program on Emmys.com. The Television Academy's official site is an exceptional digital showcase for all of the Academy's activities and content including exclusive photos and videos from the Emmy Awards, plus original videos like "My Emmy Moment" and "Fashion Flashback," along with original content from Television Academy events throughout the year.

Time Inc.'s **People** and **Entertainment Weekly** will host a bi-coastal live, red carpet streaming pre-show on the television industry's biggest night beginning at 6:00 PM ET/3:00 PM PT from Los Angeles and New York. People Now's Jeremy Parsons and Andrea Boehlke will host the "People & EW Red Carpet Live" streaming pre-show from their New York studios, while People deputy editor JD Heyman and Associated Press correspondent Alicia Quarles will report live from the Emmys® red carpet in Los Angeles.

The "People & EW Red Carpet Live" pre-show will stream for two hours on the People/Entertainment Weekly Network (PEN) free app, People.com, and EW.com. In addition, the pre-show can also be streamed on InStyle.com, Essence.com, and Time.com. The pre-show's hosts and correspondents will be socialing on Facebook, Twitter, Instagram, and Snapchat throughout the evening using the hashtag #EmmysLive.

Additionally, **IMDb** (the world's most popular and authoritative source for movie, TV, and celebrity content) and the Television Academy have joined forces to produce the official 68th Emmys online post-show: **IMDb Live After The Emmys, Presented by TCL**. On September 18, as the Emmy Awards telecast ends, IMDb will begin reporting live from the Winners Walk inside the Emmy Media Center and from an unprecedented location inside the Governors Ball. The show, which will run over an hour, is slated to feature live interviews with winners and presenters, recaps and expert analysis of show highlights, social media fan Q&As, red carpet arrivals, Emmys show highlights featured on a TCL 4K TV, and more. Included in the unique-to-IMDb moments will be an unprecedented glimpse of Emmy winners as their statuettes are personalized at the Governors Ball Winners Circle.

Hosts Dave Karger (IMDb special correspondent) and Jill Kargman (creator and star of Bravo's *Odd Mom Out*) will interview the night's big winners at IMDb's Winner's Walk set inside the Emmy Media Center. Rachel Smith (co-host of Amazon's *Style Code Live*) will report live from inside the Governors Ball. To watch **IMDb Live After The Emmys, Presented by TCL** on September 18, visit IMDb.com, IMDb.com/emmys (IMDb's Emmys special section), IMDb's iOS and Android apps, IMDb's Facebook account, and Emmys.com. Follow the hashtag #IMDbLive on IMDb's Twitter and Instagram.

**This Emmy Season, viewers can also follow the Emmys on all their favorite social networks including:**



**Facebook:** Get fresh, new insight into the behind-the-scenes Emmys action. During the September 18 Emmy telecast, look for exclusive 360 video content from Jimmy and the Television Academy, with exclusive video clips streaming live from the Academy's Facebook Page.

**Instagram:** On Emmy Awards day, keep an eye on **@TelevisionAcad** for exciting Boomerang videos of winners and presenters and **@Instagram's** IG Story that will take you inside all the action.

**Twitter:** On Twitter, fans will have many ways to get a front row seat to the Emmys. Tweeting with hashtags like **#Emmys** and **#JimmyKimmel** will trigger a custom emoji celebrating the event. Viewers can Tweet fan art of their favorite **#Emmys** nominees with **#EmmysFanArt** for a chance to get their art autographed & shared from **@TelevisionAcad**. During the 68th Emmys red carpet, full-length Twitter mirror photos will be shared exclusively from **@Chase** and **@TelevisionAcad** and during the telecast, **@TelevisionAcad** will share GIFs from the star-studded audience and show not seen during the broadcast.

**Amy Poehler's Smart Girls**, co-founded by Amy Poehler and Meredith Walker, will return to the 68th Emmy Awards with the viral social media initiative **#SmartGirlsAsk**. Pioneered by Smart Girls and Twitter and launched on last year's red carpet in partnership with the Television Academy, **#SmartGirlsAsk** is dedicated to elevating the types of questions asked of celebrities on the red carpet and beyond. **Tweet with #SmartGirlsAsk** to submit your questions and find out the answers from some of the top celebrities walking the red carpet.

**Snapchat:** The Emmys Live Story will ensure viewers feel like they are a guest on the red carpet and at the show!

The 68th Emmy Awards, including the star-studded Red Carpet preshow, will telecast live from the Microsoft Theater in Los Angeles, Sunday, September 18 (7:00-11:00 PM ET/4:00-8:00 PM PT) on ABC. Emmy Award-winning live television and event producer Don Mischer will executive produce the broadcast hosted by Jimmy Kimmel.

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## About IMDb

IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site ([www.imdb.com](http://www.imdb.com)) is the #1 movie website in the world with a combined web and mobile audience of more than 160 million unique monthly visitors. IMDb offers a searchable database of more than 130 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb provides -- including showtimes, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist -- when making viewing decisions. IMDb's portfolio of leading entertainment apps includes its popular "Movies & TV" app for iPhone, iPad, Kindle Fire, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 50 million downloads of IMDb's mobile apps worldwide. X-Ray for Movies ([www.imdb.com/x-ray](http://www.imdb.com/x-ray)) a feature that revolutionizes the movie-watching experience by bringing the power of IMDb directly to movies on Kindle Fire HD, launched in September 2012. To learn more, go to: (<http://www.imdb.com/apps/>). IMDb Pro (<http://www.imdbpro.com>) is a subscription version of IMDb designed exclusively for professionals who work in the entertainment industry. IMDb Pro provides contact information, in production listings for film and television projects and exclusive STARMeter rankings that are determined by user searches on IMDb. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), a marketplace for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online box-office reporting service. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

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